WOR Sells More
More Often
For More People
To More People

than any other station
in the United States!

IN THIS ISSUE: THE FOREIGN RADIO MARKET
OUR 25TH ANNIVERSARY YEAR

they like us in Pittsville...

...Tiny Pittsville, nearly 300 miles from Chicago, filled its community building three times in one day for its native son, Red Blanchard, laugh-star of the WLS National Barn Dance—because Pittsville folks like the kind of entertainment WLS has given them for a quarter century—

AND IN RENSSELAER, INDIANA—A pleasant fall day brought 36 women from the Barkley Better Homes Club of Rensselaer, Indiana, to visit WLS to hear the Buccaneers and other regular live studio features—

AND IN THE SUBURBS—This spring, 11 west side Kiwanis clubs (from communities like Oak Park, Elgin, La Grange) bought out the Eighth Street Theater for a special all-Kiwanis Barn Dance show and broadcast—

AND IN CHICAGO—Where 20,000 people jammed Congress Street Plaza on smart Michigan Avenue, to see the finals in our Chicago Square Dance contest, fore-runner of our 1950 national folk music and square dance festival—

Wherever Midwestern folk enjoy listenable, memorable, hummable tunes—clean, family-style fun—genuine showmanship—and complete radio service, they like WLS and listen. Whether you're interested in our public service record or some choice program time to sell a quality product—we'll be glad to tell you more.

A Clear Channel Station

890 Kilocycles, 50,000 Watts, ABC Affiliate, Represented by John Blair and Company
Only a combination of stations can cover Georgia's first three markets.

**The Trio Offers Advertisers at One Low Cost:**
- Concentrated coverage
- Merchandising assistance
- Listener loyalty built by local programming
- Dealer loyalties

- in Georgia's first three markets

**The Trio**

- WAGA Atlanta 5000 W • 590 Kc
- WMAZ Macon 10,000 W • 940 Kc
- WTOC Savannah 5000 W • 1290 Kc

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

Represented, individually and as a group, by

**The Katz Agency, Inc.**

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

WOR NEW YORK key of Mutual, and its associated properties (WOR-TV and WOIC (TV) Washington) are not for sale. Recurring reports to that end were demolished by Jack Straus, president of R. H. Macy & Co., parent company, in response to question at annual stockholders meeting of department store Nov. 15.

THOUGH there’s no confirmation, reports were current last week that preliminary inquiries into ideologies of network and station news commentators as well as other radio employees were being undertaken, presumably by FBI. If investigations in fact are going on, it’s presumed they are tied into previous inquiries made on behalf of House Un-American Activitites Committee during last several sessions.

NEW NBC television station affiliation contract nearing completion. Network’s original proposal that “free” commercial network time be 30 hours per month reportedly reduced to nearer 10. NBC AM affiliation contracts provide stations get no pay for 16 1/2 hours per month of network programs.

BRISTOL-MYERS Co., New York, planning extensive spot campaign at end of November for its newest product, Resistab, anti-histamine cold tablet. Kenyon & Eckhardt, New York, is agency.

WBT CHARLOTTE, according to authoritative word Friday, poised to file $250,000 libel suit against CIO, alleging damages in connection with organization activity surrounding IBEW technicians strike at 50 kw CBS-affiliated station.

HOPES for early settlement of black-and-white TV problems get encouragement from FCC’s present way of thinking. Inclusion now is not only to complete color hearing (which will recess till February) before taking up VHF-UHF monochrome questions, but also to get out color decision first. To many, windup of whole TV problem package before next fall is almost unthinkable.

NEEDHAM, LOUIS & Brorby, Chicago, expected to resign Pepsodent’s tooth powder and Rayve Shampoo accounts as result of Lever Bros. President Charles Luckman’s insistence on concentration of Lever-Pepsodent-Jelke business in new Manhattan office. Agency has no New York branch. Pepsodent and Jelke move from Chicago will be complete within month. Two Pepsodent agencies—J. Walter Thompson and Engel, Cone & Belging—have New York offices. Fourth involved is Tatham-Laird, which operates only in Chicago. It handled Jelke business.

PROCTOR & GAMBLE’s Prell shampoo, through Benton & Bowles, New York, planning (Continued on page 82)

MEXICO entered Montreal NARBA conference Friday as North American delegates started final phases of proceedings. Miguel Pereyra, director of communications in Mexico, arrived at Montreal to participate as observer. Raul Karman, technical director of Radio Hannan clubs, understood to be enroute to conference.

HOTPOINT Inc., New York, will sponsor full-hour Thanksgiving Day video show on CBS-TV, to be called Hotpoint Holiday. Featured will be Rudy Vallee as m.c., Guy Lombardo orchestra, Sam Levenson, Carol Bruce and others. Barry Wood is producing 4-6 p.m. program, placed through Maxon Inc., New York. It was suggested and built by Robert J. Enders Advertising, Washington agency.

TEXAS Co., New York, appoints Erwin, Wasey Co., New York, to handle its radio spot campaign effective Jan. 1. Five and 15-minute newscasts will be used. Account formerly handled by Buchanan & Co.

FMA STUDIES NAB OFFER

EXECUTIVE Committee of FM Assn. board met Friday in Washington to consider NAB’s merger offer (see NAB board story page 23). Committee agreed full FMA board meeting should be called in early December to consider details of NAB offer, which hasn’t yet been formally submitted. Attending meeting were Ben Strowue, WWDC-FM Washington; Everett Dillard, WASH (FM) Washington; Leonard Marks, FMA general counsel; Ed Sellers, FMA executive secretary.

MORTON TESTS • Morton Salt Co., Chicago (smoke curing salt), this week starts six-week test campaign with 30-minute hillbilly program in Chicago, Atlanta, Charlotte, New Orleans and Nashville. Agency, Klu Van Pietersen-Dunlap Assoc., Milwaukee.

ANHEUSER SPONSORS • Anheuser Bush Brewing Co., St. Louis (Budweiser beer), sponsors Ken Murray’s Blackouts, hour-long video show on CBS-TV, alternating Saturdays starting Jan. 7, 8-9 p.m. Agency, D’Arcy Adv., St. Louis.

SOAP TEST • Sum Soap Co., Chicago, testing spot radio on WROK Rockford, Ill., through December to determine expansion plans. Agency, McVigeran-Child, Chicago.

RONSON SIMULCAST • RONSON ART METAL WORKS, Newark (lighters), to sponsor simulcast using one AM and another TV network. Firm to start Twenty Questions, now on MBS, also on full NBC-TV network, Sat. 8-8:30 p.m., starting Nov. 26 for five weeks. Both WNBT (TV) and WOR-TV to carry show in New York. Agency, Cecil & Presbrey, N. Y.

AFL SEEKS FCC MEMBER:

WILLIAM GREEN, AFL president, will ask President Truman to name AFL man to next FCC vacancy. This disclosed in exchange of telegrams between Mr. Green and AFL President James C. Petrillo, published in AFL’s November International Musician. Acting under resolution of last AFL convention, Mr. Petrillo asked AFL chief to work to this end. Mr. Green replied he would “gladly do all I can in this important matter.”

BMB Board Favors NAB Corporation Plan

BMB BOARD Friday adopted resolution authorizing BMB offices to work out program with ANA, AAAA and NAB to continue station and network audience research under plan proposed by NAB board (see board story page 23) and extended deadline for dissolution of present BMB from Dec. 31, 1949, to July 1, 1950.

Resolution noted expressions of ANA and AAAA as to need for advertisers and agencies for continued measurement studies and, in approving NAB plan for reorganizing bureau as stock corporation along lines of BMI, stipulated that “whatever organization is formed to carry out such a program will be so organized as to provide for tripartite participation under conditions that will assure the research integrity of the work to be performed.”

Board took firm position that nothing be done to interrupt production of BMB Study No. 2 and continuation of plans for servicing this study. NAB President Justin Miller said NAB will continue to give services of Kenneth H. Baker, NAB research director, to administer BMB affairs. Dr. Baker reported satisfactory progress in processing Study No. 2 and estimated reports will be ready by end of December.
YOU'RE more than a jump ahead with WKMH

Compare costs per thousand families before you buy the Detroit market.

WKMH gives you more listeners per dollar in metropolitan Detroit than any other station. Plus...

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

WKMH

1310 KC

1000 WATTS FULL TIME

Fred A. Knorr
President and Gen. Mgr.

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

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

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

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

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

910 Kilocycles

WFDF FLINT MICH.

AMERICAN BROADCASTING COMPANY

REPRESENTED BY THE KATZ AGENCY

Associated with: WOOD Grand Rapids—WFBM Indianapolis—WEOA Evansville—
"Top Fidelity...the most dependable Tape Recorder yet!" says WOR's Stan Lomax

NEW PRESTO PORTABLE TAPE RECORDER

PRESTO'S PT-900 is the answer for delayed sports broadcasts—field recording—wherever there is a need for a portable recorder of complete broadcast quality. Look at these outstanding engineering features:

- Three separate heads for superior performance (and for monitoring direct from tape). One head each to erase, record and playback.
- 3 microphone channels with master gain control in recording amplifier.
- Large V.U. meter with illuminated dial to indicate recording level, playback output level, bias current and erase current, and level for telephone line.
- 2-speed, single motor drive system. Toggle switch to change tape speeds from 7½" to 15" per second.

Don't choose your tape recorder until you see the new Presto Portable Tape Recorder. Write for complete details today.

RECORDING CORPORATION
Paramus, New Jersey
Mailing Address: P. O. Box 500, Hackensack, N. J.
In Canada: WALTER P. DOWNS, Ltd., Dominion Sq. Bldg., Montreal

WORLD'S GREATEST MANUFACTURER OF INSTANTANEOUS SOUND RECORDING EQUIPMENT AND DISCS
Get the desired reaction with a
For talent, programs and production of top caliber and for results in sales of your product, WSM is your station in the Central South.

Here's a staff of 200 entertainers, ready to write, produce and present a network quality show.

Here's an audience of millions of loyal listeners—living on farms, in small, medium and large cities.

Here's a background of dealers who know the potency of WSM, and who give shelf-room and enthusiastic selling to goods promoted over their favorite station.

And, above all, here is a station whose listeners believe what they hear—and act on what they believe.

We'd like to work with you...and we'll do a job.
ROBERT H. RUSSELL, formerly with Lester Harrison, joins Foote, Cone & Belding International Corp. to serve as field merchandising coordinator for Watchmakers of Switzerland. He will be in charge of western U. S. activities in Los Angeles. Joining corporation on same account are JOHN MANEMIN, formerly with Jewelry Industry Council, who will cover Midwest with offices in Chicago, and WALLACE H. GOLDSMITH II, formerly with McCann-Erickson, who will work in New York as eastern coordinator.


JOHN C. MORSE, executive vice president of Dan B. Miner Co., Los Angeles, elected to board of governors of Southern California chapter, American Assn. of Advertising Agencies. He is currently member of AAAA National Research Committee.

HARRY HITES Jr., radio-TV director of Williams, Stark & Hinkle, Washington, and Elinore Rankin have announced their marriage.

NATHAN A. TUFTS, for past three years manager of Hollywood office of W. Earl Bothwell Int., resigns effective Dec. 1. Prior to joining agency he was for three years with Ruthrauff & Ryan Inc., and for 12 years before that with J. Walter Thompson Co., both Los Angeles.


TOM CONNOLLY of Young & Rubicam Inc., Hollywood media department, is the father of a child, Karen Ann.

BRENNAN ADVERTISING AGENCY, Houston, elected to membership in American Assn. of Advertising Agencies.

DARWIN H. CLARK Co., Los Angeles, joins Southern California Advertising Agencies Assn.


BEN SUGARMAN & Co., 430 King St. West, Toronto, enfranchised as advertising agency by Canadian Assn. of Broadcasters.

JAMES FELTON, account executive, Foote, Cone & Belding, Los Angeles, is the father of a boy, Richard Wallace.

ENJOYING the proceedings during a lighter moment of the recent annual convention of Pacific Council of American Assn. of Advertising Agencies are (1 to r): C. Burt Oliver, general manager, Hollywood office Foote, Cone & Belding, and chairman of convention; Mrs. Warren Kraft; Warren Kraft, vice president and manager, Honig-Cooper Co., Seattle; Mrs. C. Burt Oliver.

THE WORLD'S LARGEST DISC JOCKEY SHOW!

Yes, each Saturday these top recording artists spin the discs, in quarter-hour segments, from 1:45 to 5 p.m.

BENNIE HESS TINY SMITH LITTLE MARIE
TOM الفني LEON PAYNE PETE HUNTER
LEON CHRISTIAN FLOYD TILLMAN
BENNY LEADERS HANK LOCHLIN
JIMMY SHORT JERRY IRBY
COLLIE WOODY & JERRY SMITH
CORNELIO DARE MORRIS


NATIONAL REP. FORJOE & CO.
Dave Morris, Gen. Mgr.

"Your Good News Station"

k-nuz

9th Floor Scanlan Bldg.
Houston 2, Texas
Business is always better in Washington, D.C.

Almost half of your customer-families in Washington, D.C., got pay raises this fall. Government workers and military personnel—275,000 of them—have even higher pay than before; 18,000 of these also got a year’s retroactive pay! Statisticians are still figuring out what this does to income in the nation’s 9th retail sales market. But Pulse has already figured out that WTOP has more listeners than any other station in 3 out of every 5 quarter-hour periods. The next station has only 1 out of every 6. WTOP dominates this always-better market.
Davis Lauds
EDITOR, BROADCASTING:
I read Broadcasting [Nov. 7] with more than usual interest. After all, there was a Hal Davis by-line in the issue! Inasmuch as I have a large family, please discount the immediate rise in circulation.
However, the opening does give me a chance to tell you something which I should have passed on years ago. I've known your book through years at CBS and the agency. Your staff members have always been favorites of mine... Hal Davis Vice President Kenyon & Eckhardt Inc. New York ** * * ‘High Readership’
EDITOR, BROADCASTING:
I know you'll be interested to know that I have received innumerable comments on the article "Our Respects To..."-Broadcasting, Oct. 31. It certainly proves that Broadcasting must have an exceptionally high readership. I want you to know how much I appreciate your interest in printing this eulogy even before I have died. Russell W. Toly Radio Director BDDO, Chicago ** * * Prudential’s Program
EDITOR, BROADCASTING:
I have been reading Broadcasting Magazine for a number of years, and it was with a mixed feeling of satisfaction and surprise that I noticed your excellent article on the radio policies and goals of the Prudential Insurance Co. of America. [Oct. 31]. Especially so since Prudential's utilization of radio as a medium of sales and public relations has enabled me to pursue personal ideas of service beyond the ordinary scope of the entertainment field. Jack Berch Jack Berch Show New York ** * *

Re: 1950 Census
EDITOR, BROADCASTING:
In reference to recent stories in Broadcasting concerning the 1950 census... The census director has stated that any attempt to obtain FM data would, due to confusion on the part of the public, leave the accuracy of the results open to grave doubts. If that is the case, an all-inclusive question on radio set ownership will also be subject to grave doubt inasmuch as there will be millions of sets which have FM reception but no AM...
In light of these facts it would appear that none of the figures obtained in the proposed radio count would be accurate unless a separate question on FM is included. Even the census bureau would presumably have to admit to this which leaves no alternative but to believe that they are knowingly and willingly discriminating against the FM portion of the broadcasting industry...
...I am greatly pleased by the proposed changes which will be integrated into the new 1950 Broadcasting Yearbook. The new log arrangement seems to me to be the only really fair way to present radio facts.
E. J. Hotel Manager WCFC-FM Beckley, W. Va. ** * *

Give New Ideas
EDITOR, BROADCASTING:
The many items which appear in your magazine are of great interest to myself, because they provide new ideas for operation of stations, and in small markets such as this it is necessary to keep on your toes to keep ahead of the game.
Bob Reel Station Manager KSPA Santa Paula, Calif. ** * *

More on P.I.
EDITOR, BROADCASTING:
Your editorial, "Class 'Q' Time," in the Oct. 31 issue of Broadcasting should be framed and hung on the wall in every radio station in the country. I certainly agree with Linnea Nelson that the broadcaster who fails for today's fast P.I. buck is indeed shortsighted. It may be all right for those broadcasters who only want to hit and run, but for those of us who hope to stay in the business it's bad medicine. The broadcaster who's having trouble meeting his payroll and tries to do it with P.I. business is only putting off the evil day.
Harold Essex V. P. and Mng. Dir. WSJS Winston-Salem, N. C. ** * *

Keeping Abreast
EDITOR, BROADCASTING:
The life of a broadcaster is a very busy one. He must keep abreast of not only what is happening in the industry, but trends of business, local, state and national events. As a result he selects the
(Continued on page 18)
YOU MIGHT BAG A 9'-6" TIGER*—

BUT . . .

YOU NEED WKZO-WJEF TO WIN TROPHIES IN WESTERN MICHIGAN!

WKZO, Kalamazoo, and WJEF, Grand Rapids, give radio advertisers the best coverage and the biggest audience in Western Michigan—and at the lowest cost.

Latest Hoopers prove that both WKZO and WJEF are tops in their home cities, Morning, Afternoon and Night. For example, WKZO gets a 73.7% Share of Audience, Weekday Mornings in Kalamazoo; WJEF gets 27.1% in Grand Rapids (Mar.-Apr. '49).

WKZO-WJEF cost about 20% less than the next-best two-station choice in the area—yet deliver 41% more listeners!

What's more, BMB figures prove that these two CBS outlets give superlative coverage throughout the prosperous Western Michigan area.

Write today for whatever facts you want about the job WKZO-WJEF can do for you in Western Michigan.

---

*Denis P. S. Conan Doyle bagged a tigress this size in Mysore State, India.
If you think your business is different, consider ours for a moment...and discover perhaps how our difference can help you with yours.

You see, we have devoted nearly 15 years to the business of being a different kind of network. This gives us quite an edge, in these times when extra-efficient, better-than-average marketing techniques are required.

And it gives you several new ways—all of them well tested—to make your dollars do double duty.
For instance...

On no other network can you raise your sales voice in 500 transmitter-markets—300 of them being the only network voice in town. On Mutual you can...The Difference Is MUTUAL!

On no other network can you enjoy maximum flexibility in selecting your station hook-up... routing your program as you route your salesmen. On Mutual you can...The Difference Is MUTUAL!

On no other network can you locally—at no extra cost—tell your customers where to buy what you are selling, as well as why. On Mutual you can...The Difference Is MUTUAL!

On no other network can you buy the proven benefits of coast-to-coast radio—and save enough to explore the high promise of television too. On Mutual you can...The Difference Is MUTUAL!

On no other network can you s-t-r-e-t-c-h your hardworking dollars to the point where you get six listener families for the price of five. On Mutual you can...The Difference Is MUTUAL!

These are five of the points which add up to a big plus for the Mutual advertiser. Interested in the proof of any or all of them? Let's sit down together and discuss our differences.
IN tropical countries, the gourd has long been known as a useful fruit. Dried, it has served as a household utensil and, in a number of instances, has been used as a medium of exchange.

Now, in untroublsome Wisconsin, far from its native habitat, the gourd is making thousands of Badger Staters gourd conscious. It all started seven years ago.

Each year of the seven, Gordon Thomas, m.c. of the Top o' the Morning display, has served as the agency's PROGR.

Mr. Simmons began riding that beam as far back as 1926 when, as a youth of 21, he strolled casually into the now defunct 50 watt WJAR Marion, Ind., to survey the operation. His casual stroll developed into a frantic romp when he was hired instantly to serve as an announcer, director, producer and writer on the station. Another fellow did the cleaning up.

A year later Mr. Simmons doubled his wattage—though it threatened to halve his life expectancy—by assuming the same duties on WKBW Joliet, Ill.

In 1931, he moved to Chicago and WAAF (a 250 watt) as program manager. During his six year tenure with the station he inaugurated, among other things, the celebrated WAAF Symphony Hour, a stirring program departure for a small station at that time.

In 1937, Mr. Simmons' destiny began to measure up to his talents as he migrated to the powerful WGN outlet in Chicago as a director in charge of a covey of musical programs and day-time serials.

In October 1938 he headed the Simmons to the agency field joining Wade Advertising, Chicago, as director and producer where, besides his Quiz Kid inauguration, he produced and directed Alec Templeton Time and directed the Barn Dance.

He left the agency to join the Army in 1944 but in 1946 he returned to direct the Roger Show for WBN on the West Coast.

Completing that assignment, he switched to Cecil & Presbrey as its West Coast man supervising the Philip Morris daytime programs.

In February of '49 he moved to the agency's New York office as assistant to Jack Wyatt, and when the latter resigned in April of this year to join Grey Adv., Ed Sim

(Continued on page 18)
Radio Sells...

Likewise, WGN has proven a result getter for its advertisers. Advertisers know they can depend on WGN’s extensive coverage to get the most out of their advertising message. WGN reaches 3,529,000 homes each week (more than any other Chicago station):* These homes mean millions of consumers for your advertised products...

Whether You Sell...

Asks for masqueraders’ merriment...marble mantels for magnificent mansions...manuals for matriculating math n’ med majors...manicures n’ massage for missshapen magnates...mufflers n’ manifolds for marine motors...mink for mercenary matrons...

erry mistletoe for melancholy misses maneuvering matrimony with meek males...milk for mewing mousers...maps for meandering minstrels...modern mattresses made for the Morpheus motivated masses...machinery for manufacturers’ mills...mandolins for music-making maestros...manipulatable manikins for magicians’ mysticisms...

occasions for miserable men after military marches...marmalade n’ maize muffins for morning meals...meters for measuring mechanical movements...mortar mixers for masons’ masonry...marinated mackerel, mussels, miscellaneous merchandise for merchants’ meat markets...better buy radio...

*1949 Nielsen Annual Report—February-March

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

Chicage 11
Illinois
50,000 Watts
720
On Your Dial

Chicago 11
Illinois
50,000 Watts
720
On Your Dial

Eastern Sales Office: 220 East 42nd Street, New York 17. N. Y.
West Coast Representatives: Keenan and Eckelberg
335 Montgomery St., San Francisco 4 - 2978 Wilshire Blvd., Los Angeles 5
710 Lewis Bldg., 333 SW Oak St., Portland 4

November 21, 1949 • Page 17
How To Meet Varying Recording Channel Needs

SOLUTION:
Select from 14 Basic Units of the FAIRCHILD Unitized Audio System

You can assemble numerous combinations of complete recording channels with the Fairchild Unitized Amplifier System, which includes 14 basic units.

Related units are simply plugged in, or cabled together. It's that easy . . . that quick. Units can be combined to meet the special requirements of a given installation. If requirements change later, the units can be re-arranged and the system expanded with no loss of initial investment. With this versatile Fairchild System, you get custom construction at production prices.

Feature of the Week
(Continued from page 18)
Morning show on WTMJ-AM-FM Milwaukee, The Milwaukee Journal stations, has been offering packets of gourd seeds to listeners writing in for them. Last spring he filled a record 16,869 requests.

In the fall, gourd growers are invited to send or bring in their best gourds and novelties made using gourds. This year, the fourth annual WTMJ-sponsored gourd exhibit held at Milwaukee's Radio City attracted 3,652 gourds.

Overflow crowds totaling nearly 4,000 viewed the one-day exhibit. Most of the time there were long lines of people waiting to enter the large studio reserved for the showing. One hundred dollars in prizes was awarded in two classifications—one for the most perfect large gourd, the other for the most unusual novelties made from gourds.

This promotion by Mr. Thomas on his daily 5:30 to 6:30 a.m. show has attracted attention from beyond the borders of Wisconsin. Listeners in Illinois and Michigan are becoming gourd-conscious and have requested seeds and submitted entries, according to WTMJ.

Open Mike
(Continued from page 18)

Publications which will keep him abreast of radio's fast moving events. I subscribe to practically all radio publications, but cannot find time to read all of them. Broadcasting magazine, however, is one publication I consider a must and I read it from cover to cover weekly. Your keen appreciation of what the broadcaster needs to know has been on a consistently high level. I for one am deeply grateful to you and to your publication . . .

C. L. Thomas
Gen. Mgr.
KKOK St. Louis

Re: Newscasts
EDITOR, BROADCASTING:
Why didn't Mr. Dimitman call his piece "Effective Programming" and be done with it? His little critique ["Effective News Casts" BROADCASTING, Nov. 7] contained some criticism all right, but little of it was constructive, and most of it seemed naively uninformed.

Lord only knows radio news stands in need of criticism—lots of it. But what Mr. Dimitman has castigated is not the newscast, but radio programming. Were radio news editors to compile individual newscasts with one eye on a particular public at a particular time of day, it may well be that the station would build up something of a steady listenership among that one public. But arbitrarily to allot three or four minutes of each newscast to news of interest to the businessmen of one city would be inviding the other 95% of the station's listenership potential to dial the competition at newscast time . . .

We agree with Mr. Dimitman that newscasts should be identified with some sort of associated tag (most of them are); yet at most stations, "News for the Home-maker" is presented by the Woman's Director, and is in no way represented as being a NEWS-CAST . . .

People listening to a newscast do so primarily to get the NEWS . . .

On the other hand, Mr. Dimitman says the usual worthless things about local news.

Robert Lindsay
New Editor
WKOW Madison, Wis.

Dept. Stores Ban
EDITOR, BROADCASTING:
We appreciate . . . the tear sheets of the department store article in your Oct. 24 issue.

We are gathering all material of this kind that we can find in an attempt to break down the ban which local department stores have put on radio advertising here.

We think your story on the Milwaukee-St. Paul situation will be a helpful addition . . .

Gene O'Fallon
Manager
KFEL Denver

Banks, Note!
EDITOR, BROADCASTING:
. . . The radio program of the Bridgport City Trust Co. . . . has done a job . . . I do know this: To reach the broad public market no bank can afford to omit radio.

Herbert Flint
Advertising Counsel
Westport, Conn.

On All Accounts
(Continued from page 18)
mons was appointed director of radio and television for the agency.

Mr. Simmons supervises the Ed Wynn Show for Spiegel Watch Bands on CBS-TV, the George Burns & Gracie Allen Show on CBS for Block Drug Co., Stop the Music on ABC for Spiegel and the two Philip Morris daytime shows on ABC—One Man's Opinion and Johnny Olsen's Ladies Be Seated.

He also is in charge of the firm's spot output, currently including Lamon-Corliss, Polident Tooth Powder and Tops-Gum.

The Simmon's have been married 18 years. They have three sons, Tom 17 years, Eddie 15 years and Michael, 15 months. The family lives in Fresh Meadows, L. I.
Jamison has something on his mind...

As a matter of fact, our Mr. Jamison, one of the brightest young men in town, has plenty on his mind.

Although he is much more salesman than statistician, he has a ready fund of facts and figures on the broadcasting business that is the envy of many a representative twice his age.

"I look at it this way," he will tell you. "There is nothing secret about most of the information I carry around in my head (where I can always find it). Most of it is available in various standard or special sources of information. The rest you can get for the price of a phone call to the right man. But the point is this: when an advertiser or a broadcaster wants information, he is very likely to want it fast. And the man who can give him the most information fastest is the man who is serving him best. Radio representation, as you know, is a service business. We don't actually own anything but the furniture — Spot Radio, the product we sell, we sell for somebody else.

"The fact that my clients appreciate this fast service helps me sell more time — the right time — either to them or for them. And the fact that any Weed and Company representative can do the same lets us today do more business for our clients (advertisers and broadcasters alike) than ever before."

Weed and Company
radio and television
station representatives

new york • boston • chicago • detroit
san francisco • atlanta • hollywood
Watch the New WDSU
No Other New Orleans Station
Affords Sponsors Such Economic, Hard-Selling Programs.

RADIO
Dixieland Jazz
Jazz Authority Roger Wolfe spins waxes and adds colorful tidbits from his own voluminous library of Jazz records and facts. (Available for Sponsorship)

VIDEO
Racing
Mid-Winter racing televised again this season from the New Orleans Fair Grounds fast oval. (Available for Sponsorship)

See your JOHN BLAIR Man!

AMERICAN EXPRESS-CATHOLIC TRAVEL LEAGUE for 1960 Holy Year of Jubilee plans concentrated radio advertising campaign, based on tests to be conducted first in New York market. First to be chosen are WQXR (English) WOV (Italian) and not yet selected “quality Polish program.” Campaign to hit major cities across country, with emphasis on cities where Catholic prelates are personally conducting pilgrimages to Rome. Agency: Ray McCarthy Adv. Service, New York.

GROVE LABS., St. Louis, appoints Sullivan, Stauffer, Colwell & Bayles, New York, to handle advertising of its newest product, Antamine, anti-histamine drug to prevent colds. Radio spots will be used.

RESTAURANTS-OF-THE-MONTH Inc., New York, group of dining-out spots where members eat half-price upon presentation of membership card, appoints William Warren Agency, New York, to handle its advertising. Participations on such shows as This Is New York on WCBS, The Fitzgeralds on WJZ and Dorothy and Dick on WOR, all New York stations, being considered. Use of one-minute video spots also is being considered.

"THANKS" DOG FOOD begins test radio campaign on hour-long morning Emerson Smith Show on KDYL Salt Lake City. Expansion to other markets expected following test.

CHATTANOOGA MEDICINE Co., Chattanooga, Tenn., appoints Street & Finney Inc., New York, to handle entire Cardui account, effective Jan. 1. Spot radio will be used.

IMPERIAL KITCHENS Co. (storm windows and kitchen products) appoints Harold Kirsch Co. Adv. to direct advertising. Radio will be used for St. Louis market.

SKELLY OIL Co., for Skelgas, begins one-minute test campaign in 75 markets Nov. 28 for one month, through Henri, Hurst & McDonald, Chicago. Further expansion will be determined by sales results.

B-Z-B HONEY Co., Alhambra, Calif. (honey packer), KERMIN FOOD PRODUCTS, Los Angeles (frozen meat pies), and ROBERT WILLIAM FOOD Co., same city (Miller spaghetti, macaroni) appoint Jordan Co., Los Angeles, to handle advertising. All firms plan to use radio and television.

Network Accounts • • •

STERLING DRUG Inc., New York, through Dancer-Fitzgerald-Sample Inc., New York, signs 52-week renewal contract with ABC for sponsorship of Bride and Groom. Contract, effective Jan. 2 covers 222 ABC stations, and programs are aired Mon.-Fri., 2:30-3 p.m.

AMERICAN FEDERATION OF LABOR in contract placed directly with MBS, will sponsor commentator Frank Edwards in a Mon.-Fri., 10-10:15 p.m. broadcast from Washington. Closed Circuit, Sept. 12.

THE TEXAS Co., New York, will for second consecutive year sponsor telecast by ABC-TV of complete opening-night performance of New York’s Metropolitan Opera today (Nov. 21). Telecast of season’s premiere, “Der Rosenkavalier,” was arranged through Kudner Agency, New York.

HALLICRAFTERS Co., Chicago, (radio, TV, electronics equipment), to sponsor Hollywood Quiz on Mutual network starting Dec. 10 through Sorensen & Co., also Chicago. Show will be aired Saturday, 5:45-6 p.m. in each time zone, and will originate in lobby of Chicago Theatre.

C. H. MASLAND & SONS CARPET Co., New York, renews its sponsorship of Masland at Home Show on CBS-TV effective Dec. 14 for another 13 weeks. Show is five minute program, Wednesdays, 7:45-8 p.m. Anderson, Davis & Platte, New York, is agency.


MARS Inc., Chicago (Candy), renews for 26 weeks effective Dec. 6, sponsorship of Houdy Doody on NBC-TV Network. Show is telecast Mon.-Fri. from 5:30-6 p.m. Grant Adv., Chicago, is agency.

(Continued on page 74)

BROADCASTING • Telecasting
How Popular Can You Get?

The campus hero has nothing on WCAO these days. Smart advertisers take a gander at the super-colossal CBS programming job this Fall—and rightly figure that WCAO is a better buy than ever in the Baltimore market. Ask your Raymer representative about availabilities on some of these popular WCAO local favorites—"Musical Clock"—"Hold Everything"—"Your Friendly Neighbor"—"Afternoon Carousel"—"The Hal Victor Show"—"Saturday Night Frolic"—and many others. It's a bonus audience—backed up by constant WCAO local promotion and showmanship.

... and every program and announcement on WCAO is duplicated on WCAO-FM (20,000 watts) at no additional cost to the advertiser!

WCAO
"The Voice of Baltimore"

CBS BASIC • 5000 WATTS • 600 KC • REPRESENTED BY RAYMER
NORTH CAROLINA IS THE SOUTH'S NUMBER ONE STATE

AND NORTH CAROLINA'S No. 1 SALESMAN IS

WPTF

50,000 WATTS 680 KC
NBC AFFILIATE

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

★ also WPTF-FM ★
NAB REVAMPING

By J. FRANK BEATTY

DEMAND for a NARBA treaty that will stop “severe damage” to U. S. station coverage and action to strengthen NAB’s two sales-getting units—Broadcast Advertising Bureau and Broadcast Measurement Bureau—topped a fast-moving meeting of the NAB board held last week in Washington.

As part of its job of revamping NAB’s structure, the board voted to dissolve the present BMB and set up an industry-controlled program-station measurement corporation.

It decided to keep Broadcast Advertising Bureau within the NAB fold, reversing a policy adopted at the time of Bab’s creation last April.

The three-day meeting ended late Thursday with this additional series of actions:

- FM Assn. invited to merge into NAB.
- Formation of joint radio-movie committee to serve common interests (see story page 44).
- Election of two television members to board (story Telecasting).
- Present $701,000 budget continued to February.
- Future discount of 12½% continued to February for AM stations; TV rates unchanged.
- Membership drive approved.
- Committee created to act on court and government appearances by NAB.
- Standing committee structure sharply curtailed, with new TV committee created.

Much of the board’s time was taken up by reorganization and budgetary problems that have come up since the streamlining operation was started last July. This task was simplified by advance work done by the board’s Structure Committee and the Audience Measurement Committee, which drew up detailed recommendations. These were adopted in large measure.

The streamlining job was not completed, however. Reports covering work of the Radio (formerly Audio) and Television (formerly Video) Divisions and the relation of these new units to the NAB departments and the president were deferred to the next board meeting in February.

The always exciting BMB problem was approached from two angles by the board. First it

WNEW

RADIO’S BIGGEST independent station transaction—sale of WNEW New York by Arde Bulova and his associates to a new corporation headed by William S. Cherry Jr., Rhode Island industrialist and broadcaster, for a gross in excess of $82 million—was consummated last week, subject to usual FCC approval.

Among those associated with Mr. Cherry are Bernice Judis, vice president and general manager of the outstandingly successful 10,000 watt, and Ira Herbert, vice president and sales director, each of whom will acquire 12½% interest and will continue in active direction. Mr. Cherry, 44-year-old chairman of the Cherry & Webb Department Stores in New England and owner of WPRO Providence, is president of the new WNEW Inc., and holds 42½%.

Miss Judis becomes executive vice president and a director of the new company and continues as general manager. The executive staff and personnel, it was reported, will remain unchanged. Mr. Herbert also will serve as a director and Ted Cott will continue as vice president in charge of programs.

The sales price of more than $2 million, it is understood, embraces the assets of the Greater New York Broadcasting Corp, Mr. Bulova, chairman of the Bulova Watch Co. and one of the largest advertisers in radio and TV, is 60% owner of Greater New York’s Milton Biow, president of the Biow Co. Inc., is 30% owner, and Vincent Dailey, New York businessman and associate of Mr. Bulova, holds 10%. It is expected the formal application for transfer will be filed in a fortnight.

Mr. Cherry, a veteran of more than 20 years in radio, told Broadcasting that he was "pleased to be associated in the ownership.

(Continued on page 40)
By TYLER Nourse

With advertising expenditures this year running well ahead of 1948, 30.6% of advertising agency executives reported they were spending more client dollars in advertising. Radio, television and newspapers were gaining with increased expenditures reported by 70.8% of the agencies.

Sounding a note of warning to station executives, 94.4% of agency respondents said competition for advertising dollars is becoming more intense.

Displeasure with radio's job of promotion and merchandising in support of sponsors' products was expressed by 62.8% of agency executives who said radio performed this function inadequately.

These conclusions were drawn from replies received in Broadcastings' 21st Trends Survey—a continuing study of executive opinion in radio and its allied fields. For this survey questionnaire's were directed to a representative sample of advertising agency executives in all parts of the country.

More Spent in Advertising

Considering total advertising expenditures for all media, 52.9% of the agency executives said they were spending more money this year for their clients than they did last. Of those who expressed this increase as a percentage, the average change over last year was approximately 10%. A continuation of 1948 expenditures into 1949 was shown in 26.5% of the replies—these agencies indicating they were spending the same amount of money for their clients this year as last. Curtailment of advertising monies was shown by approximately one in the agencies, 20.6% saying they were spending fewer advertising dollars this year for clients than had been the case last year. Although the sample which expressed this decline as a percentage was rather small, the average of these replies indicated a 5% curtailment in client's advertising dollars.

In the redistribution of advertising dollars—comparing the placement of clients' dollars this year with last—30.6% of those answering the radio section indicated an increase. Unchanged radio appropriations continued at 30.6% of the agencies and 38.8% of those answering said they were spending less in radio.

Television expenditures, following the natural growth of the medium, have expanded to an extent that 70.8% of the agencies answering this section said they were spending more of the client's dollars in this advertising field. Only 4.2% indicated a decline in television money expended for clients. The remaining 25% said TV appropriations were unchanged.

Newspapers, also, are receiving a goodly amount of increased business with 52.9% of the agencies answering this section of the question indicating they are spending more of the client's money in this field. Unchanged expenditures in newspapers were shown by 38.8% of the agencies with 8.8% saying their clients had cut the amount of money spent in this medium.

Of agencies indicating activity in the magazine field, 57.2% said their clients had not changed the amount of money spent in this medium from last year to this. An increase of appropriations for magazine space prevailed at 35.7% of the agencies answering this section. Cuts in magazine expenditures by clients were shown in 7.1% of the replies.

Other Media Unchanged

Other media—direct mail, billboards, etc.—remained relatively unchanged in 1949 from 1948. The 26.7% of the agencies who indicated their clients are spending more money here is counterbalanced by an equal number showing less activity. An average of replies which were shown in percentages, however, indicates a slight edge to increased expenditures—money increases surpassing money decreases.

From the money spent radio-wise, 50% of the agencies said they were channeling more of the clients funds into spot business. A decrease in the spot field was indicated by 40% of the respondents while 10% showed no change from last year. Network placements, however, were reversed. There, 60% of the agencies said less of the clients money was going to the network. The other 40% said network expenditures had increased.

An evaluation of radio's effectiveness now as compared with a year ago shows 57.6% of the respondents feel the medium is still as potent as before. A more cautious 12.1% of the agency executives say they feel radio results are better while the remainder indicated a feeling that poorer results are now obtained.

Selling Cost

Although 57.6% of the agency executives said they felt the results from radio advertising to be the same this year as last, 54.5% indicated they believe the cost of selling through radio to be higher. A third said the cost appeared to be the same as last year while 12.1% indicated a lowering of the cost of radio selling.

As in the past, the agency sample contended that stations should provide greater merchandising aids in support of sponsor's products. A station may take the position that its only duty to an advertiser is the presenting of his message. Advertisers and agencies, however, take a dim view of this attitude as attested by the fact that 62.8% of the respondents to this question said individual stations inadequately support sponsors' products. The feeling that stations handle this function adequately was expressed by 22.9% of those replying. A slim 14.3% said individual stations did very well in promoting and merchandising for advertisers.

A prevalent notation with answers to this question was "it depends on the station." Where stations do a good job on this added service, and let the agencies' know about it, it's a fairly safe bet that these stations are the ones that get the first nod on radio business. Taking the industry as a whole, however, agency executives just aren't satisfied with the job done to support the advertiser's product. This always has been the plaint of the agencies.

With more business and increased competition for television advertising dollars, the agencies have been forced to become more aggressive in their selling of television. The other media have fallen behind in this regard. The emphasis has been on television.
CHANGE in the high command of Avco Mfg. Corp., parent firm of Crosley Broadcasting Corp., was announced last Thursday by Victor Emanuel, Avco president. James D. Shouse, Crosley Broadcasting president, becomes a member of Avco's executive committee, and is succeeded as Crosley president by Robert E. Dunville, Crosley vice president and general manager.

In his new capacity, Mr. Shouse, an Avco vice president and member of its board of directors, is one of three management members charged with corporate supervision of the firm's operating divisions and subsidiaries. These include, in addition to Crosley Broadcasting: Crosley, New Ideas, American Central, Nashville & Lycoming-Spencer divisions; the Crosley Distributing Corp. and the Carrollton Furniture Manufacturing Co.; AC-F-Brite Motor Corp. and the New York Shipbuilding Corp.

Mr. Shouse remains chairman of the board and executive officer of Crosley Broadcasting, of which he has been president since 1946.

Dunville's New Duties

As president of Crosley, Mr. Dunville takes over administrative responsibility for WLW, 50 kw Cincinnati clear channel station; Crosley's three video stations in Cincinnati, Dayton and Columbus as well as three FM outlets in the same cities and shortwave stations which Crosley operates for the U. S. State Dept. at Mason and Bethany, Ohio.

Election of Mr. Shouse Thursday climaxized the 46-year-old executive's 20th anniversary in the broadcasting field. Last year he was elected board chairman of Crosley Broadcasting Corp. He joined in 1937. At that time, he was vice president, in charge of broadcasting and led WLW to a number of awards in programming, promotion and related fields.

A native of Cynthiana, Ky., Mr. Shouse received his schooling in Bellevue and Pt. Thomas, Ky., and studied at Miami U. at Oxford, Ohio, and the U. of Cincinnati. After two years as a high school teacher he joined the staff of Liberty magazine in Chicago. Radio debut was in 1929 when he joined CBS as its first Chicago sales representative and five years later he became associated with Stack-Globe Advertising Agency from which he resigned after a brief stay to become manager of KMOK St. Louis.

In the same year of Mr. Shouse's arrival at WLW in 1937, Mr. Dunville joined the station's executive staff as its assistant. Mr. Dunville held the successive posts of general manager of WSAI Cincinnati, then owned by Crosley interests; general sales manager of WLW and WSAI, and in 1944, vice president and general manager of Crosley Broadcasting. For the past two years, he has supervised the development of the three Crosley TV stations. With Mr. Shouse he was responsible for the establishment of the firm's merchandising and promotional program.

Mr. Dunville, 42, is a native of St. Louis, Mo., and comes from the U. of Missouri. After a stay at the automotive field, he joined the sales department of KMOX where he became assistant general manager. At KMOX, Mr. Dunville's close-working relationship with Mr. Shouse began.

Both men are active in civic and fraternal affairs. Mr. Shouse holds membership in the U. of Cincinnati and the Cincinnati College of Pharmacy boards of trustees; Foreign Policy Assn. of Cincinnati, and the executive committee of the Cincinnati Summer Opera Assn. He is also a director-at-large of NAB, trustee of Cincinnati College of Music and board member of the Cincinnati Convention Bureau and that city's American Red Cross chapter.

Mr. Dunville is a member of the Masons and the Shriners, The Cincinnati Club, Bankers Club, Cuyier Press Club, Propeller Club, Sigma Chi, Variety Club and the Confrerie du Tastevin in New York.

FREEDOM AWARDS

SOME 200 awards are to be made today (Monday) by Freedoms Foundation in recognition of contributions to the American cause in the pursuit of freedom. Awards are in recognition of contributions to the American cause in the pursuit of freedom.

Among the winners are:

Best radio programs—first place: The Greatest Story Ever Told, sponsored by Goodyear Tire & Rubber Co. on ABC; 2nd place: Cavalcade of America, sponsored by E. I. du Pont De Nemours Co. on NBC. Pries were $2,500 for first and $750 respectively and gold medals for each winner.

Both radio winners who received awards ranging from $600 to $50 and the gold medals were:

George Tunnell, Negro disc jockey on WDAZ Philadelphia, for his The Bon-Bon Show.

CBS, for its You Are There show on the battle of Gettysburg.

Dr. George S. Benson for The Interview, the Free, on the Don Lee-MBBM network.

Willard Wilson, script-writer for “It Might Have Been You” show of Northwest Neighbors series sponsored by Pacific Power & Light Co.

WWJ Detroit, for 24 Hours Under Communism.

WCAU Philadelphia, for The Blessings of Liberty.

Spiritual Mobilization for The Freedom Story on KPAC Los Angeles.

WJR Detroit for series, Know Your America.

Medals were awarded to the following:

Knox Manning for the program, Open Letter To Paul Robeson on KNX Los Angeles.

Jack Stallard for his “Anti-Communist Series” on ABC.

Radio Council of Chicago Public Schools for These Things Are Otherwise on WBEZ Chicago.

NBC for its documentary series, Living 1949.


In the category “Unclassified Awards,” three winners, each of whom was to receive $1,500, included was Howard Reynolds, a Negro of 2622 N. 23 St., Philadelphia, for his song, “Speak Up For Freedom.” This song was first heard on WDAS Philadelphia on The Bon Show which also won an award. Mr. Reynolds is a regular performer on the show.

“Best Ad Campaigns”

Included in winners in the classification “Best Advertising Campaign” was the Advertising Council, New York, for its “American Economic System” campaign.

Winner of sixth place in the “Best Shows” category was Dr. Paul J. Goodwin, minister of the First Presbyterian Church, San Jose, California, for his “Can A Good Christian be a Good Communist?” delivered on KLOK San Jose last July 24.

A monthly of the “Best Company Employee Publications” category was won by Prairie Farmer—WLS Round-Up, a monthly publication of WLS Chicago.
**WORLD WIDE CORP.**

IN A MOVE for which FCC authorities could cite no parallel, the Commission last week called hearing on the privately produced program service of World Wide Broadcasting Corp.'s international broadcasting stations, the audience for the hearing range from the inter-agency of the antitrust division of the Justice Department to the competitive broadcasters including stations of all sizes and types of call letters. The hearing was held in Boston.

World Wide Broadcasting Corp. is licensee of international stations WICB, WRUL, WRUW, WRUX, WGPU, and WRUA, all located at Scituate, Mass. Facilities of international stations are leased by the State Dept. for Voice of America broadcasts, but World Wide claims a portion of the time and use it for broadcasts for the non-profit World Wide Broadcasting Foundation. Under the law, up to 25% of the time may be thus reclaimed; World Wide is the only international licensee to reclaim any.

**Twelve Issues Involved**

Twelve issues designated by FCC for the hearing range from inquiries into the past and proposed program service of the stations (aside from portions under State Dept. direction) to questions as to whether program time has been made available "in return for monetary contributions"; representations concerning the "non-profit and non-commercial nature" of the stations, and whether FCC's rules on the announcement of sponsored programs have been met.

Another issue: "To determine whether the applicant has in the past and will in the future employ directive antennas and other technical facilities so as to deliver maximum signals to the country or countries for which the service is intended."

Another: "To determine whether the applicant has or will broadcast programs directed solely or primarily to an audience in the continental United States."

The Commission said it also wants to know whether it has been correctly and fully informed about "the real party or parties in interest" and their qualifications and "monetary investments in the licensee corporation," and about the status of construction undertaken pursuant to FCC grants.

Another question raised by FCC involves the inter-relation of World Wide Broadcasting Corp., World Wide Broadcasting Foundation, and Radio Industries Corp., a holding company controlled by Mr. Lemmon which owns stock in the licensee corporation.

**LORAIN CASE**

PRELIMINARY hearing in the case which may determine the legal bounds of radio-newspaper advertising competition was awaiting decision in the Federal District Court in Cleveland late last week. It is the case in which the Government accuses the Lorain (Ohio) Journal of anti-trust law violations in the treatment of advertisers who use WEOL-AM-FM Elly-Lorain or the weekly Lorain Sunday News [Broadcasting, Sept. 26].

The hearing, held Tuesday before Judge Emerich Freed, was on the Justice Dept.'s request that, pending full trial of the case, the Journal be enjoined from rejecting lawful advertising copy merely because the advertiser also used the rival media.

Counsel for the Journal, which had the support of the American Newspaper Publishers Association, opposing the request, contended any limitation upon a newspaper's right to accept or reject advertising would violate the constitutional guarantee of freedom of the press. To grant the Government's request, Journal attorney Parker Fulton of Cleveland argued, would mean the paper might have to accept patent medicine ads, "sexyl material!" and similar advertising which the Journal has traditionally banned.

Victor II. Kramer, assistant chief of the Trial Section of the Justice Dept.'s Anti-Trust Division, insisted that the right to choose one's own customers is not an unlimited right and may not be used to create 'monopoly,' and that it is not a question of whether a newspaper must accept any advertising which is offered, but whether it may condition acceptance of its ads upon the advertiser's non-use of rival media.

The Justice Dept., he said, would have no objection to an injunction permitting the Journal to reject advertising which it normally refuses from any source.

Mr. Fulton maintained that no damage was being caused to WEOL or the competing Sunday newspaper. In fact, he said, the Journal was helping them by telling their advertisers to use these media exclusively. He also insisted that evidence to be presented in the full trial will show there has been no conspiracy in restraint of trade.

Affidavits claiming the Journal had refused advertisements of local merchants because of advertising on WEOL were presented by the Justice Dept., and counter-affidavits were offered by the Journal. Mr. Kramer told the court that the counter-affidavits, though denying or questioning some of the department's claims, by no means refuted all of them.

Elisha Hanson, Washington attorney appearing on behalf of ANPA against issuance of a preliminary injunction, maintained that the temporary relief sought by the Government was broader than the final relief it seeks after trial. If the trial shows the existence of anti-trust law violations, he said, the court then may grant appropriate final relief.

Judge Freed left the way open for the participants, if they wish.

(Continued on page 45)

**FCC Sets Hearings**

**UNITED FRUIT**

KBS Opens Banana Campaign

FEATURING the famous "Chiquita Banana" song, the United Fruit Co. last Monday started a spot campaign on all Keystone stations located in 23 Eastern, Midwestern and Southern states.

The shifting schedule calls for use of various adaptations of the "Chiquita" song on a 13-week cycle with cooperation by retail outlets. The campaign was planned by advertising of United Fruit and BBDO. Keystone's arrangements were handled by Noel Rhys, Eastern sales manager.

**Borden Renews**

BORDEN Co., New York, effective Dec. 1, renews sponsorship of County Fair, Saturday 2:25-3:00 p.m. on CBS. The program is now in its fifth consecutive year. Kenyon & Eckhardt, New York, is the agency.

**Preliminary Arguments Heard**
IT NEW YORK, Albert M. Mar- 
tines, vice president of Melchor 
Guzman Co. Inc., is one of the spe-
cialists in the radio export buying 
field.

Thus far this year, the 150 sta-
tions represented by his company 
have had an increase in billings 
through his company of 24% over 
last year.

Mr. Martinez, a student of time 
selling in the foreign field since 
1932, believes American companies 
have been big users of such time, 
particularly in the Latin-American 
field, because of their own back-
ground of commercial radio in U.S., 
a huge advantage over other for-

tern sellers of goods who've never 
cut their eye-teeth in commercial 
radio, he explains.

Thus, in Cuba for example, 
American companies' programs 
are able to dominate the entire market. 
There is adequate proof of that in 
surveys made every other month 
by the Assn. of Advertisers of Cuba—one of the few surveys made regularly in the foreign field.

That survey showed for a recent 
period, for example, that of the 
12 top programs on weekdays, 11 
advertised American products and 
were sponsored by American com-
panies. Four of the first 12 pro-
grams were sponsored by Procter 
& Gamble and seven by Colgate.

The Cuban survey is made by 
visits to radio homes over a three-
week period every other month. 
Visits start at 9 a.m. and continue 
to 10:30 p.m., totaling over 50,000 
visits in the course of a given 
three-week period. Visits average 
not less than 900 per quarter hour 
and at the peak listening time at 
9:30 p.m. as many as 3,000 an 
hour. It is nothing to find 60% of 

QUAKER OATS' radio theatre 
on Radio America is another 
of the American - sponsored 
shows on Radio America and 
it's network of stations.

all Cuba's estimated 700,000 sets 
turned on. Weekday listening is 
heavier than Sunday dialing, due 
to better weekday programming, in 
the opinion of Mr. Martinez.

ONE buying tool that Mr. Mar-
tines and others like him are 
looking forward to is the 1950 cen-
sus in South America. That is 
expected to count radios, refrig-
erators and other items in addition 
to the traditional noses. The census 
may give the first reliable set-
ownership figures in many parts 
of the continent.

Mr. Martinez sees a trend in the 
employment of more spots in for-

gain countries by American com-
panies. The volume of spots used 
in some of the foreign countries is 
practically unheard of in present-
day U.S. radio. It is no nothing 
for Miles Laboratories Inc., on behalf of 
Alka Seltzer, to buy 135 spots 
daily over one station. What im-
pact such a campaign might have 
is indicated by the fact that such 
announcements might be as fre-
quent as ten an hour.

Alka Seltzer itself is one of the 
great sales successes in radio ex-
port timebuying. It has complete-
ly dominated numerous markets 
around the world through its con-
stantly reiterated radio messages.

AT Pan American Broadcasting 
Co., Arthur Gordon, sales man-
ger, said its billings for stations 
around the world is up, with Latin 
America billings showing an 18% 
rise and Alaska a 38% rise. In 
Latin America alone the company 
represents over 60 stations in 20 

countries.

J. J. Donelon, head of media at 
National Export Advertising Ser-
vice, which handles foreign adver-
tsing exclusively, reported busi-
ness of his agency in the radio 
field as holding about even but 
with South American placements 
out front. He foresaw that foreign 
stations generally would be offer-
ing more and more services to 
American advertisers, in addition 
to merely offering time.

Irwin A. Vladmir, president of 
Irwin Vladmir & Co. Inc., whose 
advertising agency does a big for-

gain business throughout the world, 
reported that billings were holding 
up and that if the dollar shortage 
were to ease, billings would in-
crease considerably. He noted that 
American sponsors were becoming 
"more choosy" in their selection of 
foreign programs for sponsor-

ship. Among the problems of try-
ing to build good programs in 
many countries, he said, were the 
shortage of talent and the lack of 
local labor restrictions on the import-
ing of "canined" talent.

GUY Bolam, representing Radio 
Luxembourg, reported that a 
recent influx of American and Eng-
lish advertisers on his station, one 
of the key outlets in all Europe, 
has resulted in its commercial time 
being automatically sold out. That 
record was attained although Ra-
dio-Luxembourg had to start from 
scratch after the war and despite 
the fact that it boasts the highest 
rate structure of any station in the 
world—$500 per quarter hour.

Commercial radio in Europe has 
begun to make a comeback since 
the end of the war which should 
be important to ever increasing 
numbers of American exporters, 
according to Arno Huth, radio con-
sultant and author of several books 
on international radio.

It is his belief that radio pre-

ents an advertising opportunity 
there which is especially important 
in view of the tight paper situation 
still constraining advertising in 
Europe's graphic media.

It also is his belief that many 
American companies which could 
sell to Europe under the Marshall 
Plan are missing a chance to fun-
nel their products overseas via a 
demand whetted by radio.

Many European stations have 
been considerably concerned about 
streamlining their commercial 
operations, he said. That desire 
gave birth to a meeting in Paris 

last June of commercial broadcasters 
and agency radio executives 
from ten countries or areas—An-
donra, Austria, Belgium, France, 
Italy, Luxembourg, North Africa, 
Saar, Spain and Switzerland.

Outcome of the meeting was to 
set up a secretariat in Paris under 
the leadership of Louis Merlin, 
president and director general of 
Informations et Publicite. Furt-
ther meetings already are planned 
for 1950 and a permanent trade 
association may result.

At the June meeting, stations 
decided to study cooperatively 
allocating of frequencies, technical 
standards, program exchanges, 
copyrights and commercial organ-
ization. Agencies decided to co-
ordinate their experiences, methods 
and research in promoting radio 
and to provide for advertisers ma-
terials on rates, length of commer-
cial and audience.

GOAR MESTRE, president of 
CMQ Havana, shown behind 
the desk in his offices at the 
sumptuous headquarters of 
CMQ, is typical of the broad-
casters in foreign markets 
whose aggressiveness and 
showmanship are pleasing Amer-
ican products.
NEWSCAST PROFITABLE

RADIO NEWSROOMS pay off in profits, according to bookkeeping marshalled before the three-day annual convention of National Association of Radio News Directors, held Nov. 11-13 in New York.

Two station managers, Wilton Cobb, WMAZ Macon, Ga., and A. R. Vadeboncoeur, WSyr Syracuse, were among members of a five-man panel who discussed the economics of the newsroom. With them were these news directors: Orrin Melton, KSOO Sioux Falls; Bill Warrick, WJOB Hammond, Ind., and Bill Krueger, KDAL Duluth. Title of their inquiry was "Profitability of Professional Radio Newsrooms."

Their panel was one of a series of events during the convention which provided the newsmen with ammunition to take back to station management in NARD's efforts to build up the role of the radio newsman. That management would have the ammunition fired at them was a sure bet. Few conventions have been attended by so many assiduous note-takers.

Mr. Cobb detailed the finances of the news set-up in his 10 kw CBS outlet. A five-man newsroom costs $1,500 per month. He said, of which salaries are 80%.

For that expenditure, WMAZ receives 59 hours of programming monthly at a cost of $20.00 per hour. Since transcription service for his station runs from $40 to $100 an hour, news programs are "an economic programming service even if never sold," he argued.

Net from News Shows

But actually, a goodly portion of news programs is sold at WMAZ. Of the money brought in, 65% goes to maintain the news department and the rest can be credited to time sold. That net received for the time, said Mr. Cobb, equals what the station would receive, after all deductions, for the sale of its facilities for network programming.

"Actually, a station receives the same percentage—35%—of the actual money paid by clients to networks that we receive from our news department," he said. The average value of the free time given on a network contract by a station of our size is quite exactly twice the cost of maintaining our news department.

"Now, if you are willing to give a network $5,000 worth of free time each month, just for prestige, programming and the possibility of eventually making a profit from network time sales, aren't you justified in spending $1,500 a month to build a local news department with a proven ability and with the same future possibility of profit as pertains to the network?"

Further, Mr. Cobb insisted that news programming locally produced is superior programming, resulting in top listener ratings. One of his station's local news shows, a 7 p.m. program, has a 25.9 Hooper. The Lone Ranger on the same station is rated at 21.7.

Even WMAZ's daytime news at 1:15 p.m. rates at 15.1. That stands up against the top daytime soap operas on the same station as follows: Ma Perkins, 17.4; Big Sister, 16.1; Guiding Light, 14.4; Nora Drakes, 12.8; Perry Mason, 14.3; Dr. Malone, 9.3; and Hilltop House, 8.7.

Mr. Vadeboncoeur reported that of the $600,000 to $700,000 a year gross of his station, 20% was from the sale of news. And of every dollar grossed from news, 41% was from local newscasts. The WSyr formula, he said, was to hire the best reporter the station could find in Syracuse and to let him pick his staff. The result has been the building of popular local newscasts, all sponsored, with few switches in sponsorship, he said.

Mr. Melton cited his own station manager, George Hahn, and another, John Meagher, of KYSM Mankato, Mn., as stating newscasts added to a station's profit. Mr. Meagher was credited as saying that not only is the news department self-liquidating but that it adds immeasurably to the worth of the entire program structure.

Mr. Melton himself said that the news periods had the added value of making adjacencies valuable. Further, they have prestige value, promotion value, and enable the station to fulfill public service functions, he said.

High Returns

Mr. Warrick pointed out that his 250-w station spent $250 to $300 a month on news and received $500 to $700 in return—$2 back for every $1 spent. The monthly expenditure includes salaries for three men, wire service, telephone charges, supplies and travel. Gasoline expenses, he said. The intake of $2 back for every $1 spent, did not, however, include the cost of air time.

He believed, however, that the station got other plus factors out of its news department. These included listenership, prestige and valued adjacencies. Particularly, he stressed listenership, stating that the news department enabled his station to compete with nearby big-time Chicago outlets.

"With us," he concluded, "if we are to have an audience, local news is not a luxury—it's a necessity."

Mr. Krueger told the directors that news also pays off as a loss leader even when it does not show a dollars and cents profit. His 5-kw station spends $1,650 monthly for news operations, including its three-man news staff, (Continued on page 81)
Christmas reminder...

When you're thinking about what to give your business associates, customers, and friends, remember this...

Chances are they'd rather get Four Roses.

Your favorite retailer will be glad to make special arrangements for gift purchases and deliveries.

FOUR ROSES
AMERICA'S FAVORITE GIFT WHISKEY

FINE BLENDED WHISKEY in an attractive gift carton.
90.5 proof. 40% straight whiskies; 60% grain neutral spirits. Frankfort Distillers Corporation, New York City.
Turkey is a
Say "turkey" to anyone but an American and he thinks of a country bordered by the Mediterranean. Say "turkey" to any American and he thinks of roast fowl, potatoes, and all the trimmings.

That's because roast turkey is an American symbol of Thanksgiving Day, of happy family gatherings on this holiday. Hence, the turkey is a sort of American institution.

Seven more American institutions, in a regional sense, are the seven Fort Industry Stations listed below. In the areas they serve, these stations have built up a record of public service that has made them community traditions. To advertisers this means prestige behind their products, attentive and responsive listeners to their sales messages.

THE FORT INDUSTRY COMPANY
WSPD, Toledo, O.  •  WWVA, Wheeling, W. Va.  •  WMMN, Fairmont, W. Va.
WLOK, Lima, O.  •  WAGA, Atlanta, Ga.  •  WGBS, Miami, Fla.  •  WJBK, Detroit, Mich.
WSPD-TV, Toledo, O.  •  WJBK-TV, Detroit, Mich.  •  WAGA-TV, Atlanta, Ga.
National Sales Headquarters: 527 Lexington Ave., New York 17, Eldorado 5-2455
NAB Realigned

NAB AND ITS adolescent progeny—BMB and BAB—today stands reorganized, after more than a year of arduous work by the board of directors. Last week in Washington the board completed the last phase of its job. It was not wholly according to plan, but appears to be close enough to it to satisfy the majority of member-broadcasters.

The basic reorganization was charted last July at Portsmouth, N. H. There remained principally the disposition of BMB and of BAB. BMB, by board mandate, will be dissolved when the nationwide study is completed this year. The board acted wisely in recommending that a new corporation be formed to plan research studies and other services, as may be determined by a triumvirate group of broadcasters, advertisers and agencies. The project could, with needed modifications, follow the pattern of Broadcast Music Inc., the highly successful enterprise launched under the aegis of the NAB a decade ago, and which delivered radio from the chaos generated from a then monopolistic ASCAP.

The BAB, which sprang from a spontaneous movement that began last April to combat competitive media and bring new business to broadcasting, has been functioning as a unit of the NAB. The original plan was to separate BAB from the NAB. The board last week decided to retain BAB as an NAB function, with the issue of separation to be considered at a later date.

It is not hard to fathom the reason. Maurice B. Mitchell, the aggressive young BAB director, is enjoying phenomenal success in his NAB district-meeting swing. He tells a straight-from-the-shoulder story on the competitive situation. He has the fire and the enthusiasm that midwestern broadcasters need.

But it takes time and direction to build an organization that will give battle to the competitive giants. The directors decided that the board should figure in the strategy. They certainly have a point.

There are other considerations. All stations, of course, are avidly interested in business. The newer stations—because they have less of it—evidently look to BAB as the answer to their economic prayers. To many of them, other NAB activities may be regarded as secondary.

A separate BAB, separately sustained, could result in defections from NAB membership, because many stations might be loath to pay into two tills. Conversely, many of the stations have only cursory interest in BAB. Their interests lie in the broader aspects of association activity—in protection of the medium.

We go along with the concept that it's too early for a separation. BAB, cut loose from the NAB's apron strings, could get lost and hungry. NAB, without the numerical strength and incentive of newer and smaller entities, could suffer on the financial plane.

The board, during its three-day session, covered a comprehensive legislative calendar. Joining of hands with the motion picture industry in the fight against censorship of the media of expression should yield tangible results, though they may not be immediately discernible. The most toward fusion with the FM Assn. certainly is desirable. Affirmative steps, at little last, were taken to combat the radio tax threat implicit in the U. S. Supreme Court's refusal to review the Little Rock occupation tax on stations and the $50 per man salesmen's license.

This board, we feel, has done the best job it could with what it had. But the NAB won't operate on momentum. From now on it will take team-work, direction and leadership.

Our Respects To—

Sylvester LaFlin Weaver Jr.

Sylvester LaFlin (Pat) Weaver Jr., NBC's new vice president in charge of television, has been equipped throughout the 18 years of his radio and advertising career with a secret weapon—national choleras that are apt to lay a more vulnerable man low.

Mr. Weaver, a onetime $35,000-a-year employee of the late George Washington Hill, has survived that and other rigors of the trade because of an ability to withdraw from the screeching market place from time to time and refresh his mind and spirit in the quieter company of ancient thinkers.

As an undergraduate at Dartmouth, Mr. Weaver majored in philosophy, a curricular choice which has since enabled him to restore himself after a vexing bout with a falling Hoopering, by browsing in the antitodal detachment of Aristotle or other inhabitants of the cosmic plane.

His present assignment promises to exert a severe strain on Mr. Weaver's metaphysical resources. He is charged with the creation of a semi-autonomous television network organization, one of three principal operating units into which NBC is being reorganized. And also with making it profitable.

Mr. Weaver, who has occupied a series of important offices in radio, television and advertising, did not have that career in mind when he entered Dartmouth and picked philosophy as his course. He wanted to be a writer. Philosophy, he thought, would provide the proper background for a literary career.

Upon graduation in 1930, he made a leisurely tour of Europe and the Mediterranean, roving through the remains of antique cultures he had come to admire in his studies of philosophy and history at Dartmouth. Returning from the peaceful ruins of the old country to a depression-ridden America of 1931, Mr. Weaver began his literary career by selling magazine articles to the ocean-going B Hence a

Page 36 * November 21, 1949
GREAT PROTECTOR

This little 2-pound Chihuahua feels safe on the paw of his 150-pound pal, the Great Dane. The big dog makes a great protector.

W-I-T-H is a great protector, too, for advertisers in the tough, competitive market of Baltimore. W-I-T-H protects your profits from advertising by providing real low-cost results.

It's easy to see why. W-I-T-H delivers more loyal home listeners-per-dollar than any other station in town. And in addition to this biggest home audience, a recent survey, made under the supervision of the Johns Hopkins University, showed that of all radios playing in barber shops, 49.3% were tuned to W-I-T-H. That means that a little money does big things on W-I-T-H.

Call in your Headley-Reed man today and get the whole W-I-T-H story.
FM HOURS

FCC Proposes Minimum Daily Operation

The proposal, announced Wednesday, followed the recommenda- tions advanced last August by the FCC's Advisory Committee, Aug. 8). Current rules (Sec. 3.261) require at least six hours' daily operation—three between 6 a.m. and 6 p.m., and three between 6 p.m. and midnight.

Under FCC's new plan, adapted from FMA's, the current require- ment would stand as the minimum during a station's first year of operation. In the second year the minimum would be four daytime and four nighttime hours, and thereafter it would be eight hours daytime and four at night.

FM stations operated jointly with AM outlets would be required to meet these minima and also to operate as many hours daily as the AM station. Thus FM affiliates of AM daytime would be required, like all other FM stations, to oper- ate at least three hours a night during the first year and at least four thereafter.

Authorities said tentative sur- veys indicate about 40% of FM stations operate in the neighbor- hood of current minimum require- ments and that about the same per- centage operate fulltime, or close to fulltime, leaving around 20% whose falls into the "between" category.

Of the estimated 740 FM stations now on the air, FMA figures indicate almost 85% have AM affil- iates.

FCC pointed out, as RMA did in its petition, that the present mini- mum requirements were fixed when there were around 30 stations on the air as against today's 740, and that it was recognized at the outset that more time ultimately would be provided. FCC's proposal also made clear that "daily" includes Sundays.

The Commission said comments for and against the proposed change would be accepted through Dec. 19. Text of the proposed new rule:

Section 3.261. Time of operation. All FM broadcast stations shall be li- censed for unlimited time operation.

A minimum operating schedule per day, including Sundays, shall be main- tained as set forth below:

(a) Where the FM broadcast station is owned or controlled by an individual or group (including all individuals and groups under common control), which does not also own or control a standard broadcast station in the same community, town, city, or metropolitan district, the FM broadcast station may be operated as follows:

(1) During the first year of operation the minimum operating schedule shall include not less than three hours between 6:00 a.m. and 6:00 p.m. and three hours between 6:00 p.m. and midnight.

(2) During the second year of operation, the minimum operating schedule shall include at least one hour between 6:00 a.m. and 6:00 p.m. and four hours between 6:00 p.m. and midnight.

(b) Where the FM broadcast station is owned or controlled by an independent or group (including all individuals and groups under common control), which also owns or controls a standard broad- cast station in the same community, town, city, or metropolitan district, the FM broadcast station shall, in addition to meeting the requirements of paragraph (a), operate at least as many hours per day between 6:00 a.m. and 6:00 p.m. and 6:00 p.m. and midnight.

(1) During the first year of operation the minimum operating schedule shall include not less than three hours between 6:00 a.m. and 6:00 p.m. and three hours between 6:00 p.m. and midnight and up to four hours between 6:00 p.m. and midnight.

(2) During the second year of operation, the minimum operating schedule shall include at least one hour between 6:00 a.m. and 6:00 p.m. and at least four hours between 6:00 p.m. and midnight.

(3) During the second year of operation, the minimum operating schedule shall include at least 16 hours a day, including Sunday.

(c) "Operation" includes the period during which a station is licensed pursuant to special temporary author- ization and the period during which it is under construction.

(d) In an emergency when, due to causes beyond the control of the li- cense, it becomes impossible to con- tinue operation, the station may cease operation as of the end of the school term and shall not resume operation until it has been determined by the FCC that the station is in fair operating condition.

SMYTHE NAMED

To Arrowhead, WECB Posts

THE ARROWHEAD Network and the Head of the Lakes Broadcast- ing Co. have an- nounced the ap- pointment of Mr. Smythe as manager of WECB Duluth and Arrowhead's Minnesota group of stations.

A veteran of 25 years in the radio industry, Mr. Smythe started as an entertainer at KAYA San Francisco in the twenties. Besides his radio activities, he is known as an expert in the juvenile problem field.

WQXR NEW HOME

In Times Bldg. By Spring

NEW STUDIOS and offices for WQXR New York are now under construction in the building of the New York Times, owner of the station. Completion of the work, which will bring the station for the first time under the same roof with its parent company, is scheduled for the spring of 1956.

The station will occupy about 18,000 square feet of space, approximately one third of which will be devoted to studios and a large record library. Five studios will be housed on the ninth floor of the building at 229 West 43 St., and offices will be located on the west end of the tenth floor. A private stairway will connect the two floors.

Two large and three small studios have been designed to accommodate the latest acoustical develop- ments in AM and FM broad- casting. A master control and a subsidiary control room will be designed for utmost flexibility of operation.

Shreve, Lamb & Harmon, archi- tects who designed the new addi- tion, and Rheinstein Construction Co. estimate it will be completed by the end of March.

WQXR Slide Film

Radio Selling Power Cited

NAB'S slide film argument on behalf of radio's selling power was presented to the Washington Ad Club last Tuesday by Maurice B. Mitchell, director of NAB's Broad- cast Advertising Bureau. The film is entitled "How to Turn People Into Customers."

The film has been shown by 375 stations, Mr. Mitchell said, and by the end of the year will have been seen by 80,000 retailers.

Attending the luncheon were several NAB board members and President Justin Miller. The di- rectors were Frank U. Fletch- er, WARL Arlington, Va.; George D. Coleman, WABJ Scranton; Eugene S. Thomas, WOIC (TV) Washing- ton, and Robert Enoch, KTKO Oklahoma City.

Mr. Mitchell described the local retailer as radio's biggest cus- tomer. He traced the growth of radio as an advertising medium that gets results and told how to sell at a profit with less effort via the airwaves.

FROM Richmond and New York come reports of the outstanding success scored by Tune-O, a new show in which a bingo-type game is played by listeners at home involving identication of tunes. In both cities, listeners are being asked to identify songs played by remote stores over WARY Richmond (picture on left). Joe Mitchell, announcer for Tune-O, takes a listener's call as Harvey Hudson (t), WLEX operations manager, points to master Tune-O chart. Looking on are Irvin G. Abeloff (l), WLEX general manager, and Marvin A. Kempner, vice president of Richard H. Ullman Inc., Buffalo, owner of show copyright. In picture on right, 230 Seaman Bros. Inc. salesmen were subjects of Tune-O over WMCA New York.

Last Minute details are ironed out by (I to r) Robert D. Buchanen, creator of the show; Mort Fleischl, WMCA accountant executive; Norman Boggs, WMCA general man- ager; John D. Scherer, vice president in general man- ager, William H. Weinbach & Co.; Sylvan L. Stix, pres- ident of Seaman Brothers.

Page 32 * November 21, 1949
cultivate
EXTRA SALES
with New England's
FARM-MOST STATION!

Want to boost your farm market sales? Do it in New England... where total agricultural cash receipts exceed $790,000,000* yearly!

Want top coverage among New England farmers? Get it with WBZ and WBZA... the Westinghouse stations that reach 80 percent or more of all New England, both urban and rural!

Tell your story on the New England Farm Hour, the WBZ early-morning feature that helps start the day for so many Yankee farmers.**

Well-placed participations available, as segments or announcements, from 6:00 to 7:00 AM, Monday through Friday. Check WBZ or Free & Peters.

* Federal Reserve figures.

** In a single week in October, more than 1,000 New England farmers wrote in for copies of bulletins mentioned by Roger Harrison, Farm Hour director.

WBZ
BOSTON
50,000 WATTS
NBC AFFILIATE

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

November 21, 1949 • Page 37
THAD M. SANDSTROM named general manager of KSEX Pitts-
burg, Kan. He has been with station since January as sales man-
ger. Prior to that he was promotion manager of KTOP Topeka, Kan.
He succeeded JAMES M. GRIFFITH who has purchased an interest in KVAK
Atchison, Kan.

PHILLIP WOOD, for nine months as-
sistant general manager of Madison,
Wis., appointed assistant to MILTON L. GREENEBAUM, president
and general manager of Saginaw
Broadcasting Co. and WSAG Sagin-
aw, Mich.

C. ROBERT RAY reappointed station
manager of WBU Lexington, N.C.,
after serving with WLOG Lakesville,
N.C., as commercial manager for past
seven months.

WENDELL B. CAMPBELL, recently
appointed manager of WCCO Minne-
apolis, named member of board of
directors of Minneapolis Aquatennial
Festival.

MILTON H. MEYERS, general man-
ger of WCCO Waterbury, Conn.
and FORD BILLINGS, commercial
manager for station, named to mem-
bership in National Radio Pioneers Club.
Minimum requirement for admittance
to club is 20 years' service to broad-
casting industry.

WALTER A. NIENL, station man-
ger of WYLY, Middletown, Ohio,
and Emma Lou Kohler have announced
their marriage.

FRANK BURKE Jr., general manager
of KPVD Los Angeles, is the father of
a girl, Shelley Glenn.

Respects
(Continued from page 36)

Advertising Club, through 1931.

The next year he joined the Don
Lee network as a comedy writer.
He wrote for such early-day radio
successes as the Blue Monday Jam-
boner and Hollywood Pal. In 1934
he was assigned to Don Lee's San
Francisco operations as program
manager. A year later he quit to
try his luck again, on what he
fervently hoped would be a higher
level than his first experience,

New York.

Mr. Weaver's second professional
venture into the big city was a
success from the first. As a fre-
lance writer, producer and director
he worked on a number of network
shows, and before his first year
was out he was hired by Young &
Rubican to produce the Fred Allen
program.

Two years later he became man-
ger of the agency's radio depart-
ment. Within a year, it was that Mr.
Weaver joined the American To-
bacco Co. in charge of Lucky Strike
advertising. He was 30 years of
age. Before his 31st birthday he
rose to advertising manager of the
American Tobacco Co., the right
hand man to Mr. Hill in the com-
pany's advertising matters.

Mr. Weaver and Lucky Strike
Green left for war at about the
same time. In 1941 he became as-
sociate director of communications
for
the Coordinator of Inter-America-

nian Affairs in Washington.

After a year of desk work, he
applied for active duty in the
Navy. Soon he was serving as
commanding officer, a lieutenant,
of a patrol craft in the South
Atlantic.

During untroubled cruises of
this period, Mr. Weaver's literary
bents reasserted themselves. He
wrote, among other things, a novel
which he describes as "socio-polit-
ical" in nature. Still unpublished,

it awaits rewriting at some future
date when its author is not so pre-
occupied with the broadcast-word.

JOIN AFRS

In November 1944, Mr. Weaver
was transferred from sea duty to

programming manager. Among other
memorable programs that he produced at
AFRS was a two-hour Command
Performance on V-J Day.

The war over, Mr. Weaver re-
turned to the American Tobacco
Co. in charge of advertising. Two
years later he went back to Young &
Rubican as vice president and
director of radio and television as
well as a member of the agency's
plans board and executive com-
mittee.

It was from that position that he
that he was hired by NBC last summer
to take over the top television job.

Mr. Weaver was born in Los
Angeles Dec. 21, 1908, the eldest in
a family of four. A brother, Winstead
Weaver, slightly younger than
Sylvester, grew up to become widely
known as Doodle Weaver, a com-
dian now with the Spike Jones act.

A sister, Sylvia, is now fashion
editor of the Hollywood Citizen-
News, and the other sister Mrs.
Paul Fritz, is married to a promi-
inent Los Angeles attorney.

In 1933, Sylvester arrived before his parents had settled on a
name for him. For some time his
father referred to him as Pat. The

nickname stuck, and he has been
called that all his life.

Mr. Weaver married an actress,
Elizabeth Ingla, Jan. 23, 1942.

They have two children, a 3½-year-
old son, Trajan Victor Charles
Weaver, on whose name, appear-
ances to the contrary, his parents
had definitely settled before he was
born, and a daughter, Susan Alex-
andra, a month old.

Mr. Weaver's principal avoca-
tions are skiing and swimming.

Each winter he has taken a month's
vacation to visit Sun Valley. He
is somewhat frustrated in water
sports in recent years.

Like many Californians transplanted to the
eastern seaboard, Mr. Weaver finds
the Atlantic mild. He yearns for
the long rolling waves of the
Pacific which, unlike the choppy
waters of the Atlantic, are good
for surf riding.

His fraternal memberships are
in Phi Beta Kappa and Phi Kappa
Psi.

PARENT TEACHERS

Radio Ad Honesty Stressed

RADIO'S responsibility for hon-
esty in advertising was stressed
by Nick Nelson of the KPAC Los
Angeles UncleWhoa Bill program
in a discussion on children's programs
at a meeting of Hugo Reid Parent
Teachers Assn. in Arcadia Nov. 7
[Broadcasting, Nov. 7].

One of a four-man panel rep-
resenting the Southern California
Broadcasters Assn., he pointed out
children's loyalty to sponsors of
their favorite shows and stated that
broadcasters should see to it that
inferior products are "foisted off on
kids." He added that radio's "unwritten
code of ethics" has succeeded in
this.

Other panel members were
Martha Gaston Bigelow, KFOX
Long Beach account executive and
regional chairman of the Assn. of
Women Broadcasters; Allan D.
Courtney, NBC Hollywood director
of public relations; and Jeanne
Gray, KMPC Hollywood women's
editor.

INAUGURAL OF WMAL Washington's new juvenile program Firefighters
is marked at luncheon attended by sponsor, agency, station and civic officials,
including (l to r): Kenneth Berkeley, vice president, WMAL; Chief Joseph A.
Mayhew, District of Columbia Fire Dept.; Lewis Edwin Ryan, owner,
Lewis Edwin Ryan Organization, agency on the account; Lewis G. Groves,
co-founder, sponsor, and William B. Dooren, Lewis
Edwin Ryan account executive. Firefighters is being cast over WMAL Monday
through Friday, 4:45 p.m.
**FARM DIRECTORS**

**Annual Session Opens Saturday in Chicago**

**Problem** of selling farm programs to advertisers and the practical use of television in agricultural areas will highlight the annual convention of the National Ass'n. of Radio Farm Directors, scheduled to meet in Chicago's Stevens Hotel Saturday and Sunday, Nov. 26-27.

The convention will be held simultaneously with the National 4-H Congress for which extensive radio and TV plans have been made, according to the U. S. Dept. of Agriculture. Farm directors also will take in the congress, slated to get underway Monday.

Marcelle B. Mitchell, director of Broadcast Advertising Bureau, will address the group Saturday, speaking on "Farm Programs for Advertising." Also on the Saturday agenda is a panel video, tentatively titled "Practical RFD Televising," with Mal Hansen of WOW Omaha as chairman. Others scheduled to participate include Bill Givens, WGY Schenectady; Layne Beatty, WBAP Fort Worth; Tom Page, WNBC New York, and a USDA representative.

On Sunday, following NARFD business and committee reports, the group will delve deeper into the sales-shape of farm shows. Topics set for discussion are "Selling Farm Programs" and "Servicing the Farm Program and Keeping It Sold."

Speakers during the two sessions include:

NARFD President Wallaceaderly, of KGW Portland, Ore., will preside over the two-day meeting during which RFDs will elect new officers. A reception is being planned by the Citizens' Committee for the Hoover Report.

Plans also have been completed for three recording rooms, complete with tape recorders, to be placed at the disposal of farm directors, according to Joe Tokin, chairman of the radio-TV group at the 4-H Congress. Reservation charts will be available for those desiring to make recordings.

RFDs and extension editors also will be able to use WJR Detroit's recording bus, according to Marshall Wells, station farm director. Many RFDs are expected to beam shows by direct wire from Chicago.

Larry Haug, WCCO director, plans a daily feed.

**WALLACE KADDERLY, KGW Portland, Ore., radio farm director and former U. S. Dept. of Agriculture director of radio, has been chosen to preside over this year's convention of the National Ass'n, of Radio Farm Directors in Chicago where some 175 radio farm directors are expected to discuss selling aspects of farm programming.**

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**SET OUTPUT**

**Oct. High Point for '49**

PRODUCTION of radio and TV receivers in October reached the highest point since December 1948 as member companies of Radio Mfrs. Assn., geared for the annual Christmas trade, according to tabulations released Friday by RMA. October production showed appreciable gains in all set categories, TV, FM-AM and FM, and AM-only receivers. Member companies reported a total of 304,773 TV sets manufactured for an average weekly output of 76,183—or 35.7% above that of September. In fact, the TV total climbed to within less than 100,000 of the number of conventional home AM sets produced in October, according to RMA. FM-reception was provided in 50,646 of the TV receivers.

Comparisons with September showed these increases: TV—224,532 to 304,773; FM-AM and FM—70,595 to 83,013; AM only—461,532 to 587,527.

Total of 412,627 home AM sets were turned out in October. Production of AM-only sets also had its second best month in 1949, with production during October ranking short only of March's total of 607,570—a five-week period.

Following is a month-by-month tabulation of set production reported by RMA member companies for 10 months of 1949:

<table>
<thead>
<tr>
<th>Month</th>
<th>TV Sets</th>
<th>FM-AM Sets</th>
<th>AM Only Sets</th>
</tr>
</thead>
<tbody>
<tr>
<td>Jan.</td>
<td>121,238</td>
<td>147,723</td>
<td>861,909</td>
</tr>
<tr>
<td>Feb.</td>
<td>118,938</td>
<td>98,969</td>
<td>498,631</td>
</tr>
<tr>
<td>Mar. (five weeks)</td>
<td>164,586</td>
<td>27,567</td>
<td>448,996</td>
</tr>
<tr>
<td>Apr.</td>
<td>122,260</td>
<td>28,388</td>
<td>442,128</td>
</tr>
<tr>
<td>May</td>
<td>163,260</td>
<td>28,388</td>
<td>448,996</td>
</tr>
<tr>
<td>June (five weeks)</td>
<td>160,736</td>
<td>40,512</td>
<td>471,242</td>
</tr>
<tr>
<td>July</td>
<td>175,334</td>
<td>32,645</td>
<td>418,164</td>
</tr>
<tr>
<td>Aug. (five weeks)</td>
<td>160,736</td>
<td>40,512</td>
<td>471,242</td>
</tr>
<tr>
<td>Sept.</td>
<td>225,532</td>
<td>70,965</td>
<td>461,823</td>
</tr>
<tr>
<td>Oct.</td>
<td>304,773</td>
<td>83,013</td>
<td>587,527</td>
</tr>
</tbody>
</table>

**TOTAL** | 1,790,413 | 1,903,383 | 4,983,456 | 7,397,431 |

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**ROSE BOWL GAME**

CBS Gets Radio-TV Rights

THE ANNUAL New Year classic, the Rose Bowl football game, to be played this year on Monday, Jan. 2, will be broadcast and televise exclusively by the CBS radio and television networks under sponsorship of Gillette Safety Razor Co., Boston.

Red Barber, CBS sports director, will do the radio play-by-play, with the television announcer still to be selected. As in 1948, the video coverage will be set up so that KTTV (TV) Los Angeles carries the game, played in Pasadena, Calif., "live," with other CBS-TV affiliates telecasting filmed highlights the next day. Maxon Inc., New York, is the Gillette agency.

**KXXX COLBY SALE**

**KMMJ To Buy for $83,500**

KXXX Colby, Kan., 5 kw daytime on 790 kc, has been sold by John Hughes and associates for $83,500 to KMMJ Grand Island, Neb., subject to FCC approval, which was announced last week by both stations.

KMMJ is headed by Don Searle, chief owner, who also has interests in KBOI Boulder and KCOL Fort Collins, Col.

Mr. Hughes, 53% owner of KXXX, recently acquired control of that station upon approval by the Commission of his purchase of 50 shares owned by Robert H. Nungent [BROADCASTING, Nov. 7, 14]. Mr. Hughes now holds 350 of total 650 shares in KXXX, with remaining interest being divided among 20 other individuals, including stockholders.

KXXX was authorized in 1947 and is licensed to Western Plains Broadcasting Co.

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**FCC Actions**

FIVE new AM stations and one FM outlet granted by FCC. Seven transfers approved. Three FM authorizations denied. Transfers of KDON Santa Cruz, KWWN Reno, WGNY Newburgh, N. Y., and WKPQ Poulsbo, whereby Merritt C. Speidel sells part interests to business associate John Ben Snow, with considerations totaling $1,273,000 reported along with other transfer requests. Details in FCC ROUNDP, page 79.
NAB Revamping

(Continued from page 38)

Neil McNaughten, engineering director, who heads the audiovisual proceedings long enough to apprise the board of developments.

BAB received an enthusiastic endorsement from the board for its achievements under Director Maurice B. Mitchell. Mr. Mitchell told of the bureau’s activities including the cooperative card-index list of which about one-fourth comprises television business.

The special BAB policy committee under Robert Encho, WTOP Omaha Omaha District director, was dissolved by the board. Mr. Encho had been active in sponsoring the BAB idea at the Chicago convention last April. BAB policy direction now is up to a new standing committee which reports to the board. BAB will continue to operate with New York as headquarters.

An annual budget of $242,000 was asked by BAB, a considerable increase from the present fund. The board voted to pay the present BAB staff is no larger than that of the predecessor Dept. of Broadcast Advertising though the whole BAB idea was conceived with the thought of the full staff. The board will take up the budget in February, and asked that a list of specific projects be submitted.

Special Committee

The idea of forming a special board committee to handle such matters as participation in legal proceedings and appearances before government agencies developed after consideration of the U. S. Supreme Court’s refusal to review the Arkansas tax case [Broadcasting, Nov. 14].

A detailed account of NAB’s activities in the litigation was given by the board. The new committee will study proposals for NAB court appearances and government contacts, and make recommendations “in view of the importance of proper decisions” as such matters arise. NAB is entering the petition for Supreme Court rehearing as amicus curiae of the Arkansas case.

The board was told the film may be continued even if the rehearing plea is denied. This would take the form of an entirely new proceeding.

Another special board committee was set up to study eligibility to attend district meetings and the annual convention. Most district directors have permitted nonmembers to attend meetings this autumn. The policy has been part of a drive to increase membership.

This committee will report in February (see board election story, page 41).

Quick action was taken to intensify the membership drive. Arthur C. Stringer, director of FM and special services, was sent to the District 8 meeting starting today (Monday) in Detroit to contact non-member guests.

The board agreed that membership solicitation should be handled on a personalised basis. It was suggested NAB officials be sent around the country to contact nonmembers and acquaint them with NAB services.

A no-indication rule was given of the status of FMA members if they are absorbed by NAB. Many FMA members also belong to NAB.

The special TV dues were continued. Member audio stations pay $10 a month for their TV affiliates. TV-only stations pay $1,500 a year. The 12½ cut in AM dues was extended from Dec. 31 to the Feburary board meeting.

BMB recommendations of the Structure Committee, headed by Clair R. McCollough, WQAL Lancaster, Pa., adopted by the board, provided:

The present BMB 12-month term and its assets appraised, a new corporation be formed to take over the assets of BMB under the following conditions:

1. Subscribers, to extent of legal rights, be offered stock in new corporation or cash for their proportionate share of assets.
2. Additional stock be offered other stations and interested parties.
3. The corporation’s board be representative of agencies, advertisers and broadcasters.
4. The new corporation proceed with research and other studies as determined by its board.

Dr. Kenneth H. Baker, acting president of BMB on leave from NAB’s research department, reported on the bureau’s financial condition. The bureau owes NAB $76,000 for a loan.

In plotting BMB’s future the Audience Measurement Committee met until midnight, the previous Saturday, Nov. 12. It made a series of recommendations that went deeper into corporate details of the measurement project than the general recommendations of the Structure Committee.

The committee felt that any new project should measure station and program substance and appraise public opinion on questions of general interest. It did not suggest any special type of technique, however, desiring mainly to lay the groundwork for a measurement service that would meet the needs of agencies and advertisers as well as broadcasters.

Committee members agreed radio’s customers demand this type of measurement service. BMB, as NAB’s sales promotion weapon, wants it for use in the inter-media competition for the advertising dollar.

Measurement Study

The committee was reminded that all NAB district meetings this fall have adopted resolutions calling for a study of the situation.

Details of the corporate structure of the new service were referred by NAB’s board, after hearing the committee’s report, to the present BMB board which only last week had reviewed the status of the measurement project (see BROADCASTING, Nov. 14). The American Assn. of Advertising Agencies and Assn. of National Advertisers, comprising two-thirds of the BMB board, went on record at that time as endorsing the need for BMB and urging continuation of this type of audience service.

Another meeting of the BMB board was scheduled for last Friday, Nov. 18. BMB’s ruling body was scheduled to take up the NAB recommendations as submitted to NAB’s board.

The NAB committee favored formation of a stock corporation with the same name. Stock would be offered present BMB subscribers, or as an alternative they would receive cash for those assets the present BMB may have.

Recognizing broadcaster’s continued complaints that they have only one-third of the present BMB directors, it was suggested that board stockholders have board control, with agencies and advertisers also participating through their own representatives.

The board would consist of 15 directors—one each for large, medium and small network affiliates; one each for large medium and

Page 40  November 21, 1949

NARBA delegates learn about navigation equipment aboard an ice breaker (SS Ernest Lapointe) which took them on an 11-day trip to the North East. Letters from the Saint Lawrence, L to r are Commander C. P. Edwards, Canada’s Deputy Minister of Transport for Air, chairman NARBA conference; Capt. Marchard of SS Ernest Lapointe; FCC Comr. Rosel H. Hyde, U. S. delegation chairman; Dr. Jose R. Gutierrez, Director of Committees and vice chairman of Cuba’s delegation, and Alan D. Hodgson, leader of the British West Indies delegation from the Bahamas.

NARBA SITUATION

Highligted by NAB Action

ADOPTION by the NAB board of a firm resolution calling for cessation of Cuban interference and adoption of a satisfactory North American treaty featured the hemispheric allocation situation last week as the third NAB conference continued in its third month (see NAB story page 23).

Word from Washington indicates that the measures are trying to iron out individual allocation problems. A feeling of optimism prevails that the conference will succeed unless unjustifiable demands are not withdrawn.

In Washington, the FCC canvassed the latest NARBA developments in a lengthy Monday meeting of the Commission and top staff executives, with primary attention focused on the Cuban position. The upshot was reported to be reiteration of the “hold the line” position which both FCC and the State Dept. authorized in their appraisals of the Cuban demands earlier [Broadcasting, Nov. 7].

NAB President and Commissioner Mitchell met Wednesday with Capt. John S. Cross, of the State Dept. Communication Division, to review the whole problem. The State Dept. called the meeting to hear broadcasters’ views on the negotiations.

Text of the NAB board's NARBA resolution, which was communi- cated to delegates in Montreal:

WHEREAS, since the expiration of the Modus Vivendi on March 29, 1949, the Cuban delegation has attempted to operate radio stations on the American continent in a manner as to severely damage the United States of America and undermine the long-range policy of American broadcasting stations, resulting in the serious degradation of program service to millions of listeners in the United States of America and a steadily growing expression of public indignation toward Cuba;

BE IT RESOLVED that the NAB, on behalf of its members and the United States delegation at NARBA, and the Government request all licenses issued since the expiration of the Modus Vivendi which are not in accordance with the provisions of that agreement, and also sets forth that the NAB referred to the Department of State, the Commerce, the FCC and the United States delegation at Montreal the vital necessity of a new treaty based on a fair and equitable division of facilities within the United States and the Pacific spectrum in accordance with the needs and rights of all concerned, and that the treaty be agree upon by the American delegation and the Cuban delegation which would fulfill this requisite or which would defame the American broadcasting industry in the United States of America.
Phoenix Picked

NEXT meeting of the NAB board will be held the first or second week in February at Phoenix, Ariz., the board decided just before winding up its three-day meeting in Washington (main board story this page). The meeting will concentrate on next year's budget. Last action of the board Thursday was adoption of a motion to sing "Happy Birthday" to President Justin Miller.

Stock ownership, it was felt by the committee, should be through broadcasters, agencies and advertisers rather than through associations. It was proposed to issue $1 million of $10 par common stock, to be sold in 1950 by the BMB board. Liquidation of the present BMB would start Jan. 1, 1950.

Under the committee's plan the new corporation would be authorized to take over BMB's cards, mailing lists and other assets. If any money is realized from the first two BMB studies, half this would be applied to a promissory note to be issued by NAB in helping the new project get underway.

FMA's Executive Committee was expected to consider NAB's merger invitation at a Friday meeting. The idea had developed Oct. 20 at a meeting of the NAB-FMA Liaison Committee. FMA's executive group was expected to submit the matter to the board of the FMA board, which in turn would hold a referendum of the FMA membership to determine whether to accept the invitation.

The plan provides for a fulltime paid FM director, to be named by the NAB president. The FMA board would name three members to serve with two NAB members as the NAB FM Committee. It would advise the FM director.

The NAB's FM section would gather and compile information of FM operations and programs, including set distribution, and conduct continuing research studies on

NAB ELECTIONS

ELECTION of all NAB directors-at-large will take place early next year under procedure adopted as a result of recent changes in the NAB by-laws (Broadcasting, Oct. 31).

In addition, district directors will be elected with directors in odd-numbered districts being elected in early 1952. Directors elected at the next ballot will take office at the April convention though the board has abandoned its pre-convention meeting invitations. (See main NAB board story page 23.)

Two TV directors were elected by the board last month: Eugene S. Thomas, WOIC (TV), Washington, and Robert D. Sweeney, WDSU-TV New Orleans (see Telecasting, page 3).

This year district directors and 10 directors-at-large will be elected this winter out of the total of 27 board members. NAB President Justin Miller also serves on the board.

Nominating forms and certified lists of directors will be sent to members Jan. 10. The forms are to be returned to NAB by Jan. 25. Nominets will be notified Jan. 26 and have a chance to accept or reject.

Under new election procedure half the directors-at-large will be elected each year. To get under way, the nominee in each at-large group receiving the largest number of votes will serve a two-year term. The second candidate will be elected for one year.

The by-laws revision provides that the NAB secretary-treasurer's office conduct elections. This action was taken as an economy move, saving FM listeners and station coverage. Station data, sales plans, program and promotion ideas and management studies are included in the services. The FM directors would cooperate with all departments.

Liquidation of FMA's assets was construed as strictly an FMA project.

Mr. Stringer, who normally handles news projects, management studies, the convention equipment exposition and other matters, has been directing NAB's FM operations as part of the Audio (now Radio) Division under Director Ralph Hardy. A series of FM management and coverage studies is underway.

The revised standing committee structure was recommended by the Structure Committee and accepted by the board. It provides for ten standing committees as follows: Asst. of Women Broadcasters, Broadcast Advertising, Employ-Employee Relations, Engineering, FM Government Relations, Separate Radio and Television committees (each representative of management, programs, sales, research, public affairs, and stand-
NAB Revamping
(Continued from page 41)

ards and education), Nonaffiliated Stations Committee and Standards and Education Committee.

Total number of committee members would be 58, about one-third the membership of the present 19 committees. This is expected to cut sharply the annual expense for committee meetings.

All committees would have five members except Radio and Television, each of which would have nine members. The president is authorized to appoint alternates to serve if regular committee members cannot attend meetings. There would be two alternates for each five-man committee and one for nine-man committees. Alternates would be picked from former committee members and get copies of minutes.

In making functional changes the board decided to change the name of the Public Relations & Publications Dept. to Public Affairs Dept. After hearing the structure Committee's recommendation the board voted on several titles including assistant to president, public affairs, public relations and public. Public affairs got the most votes.

The Assn. of Women Broadcasters department was transferred from public affairs to the president's office. At present the AWB department is operating without a director, Pat Griffith having resigned in October to accept a position at WHO Des Moines.

Information Service

The Public Affairs Dept. told the board it will soon start a new information service to acquaint stations with material of aid in daily operations. It will consist of "news about radio for radio" and "news about television for television," coming from the "NAB Radio-News Bureau."

The board approved a plan to hold a membership referendum on an amendment to the by-laws which would authorize the board to fix dues for various classes of stations without regard to the calendar year.

The Finance Committee's recommendation that the present budget be kept in effect, with a detailed budget review at the February board meeting, was accepted. Chairman of the Finance Committee is John F. Meagher, KYSM Mankato, Minn.

Under an interpretation approved by the board, the new by-law limiting directors to two consecutive terms will apply to all terms starting in 1949.

The board voted to make a study of station use of SESAC material.

C. E. Armstrong Jr., was re-elected NAB secretary-treasurer.

WDRC Hartford, Conn. praised by Hartford Hospital and Open Hearth, local community agency, for its public service policy of aiding hospitals.

MBS ACCOUNTS

Over $3 Million in 10 Days

NEW ACCOUNTS and renewals at MBS during the past 10 days have totaled $5,800,000. A. N. Huit, vice president in charge of sales, announced last week.

The amount represents three hours of new programs per week and two hours and 40 minutes of renewals by present sponsors.

Two of the sponsors, American Federation of Labor, on MBS for the first time, and Miles Labs, now in its fourth year with MBS, will spend more than $1 million each with the network during 1950.

New programs are as follows (all for 52 weeks):

- Hall & Frank Edwards, placed direct; Hallcasters Co. (TV), Chicago; Hollywood Quay, through Sorensen & Co. Chicago: Chamberlain Sales Corp. (hand lotion), Chicago. John B. Kennedy and the News, through BBDO, Chicago; Doubleday & Co. (books), New York, new program Monday-Friday, 12:15-12:30 p.m., and Sunday 1-1:30 p.m. title not yet known, through Huber-Boote. New York: Benjamin Moore Co. (paint manufacturer), Your Home Beautified, through St. Louis Post Dispatch, St. Louis; Keyes-Wally, Frank Labs (pipe manufacturer), Big Band, Story Navigator, through Huber-Boote, New York.

Two week renewals are: Matt Pouch Tobacco Co., New York; Fishing & Hunting Through Sport, through Charles W. Hoyt Co., New York; National Geographic Society, through Saturday Evening Post; and through WAG. God, through Glenn-Jordan Stotzletel Agency, Chicago. Radio Bible Class program same name, through Stanley G. Boynton, Detroit.

Mfg. Co., Dallas, Tex., is illustrated by the photograph on this page.

FCC FIRE DAMAGE

No Serious Record Loss Indicated

NO MATERIAL LOSS of records has been found as FCC surveyed the damage caused by explosions and fire in its Washington headquarters Nov. 1 [Broadcasting, Nov. 7] and began to organize itself for "business as usual."

"We're right back in business," one official reported. He said tentative examinations indicated that the files in the License Section, heart of the Commission's records-keeping activity, appeared to be "100% okay."

He noted that there naturally was some water and fire damage to files but that this appeared to be at a minimum and for the most part such losses could be replaced by duplicates on file elsewhere in the Commission.

Other officials said this was also true in the case of papers which were on deck-tops being processed when the blasts occurred and which in some cases were blown out of the building or destroyed or damaged in the debris.

A big hurdle to rapid return to normal activity was removed when authorities ruled that the License Section, with its room after room of records, need not be moved from its eighth floor quarters, near which the explosions originated. Serious delay might have been encountered if it had been necessary to move this section to other quarters, perhaps outside the New Post Office Bldg. where FCC maintains most of its Washington offices.

"VOICE" TRANSMITTER

Munich Uses Complex Phasing Equipment

ELABORATE phasing equipment—perhaps the most intricate in the world—now is in use at the new 150,000 w medium-wave Voice of America transmitter in Munich. Station operates on 1195 kc.

Weldon & Carr, consulting engineers, who installed the equipment, call the job "probably the world's most elaborate . . ." The transmitter is equipped with a directional antenna system for transmitting on three different patterns. The patterns depend on the area to which the program is directed. Any one of the three patterns, according to the engineers, can be selected by the control operators at the transmitter plant by means of pushbutton controls. These controls instantaneously transfer switching mechanisms in the equipment to give the proper phasing and current ratios in the four towers which will produce the selected pattern.

Emergency non-directional operation also has been provided by manual connection of three leads in one of the coupling houses. The magnitude and complexity of the phasing and coupling equipment, which was built by the Continental Electrical Engineering Co., New York.

CBS SALES

Month Total $3 1/2 Million

WILLIAM WRIGLEY Jr. Co., Chicago, has purchased the CBS comedy series Life With Luigi, bringing to $5,600,000 the total of CBS radio sales for the past month, according to the network.

The program, a CBS package starring J. Carrol Naish as an immigrant faced with new-found problems in America will be aired, starting tomorrow (Nov. 22), on Tuesday, 9-9:30 p.m., changing time periods with Europe, which moves to the 9:30-10 p.m. slot.

Arthur Meyerhoff & Co., Chicago, is the Wrigley Agency.

ABC GROSS

Quarter Over $8 Million

ABC GROSS SALES for the quarter ended Sept. 30 were $8,053,593 less than the previous quarter but more than the same quarter last year.

Figure for the previous quarter was $10,485,546 and for the same quarter in 1948, $7,376,214.
Rocky Mt. Unit
Carman Heads New Network

FORMATION of the Rocky Mountain Broadcasting System and election of S. John Schile, KUTA Salt Lake City sales manager, as vice president in charge of sales, have been announced by President Frank C. Carman, president and general manager of KUTA.

The RMBS group is comprised of six owned and operated stations: KUTA Salt Lake City, KGEM Boise, KLIK Twin Falls; KE10 Pocatello; KIFI Idaho Falls; KOPR Butte, Mont., and nine affiliated stations: KMON Great Falls; KOOK Billings; KPKB Livingston, Mont.; KELK Elko; KENO Las Vegas; KBFC Cheyenne; KRAL Rawlins; KVOC Casper, Wyo.; KBIO Burley, Idaho; and independents: KVOG Ogden and KCSU Provo, Utah.

Mr. Carman has headed KUTA since its inception and during the

Mr. Carman (1) and Mr. Schile.

last five years has become associated with stations in Idaho and Montana. Mr. Schile has been sales manager at the station for the past two years to add to six years in radio sales and nearly ten years as an advertising executive in the Midwest.

The new regional network, which will maintain its offices in Salt Lake City and be represented nation

tally by George P. Hollingbery Co., will enable the national or re-

ditional advertisers to cover the entire Rocky Mountain area with a single contract, Mr. Carman said.

All of the stations are affiliated with ABC, thereby making it possible for them to offer a unified program service, he added.

RMA Meet
(Continued from page 27)

and distributors through voluntary subscriptions will be acted upon by set manufacturers at a special meeting. Slide films would be prepared to encompass, in condensed form, topics already discussed by speakers at seven previous meet-

ings sponsored by RMA.

Plan also provides for one-night "Town Meetings" for dealers and service technicians. Slide films would be shown for TV set servicing and to provide information on standard business practices, according to R. C. Sprague, chairman of RMA's "Town Meetings" committee.

Mr. Sprague reported that 71 TV stations now are showing the series of short films prepared by the committee and titled "Tips for Better Television." Success of the Washington "Town Meeting" was in point of attendance also was re-

counted to the RMA board.

To Set Meeting

Chairman Sprague was authorized to set a meeting with manu-

facturers on the "Town Meeting" subscription plan following a recom-

mendation by the RMA Set and Parts Divisions.

A research survey of the poten-

tial market for TV receivers in various areas also was voted Wed-

sday by the Set Division Execu-

tive Committee. RMA industry statistics group would be asked to handle the survey under the chair-

manship of Frank W. Mansfield.

The Set Division Executive Com-

mittee also decided to set up a special committee to investigate the chronic complaint that television hurts sports attendance. Group will work with Television Broad-

casters Assn. in an effort to evolve a plan "acceptable to all interests."

This action was taken after the group heard reports that some col-

leges and universities are considering a united ban on football tele-

casts. Manufacturers referred par-

ticularly to refusal of certain West Coast colleges to grant television rights to games. It was pointed out, however, that telecasts of football games have stimulated TV set sales, and also boosted attend-

ance in some areas.

Heading the committee is Director H. L. Hoffman, president of Hoffman Radio Corp., Los Angeles. Other members are Director J. B. Elliott, Camden, N. J.; Leonard P. Cramer, vice president of Allen H. Dumont Labs; A. A. Brandt, general sales manager, Electronics Dept., Gen-

eral Electric Co. In addition, the Set Division Executive group approved

eventual adoption of a series of official tests so that motor car-

riers will agree to transport TV receivers with cathode ray tubes mounted in place.

A broad revision of the recom-

mended RMA standards, including its extension to cover TV

receiver sales, was considered Mon-

day by the RMA Service Commit-

tee under Chairman A. T. Alex-

ander. The committee decided, how-

ever, to submit the proposed changes first to division executive committees and then to all RMA members—before presenting the revised warranty to the board for adoption.

Current TV set advertising prac-

tices also are being explored with a view to industry reform. RMA's Set Division was told by Chairman W. L. Stickel of a Sales Managers Committee.

Dr. W. R. G. Baker, Engineer-

ing Dept., told RMA's board that FCC has requested information data in connection with a TV set radiation inquiry. Material Assembly was gathered by the Radio Receiver Section, which will assist FCC within the limit of authority of the Commission regarding receivers.

A special committee also was established to consult government officials on U. S. regulations governing non-military purchases, and to report subsequently to RMA members.

Question of whether Parts Divi-

sion members should report their sales figures confidentially for tabulation of industry totals was also discussed. Meanwhile the Transformer Section voted to inaug-

urate monthly statistics on dollar volume of sales by section mem-

bers.

Hear Progress Reports

Progress reports on a number of activities were presented during the three-day meeting. Reports covered observance of National Radio & Television Week, Oct. 30-

Nov. 5, and gratification expressed at wide-spread dealer participation in joint promotion; decision of the U. S. District Court of Pennsylvania exempting TV films from state censorship (which was pushed by RMA directors and its general counsel); international outlook for exports of American radio and television products.

Appointment of Harry E. Moon as chairman of the Record Changers & Phonographs Section, also was announced. Mr. Moon succeeds Richard E. Laux.

The RMA board approved the in-

vitation from the Canadian RMA board to attend a joint conference April 20-21 at the Chanticleer Hotel, Ste. Adele. RMA will hold its next board meeting at the Stevens Hotel in Chicago, Feb. 15-17.
**RADIO-PRESS**

By WILLIAM B. QUARTON

It occurs to me frequently that radio and newspapers in most cases are not the fun jabbing each other that one of these days they may knock each other senseless. That will do neither of them any good, and it certainly will not benefit the country, either.

The government's anti-trust suit against the Lorain (Ohio) Journal is a good example of the kind of knock-out that is likely to follow such jabbing. The newspaper in this instance is accused of conspiring to injure WOEL in nearby Elyria by refusing to accept advertising from firms which also sponsored radio programs.

It's the first suit of this sort, and let's hope it's not the last.

In a fit of temper and business resentment, the Lorain publisher has placed himself and the rest of us in an untenable position. If the Dept. of Justice, in their wisdom, won the suit, it would win the power to force the Lorain Journal to accept advertising copy from ANY advertisers, so long as they understand that the association does not violate any laws. The threat to the basic freedoms of press and radio inherent in such an extension of federal control are perfectly clear.

**Need for Judgment**

On the one hand, we resent the stupidity of the Lorain publisher; but on the other, we must help him resist this threatened intrusion into his rights and liberty. We don't want the government to tell us we must take ANY copy so long as it conforms to law. If reputable radio stations and newspapers are to maintain their independence, they must exercise their own judgment in all matters and maintain their own standards. The government might put a floor under the floor, but most broadcasters and publishers would find the floor too low for their own standards of professional ethics.

The government is not yet bold enough to interfere directly with the broadcast and publication of news. But advertising is information, too; and it would be detrimental to the public interest as well as our own, if we ever were put in the position of having to accept beer and liquor advertising, for example, simply because there is no state law against such advertising. We must retain control.

Another example of this radio-press jabbing is the circus-style handling by the press of reports on the suit to stop giveaway programs. As far as most broadcasters are concerned, there is little difference program-wise whether the FCC does or does not stop the giveaways because radio management generally agrees it is fundamentally unwise to "buy" radio announcements.

Broadcasters should be able to see that the government is striking at a weak point—the giveaway programs to set a precedent for deeper penetration later into the broadcasters' right to control the programs they broadcast. And public opinion might well see that government aggression in the attempt to force the Lorain paper to accept ANY advertising within the law. Both steps are in the direction of censorship; mild censorship in the beginning, but look out for what may follow.

The newspaper are having too much fun poking radio to see the real point. The broadcasters should be smarter than that.

There is another group—the politicians—whose position in this matter should be thoroughly understood. As politicians, some are black and some are not so fine; but as people, we like the great majority of them. The news fraternity knows that there is little abiding friendship among the politicians for such. Facing facts, we must conclude the basis for this attitude is a gnawing realization that newspapers are not the only people who are involved in this. Facing facts, we must make the public watch over the mass media to discourage self-seeking practices among politicians. Other public servants in appointive positions beyond the reach of the voters also are sensitive to the constant watchfulness of the unshackled newsmen of press and radio. Such watchfulness is not the atmosphere in which many calculating politicians like to operate.

One hundred and 50 years ago, the only medium of mass communication was the printed page; and consequently, the first amendment speaks of "freedom of the press." Of founding fathers, to be consistent, unquestionably had in mind all sources of public information. Unquestionably, radio's newsreaders, and newspapers, and TV's in radio studios as the reporter and the columnist in newspaper offices. They have the same basic rights, and they have the same equal protection under law from any agency which might try to intimidate or gag them.

It's true and tragic that both radio and newspapers, with a common right to defend, have played into the hands of political forces along with many newspapers for an opportunity to extend their control over the mass information media. If the courts rule that a newspaper must print any advertising that comes within the law, then the press becomes a common carrier, subject to regulation by any utility or railroad. And if the government wins the right to outlaw the giveaways, then we will have lost our freedom to control our broadcast programs—all forms of the action. Wednesday morning a conference call with President Miller. The dinner concluded with the banquet in New York of the Calendar of America, a "must" event for network executives.

After the Wednesday dinner conference call the network presidents held a press conference at which they agreed to the actions taken at the dinner and decided to participate in the cooperative project. Frank Stanton, CBS president, was named to inform the NAB board of the decision.

The dinner discussion went into the whole censorship problem. Movie interests have been critical of remarks of certain radio commentators.

Final result of the session was decision of the new joint committee. A resolution dealing with basic rights of free speech applying to all forms of expression, including press, radio and motion pictures, was adopted. The committee held its first meeting immediately after the dinner.

Other problems discussed at the dinner and informally among members included the possibility of a TV-film court decision that helps efforts to censor films for video use.

**RADIO AND MOVIES**

NAB, MPA Pledge Joint Efforts

NAB and the Motion Picture Assn. stand united in their interpretation of the Joint Committee of broadcast and motion picture interests will work out solutions to these problems.

The committee was created at a joint dinner held Tuesday night in Washington with NAB President Justin Miller and Eric Johnston, MPA president, as co-hosts. Boards of the two associations, along with staff members, were guests (see NAB board story page 23).

While network presidents did not attend the meeting; they were informed of the action Wednesday morning in a conference call with President Miller. The dinner concluded with the banquet in New York of the Calendar of America, a "must" event for network executives.

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**RADIO AND TELEVISION**

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since 11.5% of the agencies reported fewer stations willing to accept the ads. This was the same percentage, 11.5, of respondents indicated they had noted no change in the number of stations willing to take P. I. ads.

Advertisers, naturally wanting to get as much station time for as little as possible, are turning in increasing numbers to per inquiry. A large majority of agency executives, 76.9%, said they have noted that more sponsors are interested in per inquiry advertising than a year ago. Agencies said fewer advertisers were interested, and 23.1% reported they had seen no change from last year.

As to the agencies’ attitude toward P. I., 54.5% indicated they would reserve judgment on accounts approaching them with this type business. Outright opposition was expressed by 8.5% of the agency executives and 15.2% said they were in favor of per inquiry deals.

Although television is continuing rapid gains in the number of facilities and volume of advertising dollars, where is this money coming from? Most agencies indicated television money was coming from several different sources, with 42.6% saying at least part of it was from radio budgets. Of those who indicated their clients were taking money from radio for TV, 20% said this was the only source advertisers were tapping. Second largest source of funds was said by 23.4% of the agencies to be new money. Where new money is added other budgets are being cut to some extent to make up the required TV funds. Experimental budgets were given by 17% of the agencies as the source of TV money with 25% of these stating this was the exclusive source. Other established media are providing 8.5% of the funds, according to the agencies, while newspaper and sales department budgets provide 4.3% each.

In the black, both financially and in popularity since 1941, is the broadcast operation of WLOG-AM-FM Logan, W. Va. One of its most popular shows is daily half-hourly bill with Peruna (Lucille Gallion) dishing out the gossip and music. Opening fan mail keeps Peruna busy, especially since FM brought a heavy increase. Station reports from Jan. 1 to Oct. 3 showed 10,000 letters, a mail count of over 1,000 per month for the independent operation. Many advertisers challenge the Government in its attempt to attract new business to that area and has refused “advertisements of out-of-town establishments that would tend to attract money from the Lorain market” [Broadcasting, Nov. 7]. Mr. Horvitz in his affidavit also challenged the Government to include in its case the statements of many Lorain merchants who were contacted by Justice Dept. investigators.

The Justice Dept. contended in reply that Mr. Horvitz’s own statements supported the Government’s position and that the publisher failed to answer many complaints of local merchants.

The Journal is owned by Mr. Horvitz and his brother, Iadore, who also operate the Mansfield (Ohio) Journal. The two papers were denied AM and FM permits for FCC more than a year ago on grounds that in Mansfield the owners had sought to suppress competition and gain an advertising monopoly [Broadcasting, July 18, 1948]. The papers did not appeal FCC charges and currently have an appeal pending before the U. S. Court of Appeals for the District of Columbia.

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Lorain Case
(Continued from page 28)

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RUG PROPOSALS
Will Be Presented Today

RADIO WRITERS Guild, bargaining for news and continuity writers, today will present counter proposals to ABC, CBS and NBC at a mediation meeting presided over by Federal Mediator J. R. Meddelbaum.

RUG has turned down proposals of the networks which would have set a grievance procedure for discharges and which would have granted four weeks severance pay after one year’s service instead of after two years, as now. RUG considered the proposals unacceptable, as not providing sufficient job security and severance pay. Its counter proposals will not be made known until after today’s meeting.

FIGURE THE ODDS... by KXOK

it’s only 200 to 1 against your owning a plane by 1956

BUT THE ODDS ARE IN YOUR FAVOR when you pick Charley Stoekey’s "Town and Country" program on KXOK to sell farm products. Persuasive salesman, Charley Stoekey, is widely known in KXOK-land, with listeners from 6:00 to 7:30 a.m., Monday through Saturday. To build sales in the rival-to-advertising 112-county, 5-state coverage of KXOK...phone, write for availabilities today...or call your John Blair man.

WSUA Officers

WITH resignation last month of Warren G. Davis as president of Radio Station WSUA Inc., Bloomington, Ind., new roster of officers presiding at WSUA includes the following: L. C. J. Yeager, president; James C. Warren, secretary and treasurer, and A. E. Tyler, general manager.

We don't sell "time!"
We USE time to increase your sales and profits.

WGRD Grand Rapids, Michigan

BROADCASTING • Telecasting

November 21, 1949 • Page 45
Charles W. Knowles (president of Cherry & Webb Co. and treasurer of WPRO, 121½%), treasurer and director of the WPRO, 121½%.

Ira Herbert, vice president in charge of sales and director of WNEW, 121½%.

Ted Cott, vice president in charge of programs of WNEW, 121½%.

Herbert W. Fremin (owner, Continental Mills of Maine,广播公司, and Appomattox Co., Appomattox, Va., textile finishing plant), owner and director of WNEW, 121½%.

Frank C. Crouse (automobile distributor and principal owner of WPCI Pawtucket, R. I.), director of WNEW, 121⅓%.

Godfrey B. Simonds (partner, G. H. Walker & Co., investment bankers, Providence), director of WNEW, 3⅔%.

Applications for the transfer will be filed through the law offices of Dow, Lohnes & Albertson, Washington, attorneys for both WNEW and the new corporation, by Paul O'Bryan.

According to available records, there has been no individual station transaction exceeding the amount involved in the WNEW sale. The projected sale of WHAS Louisville, 50,000 watt clear channel stations, by the Louisville Times and Courier-Journal to Croley, Avco involved a price of $1,000,000 plus studio leaseholds, but this was rejected by the FCC last month largely because of the problem of overlapping coverage with WLO.

Negotiations have been in progress for sale of the Louisville station at the same terms as a syndicate comprising H. Leslie Alass, CBS Central Div. vice president; P. K. Wrigley, chewing gum manufacturer, and Gene Autry, cowboy star and broadcaster, but there are no indications of consummation.

With the sale of WNEW, Mr. Bulova relinquishes his remaining station ownership interest. He recently disposed of WOF in New York in a transaction in which the station executives participated. That sale was predicated upon the FCC's duopoly regulations but was delayed several years because of litigation. Mr. Bulova has held ownership interests in a half dozen stations during the past dozen years.

WNEW, which operates on 1130 kc, pioneered the disc jockey formula and has held consistently high ratings. It has been the bellwether among independent station operations and was among the first of the higher-powered stations to begin 24-hour operation.

Last year, it is understood, WNEW had gross time sales of more than $2,000,000, and its net income prior to taxes reportedly exceeded a half million dollars.

The ownership of WNEW under the new corporate structure will be as follows:

William S. Cherry Jr., president and director 48⅔%.

Entry for the George Foster Peabody radio and television awards were mailed to station and network managers last week.

Dean John E. Drewry, of U. of Georgia's Henry W. Grady School of Journalism which administers the next May 4 by Edward Weeks, Atlantic Monthly editor and Peabody board chairman, and Dean Drewry, at a Radio Executives Club of New York luncheon meeting.

Deadline on entries is Jan. 9, 1950. Awards will be based on 1949 broadcasts in eight classifications. Televison entries will compete for the first time in four AM categories open to video—education, entertainment, news and children's programs. The eight AM categories are program or series by a regional station above 1,000 kc which made an outstanding contribution to community or regional welfare; similar contribution by a local station 1,000 kc or under; drama; music; children's programs; education; and promotion of international understanding.

Any station or network is eligible to receive the award for reporting, drama, music, education or inter-

PEABODY AWARDS

Radio-TV Forms Are Mailed

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Robert H. Schofield

ROBERT HARTWELL (Penny) SCHOFIELD, 46, account executive at KOMO Seattle, died in his sleep Nov. 4. He had been active in Seattle radio for 16 years. Born in Schofield, Okla. in 1903, Mr. Schofield went to Seattle at the age of 13 and was graduated from the U. of Washington in 1924. His first employment in radio was at KIRO Seattle. Surviving are his mother, a sister, and a brother.
A MAN with a shotgun went into a bleak wasteland, pointed his weapon blindly in the air, pulled the trigger and hoped the scatter of the shots would hit something.

That's the beginning of an old, old story but it is none the less true that many Americans have looked on the purchase of radio time in stations outside the United States as being the same kind of aimless operation.

That view, however, apparently is not shared by many of America's big radio advertisers, who have been buying radio time abroad for years.

Reports from authorities on buying time in foreign markets indicate that such purchases have been at a peak and are going higher and higher.

Such a constantly accelerating business volume has been attained in spite of two discouraging influences—dollar shortages and import restrictions.

Now, however, because of the currency devaluations in Great Britain and other countries in the past weeks, some foreign timebuyers believed it possible that the dollar shortage eventually may be licked.

At any rate, some of the experts tended to view currency devaluations abroad as likely to bring an immediate impetus to foreign radio and later a long-term increase.

An immediate boost was looked for from advertisers who might rush to buy time at old rates before stations change their cards. Rates to Americans are quoted in terms of local currencies and it was expected that such rates would go up, although even after increases it was expected they would be less in terms of dollars than before devaluation. Meanwhile, until such card changes, an American advertiser was in for a windfall caused by the new exchange differences.

Also, it was expected that American companies might buy more e, for devaluation might mean that many foreign countries would find it economical to switch from an American product to a product of another country. The American advertiser was expected to react to that competitive situation by harder selling and hence more advertising.

Ultimately, it was considered that if devaluation is successful, the volume of all trade will rise and so also trade with the United States. Should that happen, then the dollar shortage itself eventually might be licked. Should the dollar shortage disappear, many American advertisers who have been building up huge sums in local currencies abroad would finally be able to get their money out in dollars.

The dollar problem has been troubling more and more American advertisers in such countries as Argentina, Bolivia, Chile, Uruguay, Peru, Ecuador, Brazil, Colombia, Mexico and various countries of Europe.

Some American companies, however, have not been content to build up foreign currency accounts. Instead, they have been buying local goods with their local currency surpluses and shipping the goods to the U. S. for resale. Others have been setting up branches in foreign countries, where surpluses may eventually rebound to the profit of American stockholders.

The currency problems, however, are part of an old story to the foreign advertiser and foreign timebuyer. Though they were being studied more intensively in the past weeks because of the devaluation moves, they are only a part of the foreign time buying picture. Also in the picture are these facts and trends:

- Billings through foreign station representative offices in New York are way up.
- Many foreign stations are doing well. While most still have time to sell, some are booked almost completely.
- In the Latin American field, the tendency is for American advertisers to buy spots instead of programs—a reversal of the former practice.
- Many foreign stations are now willing to offer more services, such as export administration, than formerly.
- There is some evidence that time buying by American companies is increasing faster than newspaper and magazine buying abroad.

The problems in buying foreign
NIelsen COMPARES MEDIA

By BRUCE ROBERTSON

IT WOULD be a "serious error" for advertisers to conclude now "that radio is washed up and that appropriations should be shifted to other media," Arthur C. Nielsen, president of A. C. Nielsen Co., said Wednesday in an address to the Grocery Manufacturers of America at New York's Waldorf-Astoria Hotel. This is true, he said, despite the serious inroads that television viewing has made on evening radio listening in TV homes.

However, he urged his audience to study television closely. "Unless you get now to acquire a thorough understanding of this new development," he said, "you may not only miss the great profit opportunity it offers, but you may make some costly mistakes in your use of other advertising media—for television will exert a profound effect on other major media."

Disclosing facts developed in recent weeks from the Nielsen Radio and Television Index Services, Mr. Nielsen reported that when a video set comes into a home the effect on daytime radio listening is negligible, but in the evening this is what happens:

HOURS PER EVENING

<table>
<thead>
<tr>
<th>Radio</th>
<th>Vision</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>Before TV</td>
<td>1.65</td>
<td>0.00</td>
</tr>
<tr>
<td>After TV</td>
<td>3.67</td>
<td>0.02</td>
</tr>
<tr>
<td>Change</td>
<td>-2.02</td>
<td>+0.02</td>
</tr>
</tbody>
</table>

With the number of TV homes rising from 60,000 in January 1947, to 2,150,000 in August 1949, "television is coming rapidly," Mr. Nielsen said, but he also reported that radio homes have increased from 28,800,000 in 1940 to 39,281,000 this week. He added that this increase in radio homes has been accompanied by an increase in hours listened per home, creating this trend in home hours of daily radio listening:

<table>
<thead>
<tr>
<th>Month</th>
<th>Change</th>
</tr>
</thead>
<tbody>
<tr>
<td>1942 (January-March)</td>
<td>193 Million</td>
</tr>
<tr>
<td>1944 (January-March)</td>
<td>189 Million</td>
</tr>
</tbody>
</table>

"Even during the past year (when television has exerted its maximum effect to date) and even for the evening hours (where the television effect is greatest), radio listening trends are not particularly unfavorable," he said, noting:

SHARE OF TOTAL HOMES USING RADIO

<table>
<thead>
<tr>
<th>Year</th>
<th>Change</th>
</tr>
</thead>
<tbody>
<tr>
<td>1948</td>
<td>28.4</td>
</tr>
<tr>
<td>1949</td>
<td>28.7</td>
</tr>
<tr>
<td>Metropolitan Areas</td>
<td>43.3</td>
</tr>
<tr>
<td>Medium Cities</td>
<td>26.5</td>
</tr>
<tr>
<td>Small &amp; Rural Areas</td>
<td>28.8</td>
</tr>
</tbody>
</table>

"The rather satisfactory total picture for radio is merely the inevitable result of the fact that the number of television-equipped homes is still very small in comparison with the number of radio homes," Mr. Nielsen said, adding that the effect of television is even smaller during the daytime hours.

Admitting that any predictions as to the future effect of television on radio involves assumptions of such unresolved questions as the rate of introduction of TV stations into smaller cities and the rate at which the public will buy TV sets, Mr. Nielsen offered this estimate of the trend in radio and video set ownership in the next few years:

<table>
<thead>
<tr>
<th>Year</th>
<th>Change</th>
</tr>
</thead>
<tbody>
<tr>
<td>1949</td>
<td>38.4</td>
</tr>
<tr>
<td>1954</td>
<td>37.7</td>
</tr>
</tbody>
</table>

EXECUTIVES of the Borden and Vich companies were guests of the Spot Radio Clinic of the National Assn. of Radio Station Representatives, at the November session. L. to r: Seated—William D. Howard, assistant to the general manager, Vich Chemical Co.; Fred F. Hague, George P. Hollingbery Co.; Henry M. Schacht, national advertising manager, the Borden Co.; standing—James Scoven, vice president, Free & Peters Inc.; T. F. Flagg, managing director, NARS; Jerry Lyons, Weed Co.; Richard Gerkin, John Blair & Co.; Thomas Campbe.


RMA MEET

Set Production Running Behind Demand

ESTIMATES of set production for 1950 and general review of current activities by various committees dominated the industry week's fall meeting of Radio Mfrs. Assn., held last week, November 14-16, at the Roosevelt Hotel in New York.

In addition, RMA set up special committees to investigate a threatened ban on football telecasts and to obtain government opinion on certain regulations involving non-military purchases; reviewed progress of National Radio & Television Week and the national "Town Meetings" program, and reported on various facets of television activity.

The RMA board of directors also authorized a plan urging organization of a National Television System Committee to gather data relative to allocation of UHF frequencies and lifting of the freeze on VHF, and to recommend basic standards for development of color television. Proposal will be submitted to FCC (see Telecasting, page 15).

Max F. Balcom, chairman of the Tube Division and former RMA president, predicted production of 3,750,000 TV receivers next year—based on an informal poll of division members. TV receiver output for 1949 is expected to reach 2½ million sets, exceeding early year estimates by nearly 500,000, he added.

Radio set production, broken down into FM-AM and FM, AM only and auto radios, will approximate some 10 million units by the end of the year (see story, page 39). Mr. Balcom said, conceding that supply had fallen short of demand through industry cutbacks.

Overall radio-television dollar volume will approach the $800 million mark on the production level this year, RMA said—it seems assured of surpassing 1948's record peak of $750 million—with TV accounting for roughly 65% of all sales.

A proposal that the "Town Meetings" program in some 60 TV areas be held by manufacturers (Continued on page 43)
if you want to cover the country...

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

America's Window on the World

515 Madison Ave., New York 22, N.Y.
From Detroit Tiger ball games to University of Michigan football... and now to Red Wing hockey. That's the major-league sports line-up at WWJ-TV, first television station in Michigan. Detroit has always been a sports-crazy town, and WWJ-TV has catered to sports fans ever since its beginning three years ago. Today, it's paying off!

Detroiter not only look to WWJ-TV for the best in sports, but also for the best in everything else... local and NBC programming, clearer pictures, better engineering and production know-how. If you want to tell your product story effectively and visibly to the multi-billion dollar Detroit market, do it on WWJ-TV, tops in television in Detroit.
TELEVISION AUTHORITY, projected as the one big video talent union, was born last Wednesday and while still in swaddling clothes found itself in a fight with two of its brothers—Screen Actors Guild and Screen Extras Guild.

The screen guilds protested TVA's birth because they view jealously the assignment of jurisdiction over video films to another union.

It was in spite of negative ballots by the two-film unions that the international board of the Associated Artists and Artists of America (AFL), parent organization of all performers' unions, voted TVA into existence at a board meeting in New York.

But when born, TVA took a position alongside the two film guilds as a branch of the 4A's. Among other 4A branches, all of whom voted for creation of TVA are: American Federation of Radio Artists, American Guild of Variety Artists, American Guild of Musical Artists, Chorus Equity Assn. and Actors Equity Assn.

Indeed, it was the radio union, AFRA, which was among the leaders in the fight to bring TVA into being. George Heller, AFRA's national executive secretary, has often been put forward as the man most likely to be TVA's top paid officer.

Mr. Heller was among those who acted as midwife while the four suffered excruciating labor pains over the film jurisdiction question.

Other Talent Union Seen

Even so, the new union was born with the threat that there will be more than one talent union in television. It is the intention of the 4A's to treat this problem by mediation.

According to Paul Dullsell, international president of the 4A's, TVA was voted into existence under the following limitations: "With the express understanding that Television Authority shall agree to mediate all matters that may be in dispute with Screen Actors Guild and Screen Extras Guild."

"The offer of mediation," Mr. Dullsell continued, "pivots the way to a reasonable and just settlement, fulfills the need of the television performers to organize and will preserve harmony among all artists in the industry."

"It is inconceivable that actors should be involved in any controversy when a way to avoid it could so easily be accepted." Mr. Dullsell hoped that the actors of America will compose their differences through the peaceable and traditional procedure of mediation. It is sincerely urged to do so since the need for organization is pressing and cannot be long delayed."

The Screen Actors Guild, in making its complaint, a Dullsell statement, said that the 4A's board has not at this time vested authority in TVA over video films and, in effect, too, that had better not happen or a war would be on.

SAG Statement

The SAG statement was issued under signature of Kenneth Thompson, SAG television administrator, who came from the West Coast with Pat Someret, SAG assistant executive secretary, to attend the 4A's board meeting. Mr. Thompson's statement was framed after long-distance telephone communications with SAG in Hollywood.

It said:

The statement issued by the 4A's regarding Wednesday's action by the 4A's board, in creating a new talent union, omits a most important fact, namely, that the motion voided by the board specifically withholds action on the issue of jurisdiction, that the 4A's board has not attempted to vest in SAG authority to represent performers in motion pictures made for television.

In accordance with the previously announced position of the Screen Guild and Screen Extras Guild, these film guilds would resist any such move.

The guilds awaited word from the eastern talent unions regarding a proposal for an equal partnership in the field of television which was being explored by the various talent unions. The guild's previous offer of mediation, where necessary, still stands.

The reference to an offer by the SAG to mediate is different from the mediation proposal of the TVA proponents. The latter want to mediate the entire film jurisdiction question. SAG wants to mediate only a "somewhat gray area or shadowland" comprising film spot commercial announcements and film inserts, retaining jurisdiction of all the rest of the film video field.

That difference of area to be submitted to mediation is said to be the major issue which set the two screen guilds against their new brother even before his birth.

Hollywood Action

That the screen guilds would reject the TVA at the international board meeting Wednesday was taken for granted. At the annual meeting of the 4A's, in its proposal on Nov. 13, the entire membership voted against participation in the TVA. Reason for that action was that the TVA plan provided for giving TVA "control over actors in motion pictures made for television and thus set up two unions for actors working in motion picture film."

At the same time, however, the guilds membership voted that efforts to find a peaceful solution be continued, including partnership agreement. If a peaceful solution failed, it was voted, the guilds were to proceed immediately to program the field of motion pictures made for television. A subsequent guild announcement stated that such organization work already was under way.

WTTV (TV) OPENS

Is Indiana's Second Outlet

WHEN WTTV (TV) Bloomington, Ind., owned and operated by Sarks and Mary Tarzian, began formal operation Nov. 11, it became Indiana's second video outlet. At the same time Bloomington laid claim to being the nation's smallest city to have a television station.

Sen. Homer Capheather (R-Ind.), together with other state and local officials dedicated the new TV outlet. Station Manager Glenn Van Pelt, while outlining the station's policies, said some film would be used but emphasis would be placed on local public service TV shows.

WTTV, the first to apply for a television station in Indiana, followed WFBM-TV Indianapolis operation because its engineers made most of the major equipment used, station officials report. High praise of Mr. Tarzian went to Engineer Morton Weigel and his staff, whose ingenuity and hard work made the station a reality.
PIONEER WRGB (TV) MOVES INTO SECOND DECADE OF REGULAR PROGRAMMING

By BRUCE ROBERTSON

WRGB (TV), Schenectady, video member of the General Electric Co. headquarters broadcasting triumvirate which also includes WGY (AM) and WQFM (FM), this month celebrates the completion of ten years of regular program service to viewers in New York’s Troy-Albany-Schenectady “Capitol District.”

Nov. 6, 1939, marked the inception of this regular TV program service, which has continued uninterrupted since that date, except for a “time out” interval in 1941 while WRGB’s equipment was being adjusted to comply with changes in TV broadcasting standards effectuated that year. But that date by no means indicates the beginning of GE’s interest in video broadcasting.

As early as 1926, Dr. E. F. W. Alexanderson, GE engineer, developed a mechanical method of television, using mirrors mounted on a wheel. The following year images were successfully scanned in the GE laboratory with a rotating perforated disk and in January 1928 this system of television was given its first public demonstration at Dr. Alexanderson’s home.

In May 1928 WGY became a TV as well as an AM station, broadcasting video programs on a regular schedule of three afternoons a week. In August, WGY ventured its first TV outdoor remote pick-up, broadcasting from Albany Gov. Alfred E. Smith’s speech accepting the Democratic nomination for President.

September 1928 became a red letter date in TV history when WGY broadcast the first television drama, “The Queen’s Messenger.” The pick-up range of the cameras then used was so limited that the entire drama was done in close-ups, with the faces and hands of the cast indicating all the dramatic action.

The following year, with the introduction of the cathode ray tube, GE dropped its experiments with mechanical television to concentrate on the all-electronic system of picture transmission and reception. In 1930, an audience in Proctors Theater in Schenectady watched a demonstration of GE video reception on a seven-foot screen. A year later, GE engineers transmitted geometric patterns to Berlin, Germany, using a 30-line, 15-picture-per-second system.

The Helderberg Hills outside of Schenectady, where the WRGB transmitter is located, is the site of the first long-distance reception of modern high definition television. On June 10, 1939, pictures of the King and Queen of England visiting New York’s World’s Fair, broadcast from New York, were received in the Helderbergs, 129 miles from New York and 7,000 feet below the theoretical line of sight.

If a program could be received it could be rebroadcast and on Jan. 12, 1940, only two months after WRGB had inaugurated regular local program service, it added a number of big-time shows originating at WNBT, NBC’s New York TV station, to its schedule. After more than seven years of this direct-reception network operation, GE engineers installed a microwave relay between New York and Schenectady via three mountain-top relay stations, operating with 5w at frequencies of 2,000 mc.

Once this relay system was in use, in the fall of 1947, WRGB dropped its exclusive tie-up with NBC, adding ABC, CBS and Du Mont affiliations giving WRGB its pick of network programs for Capitol District viewers. On Dec. 1, 1947, WRGB also discontinued its experimental operating set-up and began charging advertisers for time on a straight commercial basis.

WRGB’s program policies are set forth in the following statement by Robert S. Peare, GE vice president in charge of public relations, a post which includes responsibility for all of the company’s broadcasting activities:

“As the only television outlet in the Capitol District of New York state, WRGB is very much aware of its responsibility to area viewers. To fulfill this obligation, the station is very fortunate in being able to present the best of all four networks, including the top-ranking shows of those networks, thereby giving its viewers the same opportunity to see quality shows as those viewers in multi-station cities.

“Early WRGB philosophy was to present only those programs which could be done well, and production was limited chiefly to quiz and audience participation programs, film, simple dramatic shows.

“With a gradual transition away from film programs, however, sports and news assumed increasing importance. Dramatic and musical shows also were augmented and helped round out a complete schedule of home entertainment, until the leading programs available from the four networks, changing daily at 7:30pm, were wide in appeal. The station’s audience, too, has grown.

“ … (Continued on Telecasting 6)

PROGRAMMING and technical sides are represented by (1 to r) B. W. Cruger, in charge WRGB (TV) technical operations; R. B. Hanna, station manager of WGY, WQFM (FM) and WRGB (TV); A. G. Zink, program supervisor, WRGB (TV); and W. J. Purcell, engineer in charge of technical operations for the three GE stations.
**WCPO-TV**

Channel 7

*Now... 1st again in October Pulse Survey*

**Record of "Firsts"**

**WCPO-TV**

Telephone Survey, August, "Cincinnati's Favorite Station"

1st PULSE, August

1st PULSE, September

Telephone Survey, September, "Cincinnati's Most Watched TV Station"

... And Now Again FIRST in October Pulse.

<table>
<thead>
<tr>
<th></th>
<th>WCPO-TV</th>
<th>TV-STATION 'B'</th>
<th>TV-STATION 'C'</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>MON</strong> NOON TO 6:00 PM</td>
<td>28%</td>
<td>24%</td>
<td>8%</td>
</tr>
<tr>
<td>6:00 PM TO MIDNIGHT</td>
<td>35%</td>
<td>24%</td>
<td>17%</td>
</tr>
<tr>
<td><strong>SAT</strong> NOON TO 6:00 PM</td>
<td>33%</td>
<td>26%</td>
<td>1%</td>
</tr>
<tr>
<td>6:00 PM TO MIDNIGHT</td>
<td>38%</td>
<td>20%</td>
<td>17%</td>
</tr>
<tr>
<td><strong>SUN</strong> NOON TO 6:00 PM</td>
<td>38%</td>
<td>24%</td>
<td>2%</td>
</tr>
<tr>
<td>6:00 PM TO MIDNIGHT</td>
<td>32%</td>
<td>22%</td>
<td>18%</td>
</tr>
</tbody>
</table>
Telefile: WRGB

(Continued from Telecasting 4)

major networks were available to area viewers."

Program schedule for a typical week in the fall of 1942 shows a total broadcast time of 48 hours, of which 21% or 10 hours was local and 79% or 38 hours was network. The sports telecasts included both college and pro football. Broken down by program types, WRGB programs lined up as follows:

<table>
<thead>
<tr>
<th>Type</th>
<th>Hours</th>
<th>Per cent</th>
</tr>
</thead>
<tbody>
<tr>
<td>Dramatic</td>
<td>9:00</td>
<td>18.7</td>
</tr>
<tr>
<td>Variety</td>
<td>7:30</td>
<td>15.6</td>
</tr>
<tr>
<td>Sports</td>
<td>7:30</td>
<td>15.6</td>
</tr>
<tr>
<td>Children's</td>
<td>6:15</td>
<td>13.0</td>
</tr>
<tr>
<td>News</td>
<td>6:05</td>
<td>12.3</td>
</tr>
<tr>
<td>Popular Music</td>
<td>7:00</td>
<td>5.7</td>
</tr>
<tr>
<td>Women's</td>
<td>5:45</td>
<td>5.7</td>
</tr>
<tr>
<td>Science, Agriculture, Education, miscellaneous</td>
<td>5:25</td>
<td>11.3</td>
</tr>
<tr>
<td></td>
<td>48:00</td>
<td>100.0</td>
</tr>
</tbody>
</table>

This sort of programming seems to suit Capitol District viewers very well. A survey made by WRGB last March showed 91.7% of all sets in the area were turned on sometime in every day, with an average home viewing time of 4.7 hours a day and an average viewing audience of 3.7 persons per set, made up of 39.4% men, 39.0% women and 21.6% children. TV sets in public places also get a good workout, being in use 4.1 hours a day on the average. The public place viewing audience averaged 21.4 persons, 85.1% men, 14.7% women and 0.2% children.

Another kind of evidence of WRGB's successful program service is offered by the figures of set ownership in the station's service area. From 1,910 video sets in March, 1948, the number of receivers increased to 17,790 in March 1949 and in the last eight months has more than doubled to a total of 38,000 in November of this year. As WRGB is the sole source of TV program service for the Albany-Troy-Schenectady area, these sets could have been bought for no other reason than to receive the programs of this station.

The emphasis on network programs at WRGB is reflected in its advertiser lineup. More than half of the station's sponsors in October were network advertisers - 42 out of 75, with 13 spots and 20 local accounts completing the list. The 42 network clients were, of course, program sponsors.

WRGB's 13 spot accounts, including such familiar names as Benrus, Bulela, Lucky Strike, Oldsmobile, Ronson, and Schick, comprised two program sponsors and 11 users of announcements. The 20 local advertisers on the station included five who sponsored programs, 15 who used announcements. The local advertisers include such radio and TV sets dealers, three department stores, three auto dealers, a clothing store, a bank, a laundry, etc.

From its file of successful success stories, WRGB selected these three as typical. Reives-Freeman, distributors of Capelhart video sets, sponsored a half-hour late evening studio quiz show, 'Nickle for Nothing.' A one-time announcement that a $2.50 book, "Life of Mr. Farnsworth," would be given away to the first 25 persons applying the next morning at Barney's Department Store in Schenectady assembled a line of 125 persons in front of Barney's before the doors were opened, with many moving asking for the book during the day.

APEX Department Store has been using one-minute announcements on Friday nights. One spot for men's shirts at $2.99 sold 294 the following day, a pure TV success as the shirts were not advertised in any other way or displayed in the store's windows. During the announcement of a sale of $29.95 suits at $19.98 cleaned out the store's entire stock and sent the manager to New York that night for a new supply.

Montgomery Ward, largest department store in the area, uses five-minute programs following the Sunday football telecasts to demonstrate a combination lathe, saw, drill press and retailing for the first telecast produced 11 direct inquiries the following day, seven of which resulted in sales.

Owned by a major manufacturer of TV equipment, WRGB from the start has served as a laboratory for testing new GE video apparatus and as a showroom for displaying the latest GE television devices to visiting broadcasters. In recent months the station has been completely overhauled and reequipped with the latest GE equipment, from studio cameras on through transmitters and antenna, at a cost of some $300,000.

THE new transmitter equipment comprises a 5 kw low channel transmitter operated into a three-day antenna. Programs are carried from the studio to the transmitter by a microwave link operating at 2000 mc.

The studio has been enlarged to make room for a new master control room which acts as control center and distribution point for programs from the local studio, from the mobile unit or from New York via the GE microwave relay system. The studio measures 42 by 70 feet and is equipped with two image Orthicon cameras and has a control room containing the camera control motors for the studio, monooscope for test patterns and the film channel. A new program console integrates the functions of audio control, video control and program direction.

This control room is located on the second floor level, overlooking the studios through large windows. Beneath it is the projection equipment—two film cameras, two 35 mm projectors, two 16 mm projectors and several slide projectors for transmitting both transparent and opaque material.

Rounding out the station equipment is a new mobile truck fitted with a GE two-camera field pick-up unit for covering outside events. Signals from the truck are sent to the studio via microwave relay or are beamed directly to the transmitter.

Headed by Mr. Peare, the management of WRGB includes B. J. Rowan, assistant manager of the GE advertising and publicity department; R. B. Hanna, stations manager (WGY, WGF, WRGB), R. W. Welpott, assistant stations manager; A. G. Zink, program supervisor; W. J. Purcelli, engineer in charge of stations technical operations (WGY, WGF, WRGB); B. W. Kruger, engineer in charge of WRGB technical operations. Mr. Hanna in charge of the day-to-day programming operations of WRGB, with Mr. Hanna director of overall operations and Messrs. Peare and Rowan representing the company in making policy decisions.

WRGB's rate card shows a base rate of $200 for an evening hour. Its network base rate is $325 per evening hour. Like most other

FINAL relay point in the WRGB (TV) three-tower television relay from New York City is this tower in the Helderberg Hills near Schenectady. Relay equipment is located in the 29-foot square structure atop the 125-foot tower. The relay is the first multiple, unattended relay of its length, according to GE engineers.

WICU (TV) RATES

Card 2 Is: Effective Dec. 1

WICU (TV) Erie, Pa., has announced its national Rate Card No. 2, effective Dec. 1. The card gives rates on live programs and film and is divided into two classes, A and B.

Class A time is designated 6 to 11 p.m. weekdays, 12 noon to 11 p.m. Saturday and Sunday. One-time rate in Class A ranges from $15 for 10-second time signal to $300 for one hour.

Class B is weekdays prior to 6 p.m., Saturday and Sunday prior to 12 noon. Ten-second time signal costs $10 with no discount. One time, one hour rate in this class is $200.

According to the card, announcements and programs may not be combined to earn lower rate. Rates on Card 2 are guaranteed for six months period from date of first telecast.
WOAI-TV
CHANNEL 4
SAN ANTONIO
"T-DAY"
DEC. 11, 1949

PIONEERS
Represented by Edward Petry & Company, Inc.
D A Y T I M E television is successful in Philadelphia and WCAU-TV as well as an imposing list of sponsors are quite happy about it.

After 15 months of intensive daytime television programming the station has acquired an audience and a file of success stories. They provide convincing evidence, the station says, that a new vehicle to reach women in daytime has been discovered.

Moreover, they offer what they feel is convincing proof of the oft-repeated theory that women won't look at television in the daytime is fallacious, phony and fit for the ash can.

So convinced is WCAU-TV that daytime television is here to stay, and in a big way, that it is preparing a promotion piece in which the story will be related in detail with documentation to back up its claims.

They chuckled when WCAU-TV started its experiment a little over 15 months ago. Who'd look in daytime? Why Monday's wash day, Tuesday housewives iron, and on and on; and anyhow they could listen while doing household chores but they'd need two sets of eyes to wash the dishes and watch television at the same time.

That's what they said 15 months ago. And what are they saying now? Well, October ratings show high daytime audiences that compare with the top nighttime shows in the city, according to WCAU-TV, and one of them, Children's Hour, is said to be rated higher than the top local nighttime TV program.

WCAU-TV's daylight programming, almost entirely live production, was guided by findings of a national research organization about what women do in the daytime. For example, it was shown that Monday is not necessarily washday. The number of women who do the family wash Monday through Friday doesn't vary more than 5%.

On the basis of the data on Mrs. Housewife's day, WCAU-TV figured it must get to her, as the family budget director, when messages would have the strongest impact—the period between chores. She must be shown what she wants to see—when she has time to see it.

At 10 a.m. in Philadelphia, says WCAU-TV, mother finishes her washing and sits down to relax and look at her TV set. If it's Tuesday, she'll share the antics at Lit Bros. department store's seventh floor restaurant, for example. Lit's Have Fun-TV interestingly enough, not only has helped mother have a good time Tuesday morning at her television set but has actually increased the program's AM rating, according to Lit Bros.

All the shows are sellouts since TV entered the picture. Lit Bros. is getting a nice increase in store traffic and it's well known how a store values its traffic.

Ruth Friendlander, Lit Bros. director of radio and TV, knows the details about the store's radio success. She says:

"Promotions handled successfully on television include our series of back-to-school fashion shows, special sales and regular merchandise. Some examples: TV commercial on Tower Brand hams sold 200 within a week; 1,800 packages of frozen peas were sold during a week-long TV promotion on that item.

"On five dress promotions on Lit's Have Fun and Lit's Have Fun TV our buyer reports sales from 100 dozen to 400 dozen dresses. There are hundreds of other items which television has helped us sell extensively . . . the hundreds of letters we receive each week from televisioners, and the results which television has shown both in traffic and direct sales, convinces us that our pioneering in early morning weekday television pays."

And here's a news item from the Lit Bros. advertising department—Lit Bros. on Oct. 4 renewed its daytime TV for 26 weeks.

INTO THE AFTERNOON

From 11 a.m. to 1 p.m., WCAU-TV carries the Ford telecasts of United Nation's proceedings. From 1 to 2 p.m. there is news and music. Now it's 2 p.m. The kids have had lunch. If they're school age, they are back facing the blackboard. Mrs. Housewife has done the dishes. Obviously, says WCAU-TV, she's ready for Cinderella Weekend, a five-weekly telecast version of WCAU'S afternoon in fairyland, with all the trappings plus plenty of prizes.

FAIRIES? PRIZES? Who would be interested? When in doubt about a radio or television program's pulling power, ask the sponsor who has tried WCAU-TV in the daytime. In this case, ask Peirce-Phipps Inc., one of the nation's largest appliance distributors, and here's the answer it gives:

"We have been particularly pleased with the response of both

NAMES and the personalities of interest to the housewife are constantly before the WCAU-TV cameras. Typical are:

At left—Entertainer Kylie MacDonnell chats with Ed McMahon on Take Ten.

Center—CBS' Irma, or Hollywood Actress Marie Wilson, watches Marian Kemp whip up a tasty dish on Marian Kemp's Kitchen.

Right—Designer Omar Kiam (1) talks with Bob Russell on Take Ten.
In a similar campaign using the newsstrip test pattern of all three Philadelphia TV stations, Sears, Roebuck featured "shopping for fun by catalog," a direct solicitation for business in which viewers were urged to shop by telephone. The costs were described as amazingly low. Sears contacted 700 of the prospects and received 83 immediate orders, or 1 out of 10, for a total of $75 or almost $10 per customer.

Most of these results stories are four to six months old, according to WCAU-TV, but since then the number of receivers has nearly doubled.

For instance, on the Nov. 3 Marian Kemp's Kitchen program on WCAU-TV American Stores chain offered a free pear slicer to the first 400 replying. The next day 2,196 requests were received. Every letter was addressed to "Marian Kemp's Kitchen, c/o The American Stores." Not a single letter was sent to WCAU, which the station points out is positive proof of sponsor identification.

And here's a dramatic success story. Last Oct. 23, which was Sunday, The Big Idea sustaining program was telecast as usual at 6 p.m. Don Bennett, m.c. of the sustainer, brings in inventors who tell their stories by television. This particular evening Mr. Bennett spent 1 1/2 minutes demonstrating how to clean silver with an Oakite silver cleaning plate. He offered free an Oakite plate with sample of Oakite to anyone sending name and address.

Oakite to Sponsor Within three days 6,319 requests had been received. And an interesting note for those commercial-minded—Oakite will sponsor the program starting Dec. 4. Here are some of WCAU-TV's
daylight national sponsors:
Household Finance, Penn-Cola, 4-Way Cold Tablets, Quaker Oats, Peter Paul, Hors & Hardt restaurants, American Stores, Remzil, Andy Boy broccoli, Jiffy starch, Powderene. Among local sponsors are Lits Bros. and Beneficial Savings Fund Society, to mention two of the better known.

The station's predominantly live daytime programming schedule totals 56 1/2 hours a week (before 6 p.m.) of which 26 1/2 hours, or more than half, are sponsored.

WCAU-TV is on the air shortly after breakfast every morning in the week. It's daytime operation, the station says, is more than any other station in the city.

In the period WCAU-TV has been building up its daytime programming, "Philadelphia, America's second TV market, has multiplied eight times," the station points out, and every day 1,000 more sets are being installed.

The station has pioneered in daytime television, and feels that it's here to stay.

Crosley's WLWC Beams TV from 577 feet above Columbus

Another Completely Engineered TV TOWER by ideco

A solid base... then 466 feet of guyed triangular tower... topped by a 111-foot antenna... every phase completely engineered by Ideco for WLWC... lighting television screens of a large Central Ohio area. The Crosley Broadcasting Company selected Ideco for this job for two very important reasons:

Triangular-Section Safety—provides extra rigidity and freedom from distortion. Ideco's triangular design effectively reduces wind pressures... the WLWC tower is designed and guyed for a 30-pound wind load... designed to perpetuate the outstanding safety record of Ideco radio and television towers.

Complete Engineering—Ideco towers are completely prefabricated sections designed to go together easily and quickly... no field cutting or welding is necessary. Ideco Engineering covers the entire job, including transmission lines, service ladders, platforms... even the installation of 10-foot call letters... and any special accessories required.

From coast to coast, for every type of radio and television tower, Ideco is prepared to handle every detail of your tower requirements.
Write for Bulletins RT-4G and SRV-1 for more information.

INTERNATIONAL DECK and EQUIPMENT COMPANY
Columbus, Ohio
Torrance, California

Page 55 • BROADCASTING

November 21, 1949

TELECasting • Page 9
COLOR COMPARISONS

DETAILED PLANS for this week's comparative demonstrations of the CBS and RCA color television systems and black-and-white TV were announced last Thursday by FCC, which meanwhile was pondering a petition for consideration of another "system." The demonstration will be held in Washington today (Monday) and tomorrow. They will wind up the color hearings until Feb. 6, when sessions on other Color Television Inc.'s system, followed by further comparative tests and then cross-examination of the witnesses who have testified during the past seven weeks.

The "new" system FCC was asked to consider was advanced by Prismaticolor Corp., Chicago color photography process firm, which told the Commission its method of additive color photography, producing color pictures, with black-and-white film, "is a natural for adaption to television."

FCC has not indicated whether it will grant or deny Prismaticolor's request to appear and present testimony;

Color vs. Black-White

The comparative demonstrations of RCA and CBS color, with black-and-white transmission and reception of standard mono shots provided by Allen B. DuMont Labs, will run from 9-11 a.m. and 1-3 p.m. today and tomorrow.

They will include showings of wrestling or boxing via the representative systems; transmissions over 2.8 mc coaxial cables and 4 mc radio relays; group shots; stills; test patterns; and, citations of sponsors' products to compare the commercial potentials of the respective systems; a variety of programs, including dancing, juggling and acrobatics; puppets; a short drama; films and slides, and a woman's program with illumination reduced to about 10 candlepower.

The comparisons will originate from RCA's WNBW Washington Studio A. The Commission, its staff, and participants in the hearing will observe reception on receivers set up in the FCC auditorium E. Bldg. in Southwest Washington.

Meanwhile, the Commission was told by Prismaticolor that its system, though not yet tested in television, has been thoroughly tried and proven photographically.

President F. E. Oakhill said the system basically is quite flexible and the demonstration took advantage of black-and-white equipment, standards and facilities with limited modification of studio equipment.

Reception, he said, would be possible in either monochrome or color since the color intelligence is transmitted in the form of monochrome "color grays," with the color added by filters in the receiver. He estimated color receivers would cost $80 to $110 more than black-and-white sets.

Mr. Oakhill explained that Prismaticolor's film cost is only three times that of black-and-white photography while color comparison costs are only five times that of present day color methods. The system depends, it was stated, upon the "well known method of mixing varying quantities of red, blue and green light to produce a full range of light colors from white to black."

In television application, the Prismaticolor system would bring the red, blue and green images "into close juxtaposition" and favor "over the orthicon and [be] scanned across the red, blue and green successively line by line, just as now done for a [monochrome] picture, except within the same area covered by such a black and white picture.

Because the three color frames would be within the same area as three standard monochrome frames, the monochrome operation would be interchangeable by simply switching lenses in the camera. In the receiver the three color images would be picked up from the face of a single cathode or three individual cathodes and projected upon an enlarged viewing screen as a single view.

The Prismaticolor representative claimed highest color fidelity for his system and indicated no probable need for future monochrome facilities. He added that color fringing has been successfully eliminated photographically and that the problem of image distortion has been minimized to the point "where pictures can be shown on a screen many times enlarged" with "control of registration... well within normal eye acceptance."

COLOR COMPARISONS

MOSKOVICS

Sees Doubling of Set Figure During Next Year

TOTAL of three million TV sets installed in the country by the year's end and a doubling of the number during 1950, were predicted last Tuesday by George L. Moskovics, CBS vice president and sales manager of the station's development office. He addressed the Michigan chapter of the American Marketing Assn. in Detroit.

Speaking on "The Impact of Television," Mr. Moskovics told the AMA that the summer slump in TV sales was due to the color controversy which had entirely picked up since the FCC's decision that it would not accept any color system unless adaptable to present sets.

He said, "The Commission apparently does not intend to take any action until next spring so it will be at least a year and maybe two before the many problems, for which there are no answers now, can be ironed out." Reviewing the rise of television through its period of growing pains, Mr. Moskovics said improvements in cameras and other transmitting equipment, as well as the fact that much was still to be done in research facilities, "TV is changing rapidly in its characteristics," he said.

JOHNSON'S STAND

Clariifes Position on TV

LIFTING the present "freeze" on VHF TV applications without first making provision for allocation and use of UHF channels would not only be "shortsighted" on the part of FCC, it would also be a "scientific and economic absurdity," Sen. Allen L. Johnson (D-Wash.), chairman of the Senate Interstate & Foreign Commerce Committee, has advised the Commission.

In a letter to FCC, Mr. Coy amplifying his position on color, UHF and VHF, Sen. Johnson asserted there would be no reason to continue the freeze once the proposed 42 UHF channels are allocated on a nationwide basis and standards are promulgated—and "the sooner that is done the better."

He pointed out that selfish interests are laboring day and night to lift the freeze now and nothing more.

The Senate Commerce head expressed hope that the use of UHF channels would proceed simultaneously with adoption of broad color standards [Broadcasting, Nov. 14], "immediate commercial utilization of UHF channels looking toward a nationwide competitive system."

"I regard it as tragic for the ultimate development of television that the FCC allocation herefore made is handicapping the adoption of a truly equitable and scientifically practical VHF-UHF allocation," Sen. Johnson told Chairman Coy. He evinced concern lest FCC's decision result in a "boodle" for each city which might necessitate revamping of two-band allocations in a few years and thus aggravate the problems of TV licensed and set-owners.

Text of Sen. Johnson's letter to Chairman Coy:

Please take time during recent weeks the radio press has carried short interviews with me regarding the hearings now being conducted by the Commission and television production generally. In many instances the published stories were only excerpts from the interviews which I gave the reporters.

These abbreviated reports remind one of the fate of the three blind men who examined an elephant. One examined the animal's tail and concluded that an elephant resembled a rope. The second, who touched the animal's blind man, griped its arms around one of the elephant's tusks, and an elephant was like a thin stalk. The third, a very tall man, bumbled the elephant's side and said an elephant was like a wall. Such distorted descriptions of an elephant and the published excerpts of my interviews both misstate the mark.

I repeat that I may have not understood with respect to my position on color, UHF and the existing frequency freeze. I feel secure that revision of that freeze (in brief summary, I have taken great interest in the potential contributions of the new sets to the reported timeliness of the public in general, as compared by the reporters to the reporters time after time, but apparently have not been concerned with the points I have brought to the hearers.

On UHF, I am not the only hope that the FCC will find it in the public interest to develop a UHF allocation utilizing the unlicensed and sufficiently general standards for color so that this essential improvement may be developed naturally in the traditional American, free enterprise, non-monopolistic manner. The keener the competition the better. Furthermore, there is no better desirable, certainly should not be the primary basis for a decision...

Use of UHF. I hope, too, that the Commission will approve at the same time that the immediate and commercial utilization of a large number of high frequency band is required on a widespread scale so that a realistic nationwide competitive system may be developed. I regard it as tragic for the ultimate development of television that the VHF allocation heretofore made is handicapping the adoption of a truly equitable and scientifically practical VHF-UHF allocation. However, I trust that the Commission final allocation in both bands will take into consideration the problems of the VHF allocation and set-owners and not provide a position in new TV stations unless the problems have to be revamped again in a few years.

The Existing Freeze: The public interest requires an allocation of TV channels will insure a national competitive system. When the proposed 42 UHF channels are allocated on a city by city basis throughout the nation and standards for their use promulgated there will remain no reason for the present freeze on VHF licensing and, of course, it is not my desire to make any decision that is the better. Until a decision is made by the Commission on utilization and allocation of VHF channels, it is not the business of my committee to act. If the Commission has found that the allocation of UHF channels is not compatible with the existing freeze, I am willing to proceed. If it is not, I am willing to proceed. If it is not...

Nov. 21, 1949

Page 10 • TELECASTING

BROADCASTING • Page 56

SRT-TV SRT-TV SRT-TV

SRT-TV INTENSIVE PROFESSIONAL COURSES in TELEVISION BROADCASTING

Instruction by top-ranking professionals under actual broadcast conditions
Complete TV Station Equipment Can be demonstrated Approved for Veterans

Send for free prospectus "Courses in Television"

SRT (School of Radio Technique)

TELIV IS SRT-SRT-SRT IS

One's America's Oldest Broadcasting School
316 West 57 Street, New York 19, N.Y.

SRT-TV SRT-TV SRT-TV
"THE NEED for greater uniformity among television station rates is very real and very large," in the opinion of the Television Standardization Group, a subcommittee of the NAB Sales Managers Executive Committee, with Eugene S. Thomas, WOIC(TV) Washington, as chairman.

NAB's Broadcast Advertising Bureau has just completed for the group a study of rate practices of 75 TV stations which shows a general agreement with the radio practice of setting half-hour rates at 60% of the full hour rate and quarter-hour rates at 40%, but with considerable deviation from radio standards for periods of less than 15 minutes. No clear-cut industry pattern was found in announcement rates, which vary from 30% down to 8% of the hour rate.

There is no general agreement as to the correct number of time classes, the committee found, 19 stations having only one time class, 27 stations having two and 29 stations having three. Each group showed wide variations as to the relative charges for time under each class. Frequency discounts are allowed by some stations, some of which also have other discounts as do some of the stations not allowing discounts for frequency. Only one TV station allows no discounts. There was considerable variation as to the discount rates.

The committee found equally varying practices regarding time and facilities charges, some stations combining air time, studio and film facilities and rehearsal time into a single one-charge package; others make extra charges for one or more of these items. A similarly wide variation was evident in the basis for calculating agency commissions whether on time charges only or on facilities as well.

**KFI-TV RATES**

Increase Effective Dec. 1

INCREASE in rates has been announced by KFI-TV Los Angeles, effective Dec. 1. Basing the increase on its delivered audience of over 140% since it began daytime programming March 1, station has upped minute announcement rates from $55 to $65; participations from $35 to $40; hour rates $170 to $210; half-hour, $100 to $125; quarter-hour, $60 to $80.

In advising advertisers of the advance, William B. Ryan, general manager, stated that the station would continue to base its rate card as originally set up on cost-per-1,000 delivered families "that advertisers can evaluate and buy TV by the same measuring sticks that they use for other advertising."

Six-point protection will be given advertisers operating on present rate card.

**WSAZ-TV**

Folsom, McConnell Attend Opening Event

WSAZ-TV Huntington, West Virginia's first television station, commenced regular program service last Tuesday with a dedicatory ceremony including addresses by RCA President Frank M. Folsom, NBC President Joseph H. McConnell, Gov. Okey Patteson, and city and station officials.

Local live and network kinescoped features also were presented in the premiere programming by the $250,000 station, which is owned by the Huntington Herald Dispatch and Advertiser and the John A. Kennedy radio interests. The station is presenting a regular schedule of about six hours daily at the outset.

WSAZ-TV is affiliated with the NBC, CBS, ABC, and DuMont TV networks. Pending completion of a network relay from Cincinnati, network shows will be presented via film. Studios are in the West Virginia Bldg.

Participants in the dedicatory program, in addition to the RCA and NBC presidents and the West Virginia chief executive, included Col. J. H. Long, president of WSAZ Inc. and one of the principal owners of the Herald-Advertiser; Capt. Kennedy, vice president of the stations; David Gideon of the newspaper ownership; Marshall Rosene, general manager of the AM and TV stations, and Lawrence H. Rogers 2d, manager of WSAZ-TV.

A special television edition was presented the preceding Sunday by the Herald-Advertiser, which reported 1,500 TV sets in use in the Huntington area and said this number is expected to reach 2,500 within six months.

WSAZ-TV started test patterns Oct. 14, just 58 days after construction was begun. Station is on Channel 5 (76-82 mc) and using its full authorized power of 12 kw visual and 8 kw aural at an antenna height of 590 feet. RCA equipment is used.

**Bell-Zenith Contract**

ILLINOIS Bell Telephone Co. has signed a contract with Zenith Radio Corp., Chicago, extending telephone services to Zenith for upcoming Phonevision tests in the Chicago area. A duplicate of the contract has been filed with the FCC.

**HAMILTON WATCH**

Xmas Drive On Video

HAMILTON WATCH Co., Lancaster, Pa., will use two five-minute films on television and a 20-minute live video show for a pre-Christmas advertising campaign at an estimated weekly budget of $41,000.

The two five-minute films will be placed on 30 stations in 16 markets, produced by Screen Gems. The commercials mark a departure in the field of television advertising, in that they use a direct translation of the company's previous years' print media ad to the television screen. The films are basically an entertainment program, the first four minutes of each being devoted to a dramatic story with the last 30 seconds devoted to the commercial.

The 20-minute show will be telecast on New Year's Eve from Times Square, New York, featuring Paul Winchell and his dummy, Jerry Mahoney. The program will be telecast 11:45 p.m. to 12:05 a.m. on 26 NBC-TV stations. Chet Kudessa will produce the show.

BBDO, New York, is the agency.

Music Meet

NAB PROGRAM COMMITTEE on TV Music will meet with representatives of ASCAP tomorrow (Nov. 22) to renew negotiations for licenses covering the use of ASCAP music on TV programs.
THE TELEVISION industry in October recorded its largest monthly gain in number of advertisers. Between September and October 354 accounts were added, bringing last month's total to 1,891.

Substantial gains were reflected in network, spot and local business. All but one fully reporting market increased the number of advertisers and here only one account was lost from the total column. Three of the TV networks showed gains for the month with the fourth retaining the same number of advertisers it had in September. There were 82 reporting stations in 47 markets, a gain of six stations and four markets.

This information is based on figures supplied to Broadcasting by the N. C. Rorabaugh Co., publisher of the monthly Rorabaugh Report on Television Advertising. Network figures cover all stations for the entire month and are obtained from the networks' headquarters in New York. Information on spot and local business is reported by individual outlets and covers the test week of Oct. 2-8. Two stations did not report spot and local business.

The ranks of network advertisers gained 17 accounts from September, bringing the October total to 76. These advertisers sponsored 92 shows on the four networks as compared with 71 in September. CBS made the greatest gain in sponsors with 11 new accounts bringing its total to 98, which gained nine advertisers, also had 32. A gain of three accounts brought the ABC total to 18 while DuMont retained its seven different advertisers. (When an advertiser sponsors more than one program on a given network he is counted only once in the total for that network. However, if he sponsors programs on two or more networks he is counted once for each network.)

Crosley Tops List

On the basis of stations used, Crosley Div. of Avco Mfg. Co. topped the network list of new business. The firm returned Who Said That?—which had been on hiatus in September—to 46 stations. The show is seen on NBC-TV, Saturday, 9:30-9:30 p.m. Crosley also added the half-hour This Is Show Business seen Sunday, 7:30-8:00 p.m., on CBS-TV. The program runs on alternate weeks and is scheduled for 46 stations. Lever Bros., new to network television, has placed The Clock, Wednesday, 8:30-9:00 p.m., on 40 NBC-TV affiliates. Third place for number of stations bought by new advertisers—accounts which did not place any network TV business in September—goes to Pabst Sales Co. (Pabst beer) which placed The Life of Riley, Tuesday, 9:30-10:00 p.m., on 37 NBC-TV outlets.

Many schedule revisions were noted between the two months with most of the advertisers adding stations. Several accounts which were active in September with one show added a second program in October. There were 55 agency offices handling TV network business. Leading market in the number of network accounts was New York which recorded 76 different advertisers (Table 1). Following in order were Philadelphia, 74; Baltimore, 73; and Washington, 72.

Spot business took a nice jump for the month, going from 337 advertisers in September to 399 in October for the reporting stations. There were 96 newly active accounts for the month, the difference being due to accounts dropped. Activity was reported by 27 advertisers from one to three stations. Ironde Iron Co. was the biggest new spot advertiser in October from the standpoint of stations used. The firm placed schedules on eight stations in 47.

(Continued on Telecasting 15)

* One station not represented in this issue.

** Advertisers canvassed in Utica-Rome area.

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**Weekly Television Summary**

**Markets, Stations and Sets Per Market**

Based on Nov. 21, 1949, Broadcasting Survey

<table>
<thead>
<tr>
<th>City</th>
<th>Number of Sets</th>
<th>Source of Estimate</th>
</tr>
</thead>
<tbody>
<tr>
<td>Albuquerque</td>
<td>140,920</td>
<td>Distributors</td>
</tr>
<tr>
<td>Binghamton</td>
<td>120,800</td>
<td>Dealers</td>
</tr>
<tr>
<td>Birmingham</td>
<td>170,150</td>
<td>Dealers</td>
</tr>
<tr>
<td>Boston</td>
<td>210,900</td>
<td>TV Circ. Comm.</td>
</tr>
<tr>
<td>Chicago</td>
<td>320,250</td>
<td>Buoy, E. Elec. Co.</td>
</tr>
<tr>
<td>Cleveland</td>
<td>260,000</td>
<td>Distributors</td>
</tr>
<tr>
<td>Cincinnati</td>
<td>240,000</td>
<td>Distributors</td>
</tr>
<tr>
<td>Columbus</td>
<td>220,000</td>
<td>Distributors</td>
</tr>
<tr>
<td>Detroit</td>
<td>200,000</td>
<td>Distributors</td>
</tr>
<tr>
<td>Erie</td>
<td>180,000</td>
<td>Distributors</td>
</tr>
<tr>
<td>Evansville</td>
<td>160,000</td>
<td>Distributors</td>
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<tr>
<td>Norfolk</td>
<td>140,000</td>
<td>Distributors</td>
</tr>
<tr>
<td>Philadelphia</td>
<td>300,000</td>
<td>TV Circ. Comm.</td>
</tr>
<tr>
<td>Pittsburgh</td>
<td>280,000</td>
<td>Dealers</td>
</tr>
<tr>
<td>Providence</td>
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<td>Distributors</td>
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<tr>
<td>Richmond</td>
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<td>Distributors</td>
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<tr>
<td>Rochester</td>
<td>200,000</td>
<td>Distributors</td>
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<td>St. Louis</td>
<td>180,000</td>
<td>Distributors</td>
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<tr>
<td>Syracuse</td>
<td>160,000</td>
<td>Distributors</td>
</tr>
<tr>
<td>Washington</td>
<td>240,000</td>
<td>TV Circ. Comm.</td>
</tr>
</tbody>
</table>

Total Markets on Air 54; Stations on Air 92; Sets in Use 3,020,066

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**Editor's Note:** Sources of set estimates are listed for each city as available and since most are compiled monthly some may remain unchanged in successive summaries. Total sets in all cities surveyed is necessarily approximate since two areas may overlap. To offset this there are many scattered sets in areas not included in the survey.

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**October Advertisers Gain**

(Report 86)
• Dayton, Ohio, and Miami Valley children by the thousands are enchanted by the adventures of Timothy Terrier, Benny Bunny, Esq., and Christopher Quimby Skunk. Stories are told with warmth and beauty by the "Cut-Out Lady," Ann Rike, who cuts out silhouettes of the animals and mounts them on backgrounds which she creates while telling her story.

Directed by WHIO-TV's Catherine Steffan, and produced by Don Wayne, this unique program has a wide appeal for children from three to seven. Grown-ups love the show, too. Endorsed by educators and parents. First television program for children produced in Dayton. Available for sponsorship. Contact your nearest Katz representative for details.
CONFIDENCE that WOR-TV New York would break even by the fall of 1950 and show profit in 1951 was expressed by Theodore Streibert, president of WOR New York and its video sister, at last Tuesday's meeting of the American Television Symposium. Those stations, he said, would require probably another year to become profitable operations. He did, however, include in his 1951 prediction WOIC (TV), Washington, also owned by Bamberger Broadcasting System, owner of the WOR stations.

Mr. Streibert saw radio operating and performing a definite public service as much as 30 years hence, explaining that such programs as news and music, to which TV doesn't add much, best be handled by the AM medium. He pointed out that radio now earns one to three times its asset value each year, and that profits can drop a long way and still let stations operate at a 10% profit. The powerful, 50 kw stations will be strongest survivors, he predicts, with gradations of survival to unavoidable extinction for some. He did not see the present number of 2,000 AM stations operating when TV becomes a profitable medium.

Urges Early Entry

Mr. Streibert advocated early ventures into video by radio stations. "There's an old axiom that pioneers in an industry usually lose money," he said, "and that one should 'buy in' after they lose out. This has proved fallacious in radio where facilities are scarce and limited. The same is true of TV."

He pointed out that the possibility of developing video out of profits obtained from radio without in- vesting additional capital. "WOR," he said, "is running two TV stations from AM revenue."

Explaining WOR's operation of WOIC (TV) in Washington, Mr. Streibert said the venture was made some years ago with an eye to the capital's potential as an origination point for future MBS video network shows, but at the time, he said, the present freeze was not foreseen.

Discussing early problems of transmitter placement, he recalled proposals for a cooperative TV center in Queens, abandoned because of cost. He expressed regret the plan had not been adopted "because eventually it would have aided us all in operating efficiently."

Teaching on studio space problems, Mr. Streibert told the group all that broadcasters know of their needs is that they need "more of everything." He outlined WOR-TV's compromise whereby it leased for five years half of ABC-TV's 66th Street property, and took for rehearsals and offices a structure adjacent to it. Mentioning the station's purchase of a square block of land between 68 St. and 69 St. on Broadway to house future TV operations, he said, "We will construct sometime soon, but are not over-anxious to start until we know what we need."

Programming at WOR-TV. Mr. Streibert said, is based on the theory that large expenditures will not hasten the day of profit-making. Therefore the station is following the policies of only live programs for a minimum of five days a week, supplemented by a sports schedule.

He named as factors on which TV profits hinge—network expansion, more advertising and greater demand for sets. He felt that spot business is handicapped by the limited number of stations, most of them with dual affiliations, where time availabilities are scarce not only for advertisers, but for networks who wish to clear time for shows.

J. R. Poppele, WOR and WOR-TV vice president and chief engineer told members of an announcement "soon to be made to the press" of a streamlined production and monitoring program WOR-TV will institute in combined operation with RCA.

Julius F. Seebach Jr., vice president in charge of programming for both stations, revealed that WOR-TV is preparing programs for showcasing by producers, is assuming that the producers are reimbursing talent for service. He said that whereas the station could not afford expensive programming, it has made certain arrangements whereby producers receive a percentage of income derived from spots sold on their shows.

-- Out LATIN Good—Streibert

KOTV (TV) TULSA Official Opening Set For Nov. 30

KOTV (TV), Tulsa, Okla.'s first television station, will officially launch its career Nov. 30 with a star-studded dedication program, after which the station goes on a seven-day-a-week schedule.

Operating on Channel 6, KOTV (TV) will radiate 16.6 kw from its three bay antenna mounted atop Tulsa's highest building, the 28-story National Bank of Tulsa Bldg. Transmitter is located on the 14th floor and is linked in to the studio through block transmission. The studio is 60' x 130' and the ceiling is over 20 ft. high. Station's equipment is RCA throughout.

One studio includes a $7,000 custom built kitchen installed in cooperation with the Oklahoma Natural Gas Co. Equipment also includes an RCA-equipped remote truck with two field cameras. Station represents an investment of more than $400,000, according to KOTV (TV) officials.

KOTV (TV) is owned and operated by George G. Jacobs, chief engineer. Miss Alvarez, who has been in Tulsa radio for several years, has been making a study of TV possibilities for the area and has visited major video stations throughout the nation. Mr. Hill is a former oil field supply sales executive. Program Director Oxford formerly was with KFI-TV Los Angeles. Prior to that he was with NBC for 10 years and was an NBC TV producer-director for three years.

Mr. Jacobs is a veteran TV engineer, having worked on the installation of three other outlets—WBLA-TV Baltimore, WICI (TV) Erie, Pa., and WTVN (TV) Columbus, Ohio.

KOTV (TV) is affiliated with five networks—ABC, CBS, DuMont, NBC and Paramount. Station started testing Oct. 15 and four days later telecast its first film program.

A. F. FILMS Inc. (Legal actuaires Francaises), 164 Broadway, New York, through Rosalind Kossoff, has announced that producer-directors, Paul Falkenberg and Lewis Jacobs, who produce 10-minute films based on Lincoln's Gettysburg Address. Film plans series of similar films based on important events in U. S. history. A. F. Films has world rights on extension to this series which will be available in February 1950. Film has offices in Paris, Brussels, Cairo and Rio de Janeiro.

United Productions of America, Burbank, Calif., coincident with its sixth anniversary last week started five-day public display of industrial and entertainment cartoons for television. "Crawapple-Smoked" Oysters will make their TV debut during holiday season (Nov. 12 through Dec. 15). In four markets, a double header packed by E. H. Bendiksen Co., Ocean Park, Wash. is done up in holiday gift boxes and stocked by department stores and drug stores. Account placed through Botsford, Constantine & Gardner, Seattle, with John Heverly as account executive, will use KFI-TV Los Angeles, KPIX (TV) and KRON-TV San Francisco, WGN-TV Chicago and KING-TV Seattle. Film stock, firm claims. Labor and with animation, produced by Criterion Films, Seattle, and allows for dubbing-in of local five-second "where to buy it" tag for retailer in each city.

Film Assoc. Inc., 440 E. Schnatts Ave., Dayton, Ohio, filming seven experimental TELESKITS for Frigidaire Div., General Motors. Spots on one of which is in length spotlight Frigidaire electric range, refrigerator, washer, drier and ironer. Mr. Ralph Cain of Frigidaire worked with Film Assoc. on development of commercials on film. Plans afoot to start several more spots using live action and animation for demonstration of Frigidaire laundry over TV, firm says.

Reduced production costs of TV and motion picture films are promised by Fairchild Recording Equipment Corp., 154th St. & 7th Ave., Whitestone, N. Y., with development and adoption of synchronous magnetic tape recorder and playback sound tracks. Savings of at least $50 per hour are effected by use of standard ¾" magnetic tape instead of emulation coated acetate film stock, firm claims. Labor and time costs are less because of speed up of production by instantaneous playback sound tracks. CBS-TV is using two such recorders developed by Fairchild. Equipment was shown at recent annual convention Audio Engineering Society.

Modernistic building housing studio and executive office of KOTV Tulsa. The three bay antenna can be seen on bank building at the extreme right.
of accounts was Los Angeles which recorded 235 for October. Philadelphia had 211 followed by Chicago and New York with 210 and 202, respectively. These are the first four cities to show over 200 different advertisers during one month.

In the over 100 accounts classification, three new cities were added: Columbus, 122; Milwaukee, 112, and Houston, 102. In October there were 13 markets, 27.6% of those reporting, which had over 100 different active advertisers.

Food & Food Product advertisers continued as the predominant users of television in October with 296 active accounts (Table II). Of these, 195 were local, 92 spot, and 9 network. Second most active classification was Automotive, Automotive Equipment & Accessories which claimed 241 advertisers. In the field of Household Furnishings, Equipment & Supplies there were 205 accounts, and 202 organizations used television to sell Radios, TV Sets, Phonographs, Musical Instruments & Accessories. Emphasis in this classification continued to be on the sale of TV sets and access.

**Table for Those Places**

On the networks there was a tie in first, second and third places for the number of active accounts. Automotive, Automotive Equipment & Accessories and Food & Food products lead with nine accounts each. In second place, with eight different sponsors each, were Smoking Materials and Toiletries. Gasoline, Lubricants & Other Fuels and Household Furnishings, Equipment & Supplies each had seven active advertisers.

In the spot field, Beer & Wine advertisers lead with 105 accounts. There were 92 Food & Food Products accounts active and in third place Confectionary & Soft Drinks had 29 different advertisers.

Locally, Automotive Equipment & Accessories headed the list with 218 accounts. Food & Food Products had 195 and 189 radio and TV firms were active.

**WARF-TV FARE**

THREE-DAY television show and exhibition, which marked the opening of WARF-TV San Antonio's test period, won widespread interest among visiting viewers and a rush for purchase of TV sets from dealers, the station has reported. WARF-TV begins regular programming sometime next month.

The TV preview, held Nov. 7, 8 and 9 under the sponsorship of WOAI-TV and Development of San Antonio, was held in cooperation with the station's three cooperating stations. Texas. The TV station has reported.

Hugh A. L. Hall, president and general manager, WARF-AM-TV, opened the show. J. R. Finan, TV program director, supervised television portion of the three-day event from station's mobile unit outside the gymnasium. Local amateur and professional talent appeared before cameras daily. From 3 to 6 and 7 to 10 p.m. Affiliation with ABC Television Network was announced last week by WOAI-TV. Station also has contracted with CBS-TV (BROADCASTING, Nov. 7). WOAI-TV, as signed Channel 4, is owned and operated by Southland Industries Inc.

Station has issued its first rate card, effective Dec. 1. Card is based on rate of $200. Station, which began test patterns Nov. 7, also has adopted a new postage meter stamp which shows a drawing of a TV camera and station's call letters and channel. Both rate card and stamp make use of red printing. Station received telephone calls from viewers as far away as 88 miles—all reporting excellent reception on first day of tests.

**NATIONAL COMMITTEE RMA Proposes To FCC**

FORMATION of an industry-wide National Television System Committee, to be spearheaded largely by plan authorized last week by RMA's rent color controversy.

Action was taken by the association's board of directors Wednesday at the concluding session of the three-day industry conference in New York (see separate story). Plan will be submitted to FCC through RMA's Television Committee.

The proposed group would comprise top television and electronics engineers delegated to:

1. Present technical data relative to allocation of UHF frequencies and lifting of the "freeze" on VHF allocations, and
2. Recommend basic standards for future development of color television.

RMA offers to initiate and finance the engineering study, similar to one undertaken in 1941, with engineering representation from all branches of industry. These would include non-RMA companies, broadcasting interests and qualified technical firms.

FCC will receive regular progress reports, RMA said, and will be invited to send representatives to all committee sessions.

Raymond C. Cosgrove, RMA president, pointed out that black-and-white standards were drafted and recommended in 1941 by a Television System Committee and formulated by the industry to provide a service "which has met with the approval of the public and which has permitted steady growth and improvement in the art of television."

A similar procedure for color television "will have equally constructive results," RMA feels.
Is TV a pretty picture in Philadelphia?

On WCAU-TV it's a mighty sweet picture.

Take the popularity of local programs. In the month of September, 1949, WCAU had all 5 of the 5 top daytime shows. Two of the top 5 nighttime shows. All 5 of the top 5 Sunday shows. Of all the local shows it rated 6 of the top 10 and, for the nighttime viewing in Philadelphia, WCAU ranked first in average quarter-hour ratings.

And the city itself is not to be passed over lightly. It's the third largest city in the country. It's second in number of TV receivers. And even more important to you, its audience has almost trebled since February, 1949.

Philadelphia is a TV center. WCAU-TV is in the center of Philadelphia. With its transmitter located at the hub of the market, it gives its strongest signal and best picture where density of population is the greatest.

*September Telepulse. The Philadelphia Bulletin Stations
DEAN SHAFFNER, for past five years with Blio Co., New York, as radio and television research director, joins sales presentations department of ABC as writer. Previously he was with C. E. Hooper Inc., and Crossley Inc. as production manager on ABC network production.

GORDON GRAY joins KAYX Waterloo, Iowa, as program director. He was formerly with WWXL Peoria, Ill., KECK radio, joins and KSIL Silver City, N. M. BARBARA GRAY, Mr. Gray’s wife, appointed to KAYX continuity staff.

DON NAGEY joins WSAL-TV Baltimore as artistant of How Do You Doodle show.

DON LLOYD, announcer; BOB BYRD, vocalist and disc jockey, and BERNARD BAKER, colored disc jockey, join staff of WHRT Durham, N. C.

LIN MASON, former production manager at WRBC Cincinnati and before that program director for WING Dayton, joins WLWT (TV) Cincinnati as program director. He served as general manager of Transcription Sales in New York and Hollywood from 1945 to 1947.

WALLY NELSKOG, former disc jockey with KFIF, joins KRSC same city as m/c of Wally’s Music Makers, 9:30 hour program of recorded music.

MARGARET FOWLER named script girl on CBS Edgar Bergen-Charlie McCarthy Show.

GEORGE GORDON transferred to talks department of Canadian Broadcasting Corp., Toronto, from press and information department. Before going to CBC Toronto, he was with news department of CBH Halifax.

ROBIN BRIGHT, with WKLO Indianapolis for past year, joins WIRE Indianapolis, effective Nov. 26.

JOHNNY THOMPSON, currently appearing in Broadway production, “Miss Liberty,” joins WJZ New York as vocalist with his own five-week show.

KEN MacCLELLAND, motion picture scenic designer, signed as art director of CBS-TV Ed Wynn Show.

HARVEY DOBBS, freelance Toronto commentator, joins CHUM Toronto to do two hour daily afternoon disc show. He formerly was with CFCH North Bay, CJCB Sydney, and CHML Hamilton.

H. G. LAWRENCE, formerly with Liberty Music Shops, New York, joins WQXR New York as assistant to ANN CONWAY, director of department.

CLAUDIA CASEY, vocalist for WBT Charlotte, N. C., receives featured singing role in “Square Dance Jubilee” motion picture scheduled for release in December by Screen Guild.

MART WILSON, commentator for WTTW Trenton, N. J., christened new XC-123 transport plane prior to its initial test flight last month.

TED MACK, m/c of ABC’s Original Amateur Hour, presented with decree making him “Ambassador Extraordinary of the Duby of Duluth” by Victor F. Riddler, newspaper publisher.

PETE WAMBACH, disc jockey for WCBM Lenoyme, Pa., selected “Smile Champion” by Optimists Club of Harrisburg.

JEANNE GRAY, KMPC Hollywood commentator, named chairman of Radio Committee of Women’s Div. of Los Angeles Chamber of Commerce.

RAY DIETRICH, NBC producer, is the father of a boy, Mike, born Nov. 10.

TED JAFFEE, announcer at WMCP (FM) Baltimore, and ANITA CON-BOY of Mary Landis Show at WBAL-TV same city, have announced their marriage.

KXOA Sacramento moves into its own building in North Sacramento. Address is P. O. Box # 94, North Sacramento.

BURGMAN GUILTY

MAY FACE DEATH SENTENCE

FORMER wartime Nazi broadcaster, Herbert J. Burgman, faces a possible death sentence following a "guilty" verdict handed down last Tuesday by a federal district court jury. He was found guilty of 13 overt acts of treason. His sentence will be imposed at a later date.

Mr. Burgman, a former American embassy clerk in Berlin, was convicted for wartime broadcasts which the government charged he made under the name "Joe Scanlon" for the purpose of creating disunity among the Allies and dis- sension in the U. S. James J. Laughlin, who along with William Owen served as defense attorneys, announced he would file an appeal.

Jack Murray

JACK MURRAY, 43, president of Jack Murray Ltd., radio production firm, Toronto, died at Toronto General Hospital Nov. 11, after a lengthy illness. He started his radio career in 1930 at former CKCL Toronto (now CKEX) as a sports announcer and salesman. In 1933 he moved to CFIO Chatham as commercial manager, and from there to radio director of Tandy Advertising Agency, Toronto. In 1940 he formed his own firm. He is survived by his wife and a son.

time buyer finds Service-Ads helpful...
Six weekly contests will culminate in grand prize awards for six winners of Gatewood Safety Contest for children listeners to Uncle Wally Reads the Funnies on Wire Indianapoli. Each Sunday, one line of two lines concerning traffic safety is given on show, and listeners must send in second line before end of following week. Slugs must be accompanied by representation of labels will be scene of awarding of prizes.

Like Wild Strawberries CHARMING book beginning, "Ever try to describe the flavor of a wild strawberry?" has been mailed to trade by NBC-TV on behalf of Kukla, Fran and Ollie, seen at 7 p.m. (EST), Monday through Friday. Book contains colored drawings of program's characters and an illustration from Alice in Wonderland, which program said is to resemble. Text of book describes difficulty confronting those who attempt to explain charm of show and concludes with: "...you will be far too wise to attempt to describe the enchantment of Kukla, Fran and Ollie might as try to catch in words the flavor of a wild strawberry." Quotes from various radio stations concerning program are also included.

Promotion Survey RED, blue and white folder points up promotion used by WPEN Philadelphia on behalf of WBNM as sponsors of some of program. Pictures of billboards, car cards, store and truck posters, menu cards and merchandise bags all prominently featuring station's call letters, make up bulk of folder. Examples of giant postcards, over three million of which have been sent to homes by station, are pictured. High cooperation of WPEN is given and list of some of station's local advertisers concludes bulletin.

Triple Promotion TRIO of promotional pieces mailed to trade by WHBY Appleton, Wis., includes two tickets each to be sent by first class mail, an article by a well-known radio critic and possibilities of some unannounced entry before end of season. Tickets are to be sent by first-class mail to Whisky Spray's Nick Fish, residence of the time ticket is mailed. Tickets will be used by contestants in radio contest which will be started in January.

FLASH message to local stations about a Christmas card designed by FPG, Philadelphia, will be used by station in all advertising during entire Christmas season, according to owner. The card will be sent to several local stations in the Philadelphia area for local use in Christmas advertising. The card is designed to look like a Christmas card with the station's name in the upper left corner and the station's call letters in the lower right corner. The card also features a Christmas tree and a snowflake.

ARMS, a new company specializing in the sale of arms and ammunition, has just announced the release of their new product line. The new line includes a variety of firearms, ammunition, and accessories. The company has also announced the opening of their first retail store in the heart of the city, which features a large selection of products and knowledgeable staff to assist customers in their purchasing decisions.

To improve the effectiveness of their advertising, ARMS has partnered with a local radio station to launch a promotional campaign. The campaign includes a series of radio spots that highlight the features of the new product line, as well as information on the store's location and hours of operation. The station has also agreed to air the spots several times a day, ensuring maximum exposure for the company.

In addition to the radio spots, ARMS has also sponsored a local sports event, providing the company with additional exposure to potential customers. The event is scheduled to take place next weekend, and ARMS is excited to support the local community with this fun and engaging event.

Overall, the promotion campaign is expected to attract a large number of customers to the new store and increase sales for ARMS. The company is looking forward to a successful launch and is committed to providing high-quality products and excellent customer service to their customers.
Representing 192 Years of Service to the Broadcast Industry

Back of dependable Raytheon broadcast equipment stands a dependable sales and service organization — alert, intelligent, familiar with every phase of Broadcasting. Each of these men has topped wide experience in station operation, engineering and management with long service on the Raytheon team. Together, they represent a combined experience of 192 years in broadcasting and are responsible for over 300 complete station installations. Strategically located throughout the country, they stand ready to serve you promptly, efficiently and to the best of their very capable ability.

Raytheon Manufacturing Company
Industrial and Commercial Electronic Equipment; FM, AM and TV Broadcast Equipment; Tubes and Accessories
WALTHAM 54, MASSACHUSETTS

November 21, 1949  *  Page 65
**BRAND NAMES**

Booklet on Radio Drive

BRAND NAMES Foundation Inc., New York, launching its first heavy institutional campaign via radio, has prepared a booklet of 25 spot announcements for use by stations in promoting brand-name buying, and the merit of brand-name advertising.

Distribution is being handled by the four major networks, who are forwarding the booklet with descriptive letters from appropriate executives, to more than 1,200 of their affiliates. The foundation plans to issue four such booklets yearly, for use in 13-week cycles.

Submitted to the stations “on behalf of all radio sponsors,” the booklet opens by informing broadcasters that the announcements tell radio’s story—explain to listeners why American radio is the finest in the world.

“During recent years,” the preface reads, “the brand-naming and advertising of products have not only been attacked by captious critics but also have been favorite targets for out and out collectivists. This collection of spots can help counter these attacks by telling your listening public of the contributions which a free, competitive system such as ours makes to their every-day lives in terms of good radio, a free press and better products; at lower cost for more people.”

**GAB MEETING**

Winter Session Jan. 17-18

THE WINTER meeting of the Georgia Assn. of Broadcasters will be held Jan. 17-18 at the Hotel Dempsey, Macon, it was announced by GAB President Ed Mullinax.

Business up for discussion includes details on the forthcoming Georgia Radio Institute, announced each year by the GAB; talk by J. Ardell Nation, director of Boys’ Estate, a project endorsed by the GAB, and a discussion of the current problems of the industry. According to Secretary Ben Williams, over 80% of Georgia’s stations are members of the state association.

**ABC PROMOTION**

12 Affiliates Win

TWELVE ABC affiliates have been adjudged winners by the network’s sixth annual promotion review. Based on ballots returned to the network by ABC sponsors and their agencies, stations were named the leaders in program promotion in four separate categories.

ABC affiliates WCOP Boston, KXOK St. Louis and WCAE Pittsburgh took the honors in group one, comprising cities of 500,000 population and over.

In group two, embracing cities of from 100,000 to 500,000 population, winners were KCMO Kansas City, KJR Seattle and KOIL Omaha.

WNAX Yankton, S. D.; WENE Binghamton-Endicott, N. Y., and WJRM-Fargo-Moorhead in group three, cities of 50,000 to 100,000 populations, while in population areas of less than 50,000, the winners were KINS Bellingham, Wash.; WHBL Sheboygan, Wis., and WBFS Rock Island, Ill.

**SEN. HUNT**

To Senate Commerce Group

SEN. LESTER C. HUNT (D-Wyo.) has replaced Sen. Estes Kefauver (D-Tenn.) on the Senate Interstate & Foreign Commerce Committee. Sen. Kefauver, in turn, has replaced former Sen. J. Howard McGrath, now U. S. Attorney General, on the Judiciary committee.

Sen. Hunt was elected last November to his first term, which expires in January 1955. Before that he had served in the Wyoming House of Representatives and in 1942 became governor of the state. He was born in Isabel, Ill., July 8, 1892.

Sen. Hunt was named to the Interstate Commerce Committee by the Democratic Policy Committee.

**STATE** Dept. has asked for portions of script used in NBC Saturday morning network show. The scripts will be used on various Voice of America broadcasts.

**ROY THOMPSON**

25 years of radio experience and personal participa-

tion in his community’s projects and services have made Roy Thompson a household word in industri-

dally-rich Altoona. WRTA, the Roy Thompson Station, will assure you a loyal, buy-

ing audience throughout the listening hours.

ABC 1240 KC

Altoona, Pa.

Represented by

ROBERT MECKER ASSOCIATES
THREE-hour Saturday morning show on WJW Cleveland is great help to Christmas-shopping mothers. Studio is fitted out with sand-boxes, slides and toys and children are brought in and cared for while mothers go shopping. One hour of show is aired. A portion contains short story, dramatic presentation and recorded stories and music. Interviews and short "acts" are sometimes contributed by children themselves. Mothers must write to station during week preceding show in order to leave children there. Troop of Girl Scouts (reception) and registered nurse are on hand to care for little ones and distribute milk and crackers midway through the show.

Firefighting on WMAL
LAST Monday marked beginning of The Firefighters, dramatic show designed to encourage fire prevention among children. WMAL, D. C. fire department has promised station full cooperation in furnishing fire statistics and background information concerning training of firemen, methods of operation and related subjects to be used in connection with show. Schneider's Bakery is sponsoring new program which is heard five times weekly at 4:45 p.m.

New TV Shows
TWO new shows recently inaugurated by WBAL-TV Baltimore are City Desk, and daily 15 minute feature in which cross-posed pictures from Baltimore News-Post are flashed on screen and worked out by contestants during show. City Desk is also 15-minute program viewed every weekday night. Show is designed to give audience idea of how newspaper city desk operates, as well as news of the day. "City Editor" passes out assignments to "reporters" at beginning of each show, and finished versions are presented by reporters during program. Interviews with persons in the news and telephone conversations with city officials are also featured.

For Brotherhood
SUNDAY afternoon show on WKAP Allentown, Pa., is half-hour devoted to brotherhood. Speakers of all religious faiths, including priests, rabbis, ministers give weekly show on show and music of all faiths with universal appeal is included. Local store's company named program which has adopted creed, "Make Every Week Brotherhood week."

Video Payoff
TV viewers are given special prizes in local shows on WJW which have been advertised on Virginia Patterson Shop, Monday through Friday at 5:30 p.m. on WLWD(TV) Dayton, Ohio. Miss Patterson shows in stores for merchandising to be advertised on her 15-minute show, thus assuring her viewers of good gains and excellent quality merchandise. 950 Club Contest
SEVEN-month contest conducted by Joe Grady and Ed Hurst, m.c.'s of 950 Club on WFEN Philadelphia, draws talent from all senior high schools in area. One student acts as scout for another student, and receives prize for bringing in talent and additional prize if his "find" wins in finals. Weekly prizes of RCA Victor 45 rpm equipment and other gifts are awarded. Auditions precede appearance of students on air. Grand prize is $1,000 scholarship to Granoph School of Music in Philadelphia.

Hone Economics Show
THIRTY-minute show sponsored on KBTU (TV) Dallas by Dallas Power & Light Co. is designed for housewives and features cooking suggestions and household hints. Program originates from auditorium of sponsor's building. Complete all-electric kitchen is used for demonstrations and each week different brand of electrical appliance is featured. Emphasis is placed on superiority of electrical cooking. Electric home appliance is given each week to housewife sending in best recipe.

WQQW Repeat
RESPONDING to "hundreds of written communications," WQQW Washington is repeating weekly series on child guidance and development, Understanding Our Children. Thirteen-week series was produced by Mrs. Amalie Sharfman to bring together expert parent, parent and teacher in series of discussions on how best to promote healthy emotional growth of children. Series, rebroadcast by transcription, is heard each Wednesday from 2:30-3:00 p.m. Another new feature in WQQW programming is Saturday 9-9:30 a.m. show for little try, In The Children's Corner with Jimmy and Joan, featuring nursery rhymes, folk tunes and music of interest to children. "Pan-American" Goes South
SERIES of broadcasts titled Pan-American, inaugurated over WLawrence, Mass. [Broadcasting, Nov. 14], will be rebroadcast weekly via shortwave to the 21 American republics. Show is produced under auspices of Pan-American Society of New England and in cooperation with Massachusetts Dep. of Education.

Transit Radio Tribute
ALL Transit Radio equipped buses and streetcars in St. Louis stopped and remained stationary for two-minute period in honor of Armistice Day. At 11 a.m., Nov. 11, an appropriate Armistice Day announcement was aired by KXOK-FM, Transit Radio Station in St. Louis. Vehicles stopped at same instant. Station returned to air in two minutes with playing of Star Spangled Banner and rums were resumed.

Health Feature
SERIES of half-hour recorded programs giving physically and mentally ill people opportunity to discuss their ailments has been started on KFMV (FM) Los Angeles. Titled It's Your Life, series was originally produced by Ben Park for Chicago Industrial Health Assn. Program consists of tape recordings made of patients in hospitals and in homes.

Education Week
SERIES of 21 separate broadcasts was carried by WVOM Brookline,JV, during American Education Week. School dramatic groups as well as faculty members were featured in various shows. Everything from student council meeting at local high school to demonstrations of teaching of elementary reading was covered by programs.

Soil Returns
DRAMATIZING need of soil conservation, cubic foot of "great midwestern top soil" was returned to its starting point on show staged by KSD-TV St. Louis. Soil was dug from Mississippi River delta below New Orleans and presented to president of Soil Conservation Society of America by member of U. S. Soil Conservation service, James W. Sargent. Mr. Sargent pointed out that earth may well have come from Missouri because of its less during floods of Mississippi river.

Guest Commentators
NEW series on classical music hour Symphony Hall carried by WKEW (FM) Louisville features different guest each week. Guest is allowed to choose music to be played during the hour and makes personal appropriate comments on how it affects him, or why he is fond of it. Guests are usually prominent musicians.

Adult Education
CLEARING HOUSE of information on adult education for Chicanos is new Learning for Living show on WMOR (FM) Chicago, broadcasts Monday from studios at Telenews theatre on city's near North Side. Discussionists include staff members of Cook County, San Francisco and New York City's YMCA schools, where 70 adult courses are offered on such things as playing a musical instrument and learning to drive a car. Program announcements carry warning: "This show is for adults, and may even be educational."
MUCH new advertising money has come into radio this fall in spite of the phenomenal growth of television, Fred Wile Jr., NBC Television director of production, told a meeting of the Boston Advertising Club Nov. 1.

Among the companies he listed as either entering radio for the first time or re-entering it after a long-time lapse were: Blatz Brewing, Block Drug, Roi-Tan Cigars, Brunner Ritter, H. J. Heinz and Grove Labs.

He also recounted a further "impressive list" of advertisers who increased their use of network radio this fall. Among them he named: American Tobacco, Liggett & Myers, National Dairy, Brown & Williamson, Pillsbury, Quaker Oats and William Warner Co. To radio pessimists he then said: "I don't have similar information about local and spot advertisers, but on the basis of the network angle, you cannot help but ask yourself, "Just how dead do they think radio can be?"

Mr. Wile did forsee the time, however, when television's share of the advertising dollar would come

WCAU Appointments

WCAU-AM-TV Philadelphia has announced the appointment of Robert N. Pryor, WCAU promotion di-
rector, as director of promotion and publicity and John J. (Chick) Kelly, publicity director of the TV station, as commercial representa-
tive. In last week's issue a photo-
graph of Mr. Pryor was inadvertently identified as Mr. Kelly.

WHY TAKE SECONDARY COVERAGE of Virginia's FIRST Market?

Regardless of claims, if you're trying to cover Greater Norfolk from the outside, nature's terrain made it impossible.

Only Greater Norfolk stations can cover it. And only WSP can cover it at lowest cost.

Availables and costs from Ro-Tel will prove it.

WSP ... "solving advertising problems" in Virginia's FIRST market.

G. W. WOLFSTEN

Lefton Co. V. P. Dies

GEORGE W. WOLFSTEN, 54, a vice president of Al Paul Lefton Co. Inc. advertising agency of New York, Philadelphia and Chicago, died suddenly last Tuesday (Nov. 18) of a heart attack at his home in Melrose Park near Philadelphia.

A native of Cincinnati, Mr. Wolfsten was a graduate of the University of Pennsylvania, a WIP loyalist, and has been associated with the Lefton agency since 1926.

Surviving are his wife, Margaret, a son, George W. Jr., who is associated with Lefton Co.'s New York office; a daughter, Ann M.; her mother, Mrs. Samuel Wolfsten, and a sister, Isabel.

Canada's Set Sales

SALES of Canadian radio sets have increased by 35% in the first nine months of this year, according to figures released by the Radio Mfrs. Assn. of Canada early in November.

Canadian radio manufacturing decreased in 1948, with sales falling off due to high prices of sets caused by wartime excise taxes. As these were finally dropped late last year, manufacturers began re-styling and making new sets at lower prices. Results are showing in increased sales of 463,013 sets during the first nine months of 1949, compared with 340,576 sets in same period in 1948. Biggest increase in sales was in sets priced under $30 at re-

Page 68 • November 21, 1949

News

ARNOLD SNYDER, former editor of WDRC New York and WNIE Newark, N. J.

MAHLO (Mel) LEAVITT, former sportscaster for MBS, appointed sports editor and special events director of WDSU New Orleans broad-
casting services. He also was formerly with WMGM New York.

MILTON CHASE, WLW Cincinnati news commentator, currently making six-week tour of seven European countries to report on latest social and economic developments.

JOHN DALY, CBS newscaster, joins ABC as editor of Sunday broadcasts of This Week Around the World and other news assignments.

BOB YONGUE joins WHIT Durham, N. C. as sports editor.

LEO LASSKEN, veteran Seattle sportscas-
ter, returns to KRSC Seattle with 15-minute Sports Page of the Air, broadcast nightly at 7 p.m.


STONEY McLINN, sportscaster for WIP Philadelphia, re-elected chairman of press and radio club.

LOWELL THOMAS Jr., son of CBS Commentator Lowell Thomas, presented President Truman a scroll from Dalai Lama of Tibet. Scroll and verbal message had been given his father while in Tibet where he met with an accident which has confined him to a hospital.

JIMMY DUDLEY and JACK GRANEY, sportscasters for WJX Cleveland of Indianas games during past season, awarded "outstanding service" inscriptions by Cleveland Junior Chamber of Commerce.

JIM FOLEY resigns as news editor of KGO San Francisco to work on organization of United Nations orches-
stra. Mr. Foley and his wife will hitch-hike their way across country visiting all large cities to gain support for plan.

RALPH S. YOHE, WLS Chicago farm service editor, leaves next month for extended trip to Europe and Middle East. His wire-recorded stories will be broadcast.

WBAL means business in Baltimore
The most powerful FM installation in the world recently completed on Red Mountain near Birmingham, Alabama for Station WBRC-FM brings static-free entertainment to residents in a transmission radius of 200 miles.

Important to this installation is the 450 ft. Blaw-Knox type N-28 heavy-duty tower supporting the 8-section Pylon FM antenna. Sturdy, safe and backed by the many years of Blaw-Knox design and engineering in the radio field, it will enable this great new FM Voice of the South to utilize the full capacity of its modern facilities.

BLAW-KNOX DIVISION of Blaw-Knox Company
2038 Farmers Bank Building, Pittsburgh 22, Pa.
CIVIL DEFENSE

Envisions Key Radio-TV System

By JOHN OSBON

IF WAR comes to the United States, the whole of American inventive and productive ingenuity in electronics—radio, television, facsimile and related industries—will play a dominant role as a result of comprehensive civil defense plans now being blueprinted in the nation's capital.

Basing its plans on the premise that communications constitute the "nervous system" of the country's defense, military-government and agency-industry officials are mapping flexible plans geared to any kind of emergency which may arise—and embracing radio and television stations.

The plan is in a constant state of development, not yet "solidified or definitive," authorities point out. But the overall mobilization pattern is taking form, they emphasize.

In the event of an actual attack on the Continental U. S., authorities agree, U. S. radio would logically be subject to more severe restrictions than during World War II when the industry operated under a voluntary code of censorship, and radio silence was virtually untried save on West Coast stations in December 1941.

High points in current planning are these:

- National Security Resources Board last week disclosed a plan whereby AM-FM-TV stations not contemplated as key outlets would be designated as secondary and subject to "blackout" during war-time emergency. Key outlets were from the emergency radio network.

- Role of radio communications in civil defense plans will be explored more thoroughly in the next couple of months by government-industry officials.

- The extent and nature of radio silence in time of emergency probably would depend largely on "the gravity of the situation" rather than on a preconceived operational format.

- Television's progress is being continually watched by government observers with an eye toward TV's "live" (not film) role; its audio possibilities and demonstrative qualities, and potential drain on technical manpower.

- Munitions Board will submit a program of equipment requirements to Radio Mfrs. Assn. member and non-member electronics companies in the near future.

- NSRB has urged each state government to launch civil defense planning "which deserves immediate attention."

- Convertibility of transit FM to two-way radio is being studied by Defense Dept. officials as an emergency means.

Coordinated With NSRB

Overall communications and other plans for civil defense, formerly slated for the proposed Office of Civilian Defense, have been coordinated by the National Security Resources Board since last June. Civilian participation in wartime defense is the specific responsibility of the Dept. of Defense, while problems of wartime civilian disaster have been assigned by NSRB to the General Services Administration (formerly Federal Works Agency), working with Federal Security Agency, Defense Dept., Atomic Energy Commission and other government agencies.

A booklet, "Civil Defense for National Security," published by OGD last year [BROADCASTING, Nov. 18, 1948], has been distributed to all states and municipalities as a guide for present planning.

The handbook, known as the Hopely report, encompasses broad flexible provisions for communications and radio broadcasting services in the civil defense program, blueprinting wartime AM-FM-TV operations and functions.

In a letter to state governors, NSRB's Acting Chairman John R. Steelman made plain that while the report "has not been officially adopted, and although the NSRB does not agree with all the recommendations ... [it] does believe the report to be a useful guide ... in planning ... for federal, state and local civil defense."

William A. Gill, coordinator of NSRB's civil defense planning told BROADCASTING that conservation of radios and radio equipment, supply and requirements to have been the subject of discussion the past two years and that a study of radio communications "should be launched soon."

Communications officials of NSRB said the "secondary" plan would involve study of costs of component parts of various station Hopley report as to their requirements to have been the subject of discussion the past two years and that a study of radio communications "should be launched soon."

A key phase of defense planning centers around a proposed emergency radio network setup, mentioned in the Hopely report. There is indication that such a plan, now in the thinking stage, would be pressed into operation. It was tested last September in conjunction with the Defense Dept.'s "Operation Lookout."

Described as faster than telephone and wholly automatic, the system would tie a network of key stations throughout the nation to serve as master focal points for operational guidance of other stations in the area. Through a pushbutton master control board, a coded message is cut into a subaudible low frequency and received by a local civil defense official in the city in line of attack—without interference to entertainment and unknown to station engineers or listeners.

Others Could Join

Other stations could join in with key stations in airing civil defense information to the public after proper codified instruction.

The importance of such a radio network setup was underlined, military authorities feel, by Defense Secretary Louis Johnson's recent announcement dealing with plans to move the capital and military functions if war threatens security.

Presumably the key stations would transmit some clear channel and medium-power outlets as suggested in the Hopely report. Col. A. B. Pitts, Defense Dept. Air

WIBW

The Voice of Kansas

IT'S A HABIT!

For 24 years, farmers in Kansas and nearby states have tuned to WIBW for dependable service and preferred entertainment.

Page 70 • November 21, 1949

BROADCASTING • Telecasting
Force officer, told Broadcasting he thought it conceivable that FCC would be called upon to authorize certain stations power in excess of 50 kw.

Other observers point out, however, that high power, while it might serve certain purposes (such as for pre-attack warnings), would also lend itself to “fix” or homing tactics by enemy planes. They contend an array of small-power stations (250-w) could achieve the desired objective while obviating any possibility of tipping the enemy.

No higher power plan has been discussed, however, according to military and FCC sources.

John A. Willoughby, FCC acting chief engineer, pointed out that greater-than-50 kw transmitters would have to be turned out in quantity to put such a plan into practice, and that “if they were, it wouldn’t be by any stretch. As an alternative to higher power, he felt personally that FM could serve that emergency purpose as well.

Whether enemy planes would find it practicable to “home” their craft toward selected targets, confronted with FM-transmitted signals, also enters consideration of government engineering authorities.

Cutting of Service

On the other hand, curtailment of FM, along with AM and TV operations—in a critical emergency—must be considered in communications planning, according to NSRB communications officials.

“Television certainly has a basic role in that it is graphic and can actually show the people what to do rather than tell them,” Col. Pitts told Broadcasting. He feels that not only in training and demonstrative aid, but could be used in preliminary evacuation and during an actual attack. TV also could demonstrate use of gas masks, etc., he noted.

TV proved especially helpful to civilian defense authorities during World War II in cities where stations operated and as a training method, it was pointed out.

Highly important, too, is the fact that television can be used as an audio operation without benefit of visual, NSRB communications officials commented. TV’s overall role is being carefully considered among the participating government and industry groups.

Whether the government would step in and subsidize coaxial cable links for TV use is a matter of speculation, officials pointed out. Much would depend, they feel, on the extent of the commercial growth of the medium in the interim.

In any event, television has engendered continued speculation in Pentagon-government-industry circles this past year—from the national level to the local, according to NSRB authorities.

Much of the discussion has revolved around whether TV stations, along with radio operations, should be marked for stringent curtailment during wartime to meet possible shortages of manpower, equipment and other resources available in the nation.

Military authorities, while declining explicit comment, conceded, too, that Stratovision, in which the military has pioneered for over a decade and which has been tested by Westinghouse Electric Corp., would prove a vital tactical factor in defense.

One plan before the military, which suggests regular liaison between the Armed Forces, State Dept., FCC and the radio industry, working through NAB, would include such operations post as engineers, newsmen and program personnel. It also covers provision for broadcast of communiques and news from bomb-proof studios and lends itself to “revival of some central government information clearing house like the old OWI.”

This plan is advocated by Edward M. Kirby, former NAB public relations chief, and Jack W. Harris, general manager, KPRC Houston, who served as executive officers in the War Dept. during World War II, formulating procedures and policies for vast radio networks here and abroad. Col. Kirby was named civilian advisor for radio to the Secretary of War in 1940, and later prepared coverage for D-Day under Gen. Eisenhower’s command. Col. Harris, serving with Gen. MacArthur, took charge of Radio Tokyo.

Radio Mobility

Stressing that “radio must be mobile,” the plan urges provision “for the inter-connecting of all network and non-network stations. A means of transmission of network broadcasts, other than by telephone landlines, must be utilized... . No network broadcast can now be aired from one coast to another without the use of landlines which, in a war, might quickly be bombed out... .”

Emphasis also is placed on possible technical sabotage of the radio spectrum, with references to “jamming” practices that could blot out all frequencies. Exploration of television also is suggested.

In short, Kirby and Harris urge broadcasters to be “realistic now in appraising the possibilities of war... Radio cannot hope to ad-lib its way through World War III.” Plan is detailed in their book Star-Spangled Radio, published last year.

A broadcasting advisory committee, which comprises AM-FM-TV operators already has made recommendations, chiefly of a technical nature, to civil defense planning officials for incorporation into the master plan for communications.

The civil defense group includes:


Top civil defense officials are “extremely enthusiastic” over wartime application of radio-equipped vehicles which they feel can be converted, for practical purposes, to two-way radio. Transit radio’s role currently is being studied for inclusion in civil defense plans.

Ben Strouse, general manager of WWDC Washington, capital franchisor of Transit Radio operations, has conferred with Lt. Col. Barnet W. Beers, newly appointed assistant for civil defense liaison, and Col. R. S. Stanford, communications officer, on the workability of the service.

Col. Stanford has requested a list of cities which presently operate radio-equipped vehicles and new additions, and said they could be “visually converted” for use in Phase 3 of defense plans—“actual dropping of bombs by enemy planes.” He also volunteered suggestions that radio-equipped carriers can be used to: instruct drivers and passengers on local levels and for deterring panic; serve as ambulances; issue warnings to evacuate areas; inform the public 

acrme
in sound reproduction

THE NEW
LANG-WORTH TRANSCRIPTION

LANG-WORTH
FEATURE PROGRAMS, INC.
1723 W. 5711 STREET, NEW YORK 19, N. Y.
Network Caliber Programs at Coast-Station Costs

November 21, 1949 • Page 71
Grants authorizing new stations, changes in facilities, and transfers appear at the end of this department, accompanied by a roundup of new station and transfer applications.

November 14 Applications

ACCEPTED FOR FILING
AM—1250 kc
Cotton Belt Bestg. Co., El Dorado, Ark.—CP new AM station 1400 kc 250 w, un. AMENDED to request 1290 kc 1 kw D.

SSA—1000 kc
WIVY Jacksonvile, Fla.—SSA operates from 6 a.m. EST to sunrise for period ending Nov. 15.

Modification of CP
WGAD Gadsden, Ala.—Mod. CP change power etc. for extension of completion date.

WPMJ Youngstown, Ohio—Same.

License for CP
KCMM McMinville, Ore.—License to cover CP change station.
KLMX Clayton, N. M.—License to cover CP change station.
KECC Pittsburg, Calif.—Same.

TENDERED FOR FILING
AM—960 kc
WRFC Athens, Ga.—Change from 500 w D to 500 w un. DA-N.

APPLICATION DISMISSED
WAFL Fall River, Mass.—DISMISSED Nov. 2 application for voluntary acquisition of control of Narragansett Bestg. Co., licensee, by Bristol Bestg. Co. through purchase of stock from William A. Porter and seven others.

November 15 Decisions

BY THE SECRETARY
WJOK Pensacola, Fla.—Granted license new standard station 1300 kc 1 kw D.
KLMS Lincoln, Neb.—Granted license new standard station 1460 kc 1 kw D.
WHRM Memphis, Tenn.—Granted license change studio location.
WBEX Brockton, Mass.—Granted license to use old main fac. for 1 kw.

BAY-TV Baltimore — Granted license change trans. and studio locations

WDJX Jersey, Tenn.—Granted license covering change power, house, and install DA and change type trans. Also granted license to use old main trans. for aux. with 1 kw DA-DA.

WIND Chicago—Granted license install alternate main trans. to be opera- on 560 kc 5 kw un. D.
WAMJ Laurel, Miss.—Granted license for new trans. for extension of completion date.
WJLO Janesville, Wis.—Granted license to change trans. and studio location.
WGN-TV Chicago—Granted CP for extension of completion date to 3-1-50.
WNAC-TV Boston—Granted mod. CP for extension of completion date to 3-1-50.

WLCF Janesville, Wis.—Granted license new FM station, Chan. 290 (105.8 mc) 15.5 kw. 200 ft.


Commercial Radio Monitoring Co., successor of

Commercial Radio Monitoring Co.,

1121 Vermont Ave., Wash. 5, D. C.

PHONE LOGAN 5521
Porter Bldg.

Capacity Manager

MASA MINOYAMA

November 15 Applications

ACCEPTED FOR FILING
AM—1410 kc
WENE Endicott, N. Y.—CP change from 1430 kc to 1480 kc 5 kw un. DA-DA.

WACW Charlotte, Va.—CP change from 1400 kc to 1430 kc 5 kw un. DA-DA.

November 16 Decisions

ACTION ON MOTIONS
By Commr. Walker

The Air Transport Assn.—Granted petition requesting an intervenor in hearing on application to move FM station on an AM tower.

Oneonta Bestg. Co., Oneonta, Ala.—Granted petition requesting dismissal of provisional notice application for CP.

Lake County Bestg. Co., Chicago—Granted petition for leave to file consolidated proceeding re applications of WABL, WABJ, WBEZ, etc.; time extended to Nov. 27.

D. B. Sprague, Salt Lake City, Utah.—Deferred application on petition for new FM station pending receipt of amendment.

WASHINGTON, D. C.

November 16 Applications

ACCEPTED FOR FILING
AM—1410 kc
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Nielsen Adds New Data

NAMES of all network sustaining shows, day and night, are being included in a new twice-weekly report of the A. C. Nielsen Co., Chicago. First listing, which will be supplied four times monthly, was released Friday afternoon last week. New data includes names of network sustaining, network shows using limited station facilities and origination time of broadcast.

**FIRST... WHERE THERE'S MOST!**

**WBDX**

**NBC AFFMATE**

**IN JACKSON, MISSISSIPPI**

In the first nine months of 1949 MISSISSIPPI FARMERS received over $43,000,000 more for their products than in the same period of 1948. WDBX, and WDBX-FM in JACKSON, are the center of this MISSISSIPPI FARMERS' cooperative, give rich and growing markets selling you locally-grown Mississippi products for 25 years of broadcasting experience—at low 1949 rates.

**5000 - DAY 1000 - NIGHT**

**19 YEARS' LEADERSHIP**

Represented Nationally by the

George P. Hollingbery Co.

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**TRANSIT RADIO**

**Justice Dept. Urged ToProsecute Washington Firm's Use of \"VIGOROUS\" Prosecution of Capital Transit Co. for authorizing transit radio service in Washington, D.C. is currently being urged on the Justice Dept.

Demand for a crackdown was made by a newly-formed organization calling itself the National Assembly for the Advancement of Public Relations. Request was signed by the group's president, Bernard Tassler, who describes the assembly as a supplement to the Public Relations Society for America.

Officials of Justice Dept.'s records division last week disclaimed receipt of any communication which Mr. Tassler claims to have forwarded to Attorney General Howard McGrath in the form of a \"night letter.\" Mr. Tassler said he had received no reply from the Attorney General's office.

Mr. Tassler declared that CTC had flouted \"constitutionally protected rights\" of citizens and had arrogated a power which is \"even the government itself has or may exercise constitutionally\"—in peace or war. The D.C. Public Utilities Commission, which held public hearings on radio buses, sponsored complete schedule.

Mr. Tassler envisions \"forced listening upon railroads, airplanes, and buses and streetcar lines throughout America\"—if the Justice Dept. fails to act now.

**OMAHA TRANSIT**

**KBON-FM Plans Radio Test**

PLANS for early December trial operation of radio-equipped transit vehicles in Omaha and a poll to test public reaction thereto have been announced by Paul R. Fry, Inland Broadcasting Co. vice president, and Fred P. Hamilton Jr., Omaha & Council Bluffs Street Railway Co. vice president. Programs will be broadcast over FM facilities of KBON (AM-FM) Omaha, Inland stations. Mr. Fry estimated an Inland investment of $600 which would be made in transit radio equipment. If public reaction favors transit radio during the test period when 25 buses will be radio-equipped, Mr. Fry said, Inland will begin immediate installation of receivers in 233 buses. Ballots are to be placed in all test buses and professional interviewers will question about 200 riders on each route traveled by the radio-equipped busses. Usual transit fare will be charged, programming of music, capsule news, sports and weather, ad brief commercial announcements will be followed.

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**New Business**

(Continued from page 20)

**RADIO OFFERS Co. and DOUBLEDAY & Co., both New York, sign additional fourteen-week contract with ABC adding two new programs to their regular alternating schedules. Huber Hope & Sons, New York, is agency for both. Contracts started Nov. 15. On Tuesday, Oct. 18 a.m. portion of Pick \& Pay (and on Wednesday, 11:30 a.m. to 12 noon) of same program. In addition, Tuesday and Thursday, 8-9 p.m., sponsors will present Sidney Walton with recordings. Advertisers are alternating programs except for first week of contract when Radio Offers sponsored complete schedule.**

**P. LORILLARD Co., New York (Old Gold cigarettes), is dropping sponsorship, effective end of December, of first 15 minutes of ABC's Sunday night \"Step the Music.\" Sponsor will retain last quarter-hour segment of 8-9 p.m. program, as well as half-hour of Thursday night video version of show on ABC-TV. Program for cancellation was to be re-shaping of advertiser's budget.**

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**'POST' POLL**

**Thomas Charges Bias**

CHARGE that a poll of transit radio conducted by the Washington Post was \"obviously influenced by news and editorial bias before and during this circulation stunt\" was made last week by Chet Thomas, KKOK St. Louis, president of Transit Radio Inc.

The Post poll, based on a single \"Yes or No\" ballot printed on page 1 of the Nov. 6 edition, showed 5,887 votes in favor of transit radio, or 44.9%, and 5,015 against, or 65.5%. The total number of ballots cast was 5,402. Results were published in the paper's Nov. 7 edition.

Circulation of The Sunday Post is over 180,000. The balloting was done while the transit radio issue was being argued by the District of Columbia Public Utilities Commission. The Post had run editorial and cartoon comment unfavorable to transit radio.

Mr. Thomas said, \"No fair-minded person sanctions a so-called poll conducted in this manner. It is unbelievable that the Post research staff would adopt the methods as indicative or conclusive. Transit stations have made exhaustive surveys by independent agencies using approved research methods prior to investing substantial sums to extend a desired radio service to a great audience. These surveys are objective and were undertaken to get the true facts. Let's recognize this attack for what it is.\"

The Post results contrast with a survey by Edward G. Doody Co., St. Louis, based on reaction of Washington transit riders and followers being conducted polling techniques. These had shown 66.6% objecting, 76.3% favoring, 13.9% didn't care and 3.2% didn't know.

WHLI Hempstead, L. I., has revealed its currently scheduled 500 public service programs per month, representing 161 hours of air time. This figure includes 500 separate newscasts monthly, representing 66 hours of air time, according to Arthur E. Peterson, station's director of public affairs.

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**When Its BMI \"Pin Up\" Hit—Published by Regent SHE WORE A YELLOW RIBBON**

On Records: Eddie Miller—Rainbow 80033; Ralph Flancer—Bluebird 30-0009; Eddy Marek—Lon. 552; Tommy Tucker—MGM 10572; Andrew Sisters—Russ Morgan—Dec. 24812.

On Transcriptions: Gay Blades—Langworthy; The Bachelors—Standard; Alan Holmes—Associated; Johnny Guarnieri—Thesaurus; Swingtones—Jumpin' Jacks—Thesaurus.

JAMES ELKINS, account executive West Hooker Telefeatures Inc., New York, since September, appointed vice president of organization. RICHARD BRILL, recently director of public relations at Celotex Corp., and before that with Eagle Lion and Warner Bros., Hollywood, joins company as account executive as does EDWARD CARLIN, formerly with several New York advertising agencies.

JAY & GRAHAM RESEARCH ORGANIZATION, Chicago, announces that WLTV (TV) Cincinnati, WLWC (TV) Columbus and WLWD (TV) Dayton have subscribed to its Videodex rating and program analysis service.

TELENEWS - INS announces that WHAM-TV Rochester has purchased its weekly news review for sponsorship by Rochester Gas & Electric Co., that city.

KIETH KERBY Ltd., creator and producer of "Celebrity Commercials," moves its headquarters to new and larger studios in Russ Blvd., San Francisco. STEVE C. CROWLEY, formerly with KJBS San Francisco, appointed sales representative for company. WIP Philadelphia and KCRA Sacramento have opened accounts with company.

CHARLES E. LOGAN, producer-writer with Feature Productions, Chicago, resigns to become partner in Burnett & Logan, marketing advertising and public relations firm newly organized at 455 E. Ohio St., Chicago. HAL BURNETT, former editor of Industrial Marketing and executive editor of Advertising Age, is other partner. Both were members of public relations staff of CBS Western Div. during the 30's.

CAPITOL RECORDS Inc., Hollywood, cooperating with National Tuberculosis Assn. in its Christmas Seal drive is offering special half-hour musical program, Capitol Christmas Seal Party to subscribers. Program is made up of music from its transcription library, with comments by various featured artists.


MARY HUNTER, Broadway director, signed by West Hooker Telefeatures to direct company's radio and TV adaptations of Rabbi Joshua Loth Liebman's Peace of Mind. She formerly was with plays, "The Respectful Prostitute," and "Ballet Ballards."

STANDARD RADIO TRANSCRIPTION SERVICES Inc. moves its New York offices to larger quarters at 605 Fifth Ave., effective Dec. 1.

RCA THEATRE Equipment Sales Div. releases 16-page booklet, Theatre Television Facts Every Theatre Owner Should Know.

CHICK VINCENT-JERRY LAW, radio and video producing firm, currently is packaging Mr. & Mrs. featuring actress Ann Corio and her husband, Bob Williams.

Equipment
Dr. ALEXANDER ELLETT, head of research laboratories for Zenith Radio Corp., Chicago, since 1946, elected vice president in charge of research for company.

KARL HASSEL, who helped organize Zenith Radio Corp. in 1923, elected secretary of Chicago organization succeeding R. D. BURNET, resigned. Mr. Hassel is also a director and assistant vice president of Zenith.


COAST GUARD
Seeks Electronic Engineers

THE U. S. Coast Guard has announced it is seeking a limited number of electronic engineers for commissioning into the officers corps of the service. Electronic engineers with graduate education and professional experience are eligible. Those selected will be commissioned in the Coast Guard Reserve for a guaranteed period of two years active duty. At the end of the two-year period, consideration will be given for a permanent commission in the regular establishment. Applicants should write Commandant (PTP), U. S. Coast Guard, Washington 25, D. C., for full details.

NABET and the CIO
NATIONAL Assn. of Broadcast Engineers and Technicians' membership has never voted unfavorably for the proposal that the independent union affiliate with the CIO Communications Workers of America, as was indicated in the same story. James H. Brown also was erroneously named as NABET legal counsel in Los Angeles; he is NABET's West Coast national representative.

The Case of the Satisfied Sponsor
Salt Lake's largest department store uses KDYL-TV successfully:
One telecast resulted in 211 sales by noon of the day following the telecast of items ranging in price from $29.95 to $2.95.

And everybody knows what a great job KDYL does for radio!

NLRB Actions

THE NLRB trial examiner has recommended that WKJG Ft. Wayne, Ind., bargain collectively, on request, with the National Assn. of Broadcast Engineers & Technicians as exclusive representative of engineers and technicians. The examiner also has recommended reinstatement of seven employees, with back pay. NLRB meanwhile announced that broadcast engineers and announcers of KASH Eugene, Ore., will vote within 30 days for or against the International Brotherhood of Electrical Workers (AFL). NLRB also approved IBEW withdrawal of petition for certification at KWBE Beatrice, Neb.

November 21, 1949 • Page 75
Help Wanted

Managerial

Wanted—Commercial manager who himself can sell and inspire others to sell. Full or part time. 250-2000 watts. $7500 to $12500. Box 223D, BROADCASTING.

Manager—needs top salesman for new small northern west station. Give complete business background. Box 261D, BROADCASTING.

Manager—salesman wanted new full time position in eastern seaboard. You have first class experience in sales and management. Ability to sell and service small town account. American G.I. blonde. Must have at least one year of experience in advertising. Box 228D, BROADCASTING.

Salesmen

Salesman for network station in southeast with a view to building listener and client market. Experience required. Must have college degree. Box 250D, BROADCASTING.

Salesman wanted for full time position in eastern seaboard. Salary expected. Box 264D, BROADCASTING.

Salesman: New York firm seeking a sale and service man with at least 2 years experience. Must have at least one year of experience in sales and management. Good salary. Box 269D, BROADCASTING.

Salesman sought for best station in Dallas. Must be interested in selling and service. Call 210-521-2545. Box 251D, BROADCASTING.

Salesmen wanted for full time position in eastern seaboard with a view to building listener and client market. Experience required. Must have college degree. Box 228D, BROADCASTING.

Situations Wanted

Managerial

Excellent opportunity for advancement. Salesman for network station in town. If you have first class experience in sales and management. Ability to sell and service small town account. American G.I. blonde. Must have at least one year of experience in advertising. Box 228D, BROADCASTING.

Salesman, experienced, ambitious. Fine appearance, college graduate, best references, write to firm. Box 250D, BROADCASTING.

Salesman for full time position in western seaboard. Thirty to thirty-five years. College degree desired. Box 255D, BROADCASTING.

Salesman presently employed desires position with a view to building listener and client market. In good standing with present employer. Box 250D, BROADCASTING.

Television

Technical

Chief engineer for established eastern television station. Your present position to prove technical and executive ability. Salary more than attractive. Box 287D, BROADCASTING.

Situations Wanted

Managerial

Well qualified, will accept salary plus commission. Give complete details. Box 5D, BROADCASTING.

Manager, 10 years experience, 250+ w, 1 kw, covering administrative, sales, program and promotion. Can win tough battles against competition and make money. Box 252D, BROADCASTING.

Manager, commercial manager, now employed. Desires new opportunity. Prefer south. Write Box 257D, BROADCASTING.

Manager and chief engineer. Either singly or combination of both. AM-FM or TV, whole station. Chief engineer, sales, production and construction. Prefer college background. Presently on leave-of-absence west coast TV station. Production director. Have up to $5000 to invest. Best of references and background from here. Married and our. All replies strictly confidential, presently located 281D, BROADCASTING.

Successful manager, capable full responsibility, best references, greater opportunity. Box 222D, BROADCASTING.

I am interested in managing a radio station, a basis which permits the achieving of partial ownership or participa- tion. I am proficient in handling personnel, bookkeeping and expense accounts. Box 261D, BROADCASTING.


Announcers

Need one or more combination an- nouncer-class engineers for Florida network affiliate to start approximately December 15th. Must be fully experienced. Box 265D, BROADCASTING.

Write, giving full details, experience, education, training and requirements to Box 196D, BROADCASTING.

New England network affiliate seeks perman- ent announcer to fill all day or night air spots. Some sports experience. Must operate commercial and music studio. Send resume with expected salary. Box 252D, BROADCASTING.


Technical

Wanted, two transmitter operators for new radio station. Directional antenna experience desirable. Send full qualifications first letter. Box 223D, BROADCASTING.
Situations Wanted (Cont'd)

Announcer—Early morning men. Top compensation, reduced all-around announcing, writing and production. 350-550 to 750. Box 2544, Broadcasting.

Good experienced vocalist on your staff who does commercial copywriting, anything, anywhere. Location not important. References. Current rate of work. J. L. Juneau Ave., Milwaukee, Wisconsin.

Announcer, 23, approximately three years with a good-sized city and N.Y.C. Can do disc, variety, MC, formal network work, play piano. Excellent music background. Now free, looking for steady work. Excellent news, extensive experience. Box 2589, BROADCASTING.

Need a good experienced vocalist on your staff who does commercial copywriting, anything, anywhere. Location not important. References. Current rate of work. J. L. Juneau Ave., Milwaukee, Wisconsin.

Chief engineer with 16 years experience plus ability second to none, seeks change to progressive station. Best references including present employer. $1,800 weekly minimum. Box 2234, BROADCASTING.

Engineer, B.S.E.E. Degree, 1st class radio-television-amateur license, 38 months studio and transmission experience with progressive station, 50 kw. Box 956D, BROADCASTING.

Engineer, first line experience. Experienced transmitter, transmitter operation, Single car. Box 1833D, BROADCASTING.

Transmitter-control operator, first phone, A-1 technician, experienced. Will relocate. Box 2935D, BROADCASTING.

Combiner engineer-announcer, one year experience announcing, available on two weeks notice, has complete and permanent back-up with sending. Advancement minimum $50 for forty hours. Box 251D, BROADCASTING.

Engineer, two years commercial broadcast. Thirteen years experience, everything through 5 kw, and direction. Good experience in TV, FM. Good personality, good executive and experienced in all phases radio. 10 years west coast, return change, prefer Florida or south. Would consider management position. Will relocate. Box 723D, BROADCASTING.

Program director, experience program director, program director, program directs and program director. Good edge production and excellent announce in two languages. Box 2415, BROADCASTING.

Wanted experienced writer-producer, in the business ten years, recently returned from the Middle East, very interested in network or station position. West Coast preferred. Box 2620, BROADCASTING.

Write for complete details. Box 204D, BROADCASTING.

Situations Wanted (Cont'd)

Program director for southern California station. Twelve years experience, including 9 kw, 10 kw, and 6 kw now. Good experience in newspaper, press association, and national and local broadcast work. Box 1923D, BROADCASTING.

Program director, 20 years experience, 15 years in progressive, growing station. Box 1959D, BROADCASTING.

News director, can organize news training, can write, produce, and act. Box 2515D, BROADCASTING.

Program director, experienced in programming, production, music, sales, advertising, promotion. Excellent personality, professional and personal references. Box 956D, BROADCASTING.

Chief engineer, one year experience in radio, dealing with both transmitting and receiving equipment. Will relocate. Box 2235D, BROADCASTING.

Transmitter-control operator, first phone, A-1 technician, experienced. Will relocate. Box 2935D, BROADCASTING.

Combiner engineer-announcer, one year experience announcing, available on two weeks notice, has complete and permanent back-up with sending. Advancement minimum $50 for forty hours. Box 251D, BROADCASTING.

Engineer, two years commercial broadcast. Thirteen years experience, everything through 5 kw, and direction. Good experience in TV, FM. Good personality, good executive and experienced in all phases radio. 10 years west coast, return change, prefer Florida or south. Would consider management position. Will relocate. Box 723D, BROADCASTING.

Program director, experience program director, program director, program directs and program director. Good edge production and excellent announce in two languages. Box 2415, BROADCASTING.

Wanted experienced writer-producer, in the business ten years, recently returned from the Middle East, very interested in network or station position. West Coast preferred. Box 2620, BROADCASTING.

Write for complete details. Box 204D, BROADCASTING.

Production-Programming, others

Program director for southern California station. Twelve years experience, including 9 kw, 10 kw, and 6 kw now. Good experience in newspaper, press association, and national and local broadcast work. Box 1923D, BROADCASTING.

Program director, 20 years experience, 15 years in progressive, growing station. Box 1959D, BROADCASTING.

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Program director, experienced in programming, production, music, sales, advertising, promotion. Excellent personality, professional and personal references. Box 956D, BROADCASTING.

Chief engineer, one year experience in radio, dealing with both transmitting and receiving equipment. Will relocate. Box 2235D, BROADCASTING.

Transmitter-control operator, first phone, A-1 technician, experienced. Will relocate. Box 2935D, BROADCASTING.
Civil Defense
(Continued from page 71)
on actual nearby conditions by news bulletins.

The Munities Board, through its Communications and Electronics Committee, deals directly with the manufacturers' industry advisory group comprising some 29 firms, many of whom belong to Radio Mfrs. Assn. Fred Lack, Western Electric, is chairman.

The board currently is working on the military aspect of the mobilization program, with respect to procurement of electronics equipment. It is expected to evolve a complete program in the next two months for subdivision of the electronics industry. Defense meeting may be held shortly afterward, it was indicated.

Contracts for various equipment parts, including microphones and receivers, have been let to approximately 160 companies. Military and industry have been working on standardization of specifications for equipment, and developing of strategic and critical materials.

Production Needs

Government munition authorities estimate that, in the event of emergency, the military will require "all of the present production — and more besides" but could give no figures. They said that peak wartime production, approximately $2 billion, has dropped closer to the $1 billion mark. Air Force demands have stepped up electronics requirements appreciably, they added.

Manufacturers on the joint industry-government committee include:


The Munities Board committee will single out areas in which there may be industry shortages in resources; management, material production and test equipment. It also will seek to attain a maximum standardization of components and parts.

Gen. Edmund Langmead, director for Military Programs, Munities Board, is chairman of the joint electronics group, whose work will not conflict with a similar committee under the Joint Chiefs of Staff. Former group comprises officials of all military branches. Maj. Gen. Harold M. McClendon, USAF, is director of Communications-Electronics for the Defense Dept., working under the Chiefs of Staff. Under current programs the military assumes responsibility for establishing general policy and program for communications-electronics activities of the Armed Forces, and integration of communications facilities.

Savings Foreseen

As a result of unification, the Defense Dept. emphasized, "substantial monetary savings" and greater coordination have been effected on such items as training programs, facsimile equipment and related security methods, super-high-frequency link equipment, and high-power transmitters.

The Signal Corps is one of the large government purchasers of facsimile equipment. Navy and Air Force also use similar equipment. Military authorities contended by Broadcasting expressed interest in the long-range possibility of emergency nationwide communications through the means of facsimile. The service, they noted, could be placed strategically in key metropolitan and suburban areas, thus capitalizing on the vital factor of speed in communications.

KLEE Election

NLRB has directed an election at KLEE Houston among operators and engineers to determine whether they should be represented by IBEW Local 716. The order, announced last Thursday by NLRB, excludes from the bargaining unit two combination men, whose work partly entails control-room technical duties, and two senior technicians.

NATIONAL IBEW

Named WMSL Bargainer

WMSL Decatur, Ala., licensed to Tennessee Valley Broadcasting Co., has been ordered to bargain collectively, on behalf of its staff announcer and technician units, with the national International Brotherhood of Electrical Workers (AFL) as a replacement for IBEW's now defunct Local 564, NLRB has announced.

In its amended decision, NLRB said an order to bargain with a "non-existent union may well be an empty gesture, ineffective in any practical sense to accomplish its stated purpose." It also pointed out that a "remedial order to bargain collectively with a union does not establish that union in perpetuity as representative "but only for such time" that will give union "a reasonable chance for success."

NABET NAMED

Is WTAC Bargaining Agent

NABET has been designated as the collective bargaining representative for engineers and technicians at WTAC Flint, Mich., the National Labor Relations Board has announced. Station is licensed to Trendle-Campbell Broadcasting Corp., and operates on 600 kc with 1 kw day, 500 w nighttime power. Simultaneously AFRA's petition to intervene in the case was denied, NLRB said. AFRA, certified as the bargaining agent for announcers at WTAC, reported that there was doubt as to union jurisdiction over announcers who now perform some technical duties, and because of this uncertainty, it was unable to bargain collectively with WTAC. NLRB ruled that the announcers are not part of the NABET unit as contended by the licensee. Election was held last July.

FCC Patten Ruling

ORDER has been adopted by FCC to make final the Commission's proposed denial of request by C. Thomas Patten for a new AM station at Oakland, Calif., on 1010 with 10 kw daytime only. FCC indicated no exceptions had been filed to the proposed ruling which found Mr. Patten personally unqualified to be a broadcast licensee on grounds that he allegedly misrepresented civic interests and program plans [Broadcasting, Oct. 3].

Award to Mueller

MERRILL MUELLER, manager of NBC's London office, received the Sigma Delta Chi award for "objective reporting from Britain" at the journalism fraternity's 30th annual convention in Dallas, Texas, Nov. 16-19. Mr. Mueller, in this country since Nov. 15, expects to return to London early this week.
FCC Actions

Lawrence Best, Co., Lawrence, Kan.—Hearing now scheduled Nov. 28 continuing 9 a.m. in Washington, D. C.

By Examiner J. D. Cunningham

AA AAR Washington, D. C.—Proposed application for renewal for continued operation of WYJ Washington, D. C., may be filed in accordance with the general rule (47 C.F.R. 1.2100(c)), with the filing limit extended to Nov. 9, 1969, at Washington, D. C.

By Examiner Hugh B. Hutchison

NWJ Trenton, N. J.—Granted motion for extension of time for filing proposed finds of fact and conclusions re application for WUBD Trenton, N. J., to time extended Nov. 25.

By Examiner Hugh B. Hutchison

NWJ Canton, Ohio—Granted motion for extension of time for filing proposed finds of fact and conclusions re application for WXXT Wooster, Ohio; time extended to Jan. 16, 1970.

By Examiner Hugh B. Hutchison

KCIT Cleveland, Ohio—Motion to extend time of filing time for proposed findings of fact and conclusions re application for KDAM Threshold, Canton, Ohio, to time extended Nov. 25.

By Examiner Hugh B. Hutchison

Mendocino Best, Co. and Bartley T. Simc, Ukiah, Calif.—Granted petition of Mendocino Best, Co. for leave to amend application for change frequency from 1400 to 1480 kc; delete references to T. R. Ambrante, as station manager of KLY Fort Bragg, Calif.; to show change in cost of changing frequency from $4000 to $2400; to substitute new engineering report for that filed Oct. 20, 1969; to substitute new list of board of supervisors of Mendocino County, Calif.; to substitute new statement on said application, and application as amended is accepted for filing. Motion to extend time of further consideration of Bartley T. Simc, Ukiah, Calif., is removed from hearing.

WEIM Fitchburg, Mass.—Granted in part petition requesting 60 day ex- tention of time for filing of Nov. 19, 1969, on application of WEIM for extension of time of hearing continued to Jan. 30, 1970, at Washington, D. C.

By Examiner Jack P. Blume

WORM Easton, Md.—Granted petition requesting 60 day extension of date of filing of Nov. 19, 1969, on application of WORM for extension of time of hearing continued to Dec. 15 at Washington, D. C.

By Examiner Fanney N. Litvin

KWIK-AM-FM Burbank, Calif.—Granted petition by assignee, Leslie S. Bowden, trustee in bankruptcy, for extension of time for filing of application by assignee, N. V. Y. for permission to assign license of KWIK to RKO-AM-FM, Inc. to replace expired permit of KWIK-AM-FM, hearing continued.

By Examiner J. Fred Johnson Jr.

KOA Denver, Colo.—Granted petition requesting 60 day extension of time for filing of Nov. 19, 1969, on application of radio attorney, Buhlig, as Superior Enterprises to file application for change frequency of 2000 to 2010 kc, granted.

November 17 Decisions...

By COMMISSION EN BANC

Further Extension

WTWN Birmingham, Ala.—Granted further extension of temporary authority to remain silent for 15 days at which time station must resume operation or surrender its license.

Petition Granted

WHDH Boston—Granted petition to extend time for filing of time extension of WWHD to elect to accept or reject partial grant of its application for license as proposed for extension to Nov. 30. Grant for DA change was extended to Dec. 1, 1969.

STA Denied

WSVR-TV Syracuse, N. Y.—Denied STA to operate WSVR-TV pending filing of formal application with time directed letter to permittee requesting it advise Commission expeditiously of decision regarding this matter.

Petition Granted

WGGR Grand Rapids, Mich.—Upon petition, Commission vacated condition attached to granted license Oct. 21 for assignment of CP and, of new station 1010 kc to be held Feb. 1 in Washington, D. C., on following terms and conditions: that the Commission’s decision to grant application for transfer of KLYA and KLYC to station WORU, Phoenix, Ariz., for purposes of consolidation of two stations into one, be in effect on the date October 1, 1969, at which date this assignment is granted on the understanding that Granting clearance by the Commission to new station 1010 kc to be held Feb. 1, 1970, for purposes of consolidation of two stations into one, be in effect on the date October 1, 1969, at which date this assignment is granted on the understanding that the entertainment by it of programming shall be in compliance with the Commission’s Decision No. 17912, as issued.

Hearing Designated

WBBM Chicago—Granted hearing for WBBM to operate new station 1414 kc as KLYA, Fort Wayne, Ind., on following terms and conditions: that the license be assigned to new station 1414 kc at Fort Wayne, Ind., for purposes of consolidation of two stations into one, be in effect on the date October 1, 1969, at which date this assignment is granted on the understanding that the entertainment by it of programming shall be in compliance with the Commission’s Decision No. 17912, as issued.

Petition Granted

WGGR Grand Rapids, Mich.—Upon petition, Commission vacated condition attached to granted license for new station C1404 kc at Fort Wayne, Ind., on following terms and conditions that the license be assigned to new station 1414 kc at Fort Wayne, Ind., for purposes of consolidation of two stations into one, be in effect on the date October 1, 1969, at which date this assignment is granted on the understanding that the entertainment by it of programming shall be in compliance with the Commission’s Decision No. 17912, as issued.

November 17 Decisions...

By COMMISSION EN BANC

Further Extension

WYJ Washington, D. C.—Granted extension of temporary authority to remain silent for 15 days at which time station must resume operation or surrender its license.

Petition Granted

WHDH Boston—Granted petition to extend time for filing of time extension of WWHD to elect to accept or reject partial grant of its application for license as proposed for extension to Nov. 30. Grant for DA change was extended to Dec. 1, 1969.

STA Denied

WSVR-TV Syracuse, N. Y.—Denied STA to operate WSVR-TV pending filing of formal application with time directed letter to permittee requesting it advise Commission expeditiously of decision regarding this matter.

Petition Granted

WGGR Grand Rapids, Mich.—Upon petition, Commission vacated condition attached to granted license Oct. 21 for assignment of CP and, of new station 1010 kc to be held Feb. 1, 1970, in Washington, D. C., on following terms and conditions: that the Commission’s decision to grant application for transfer of KLYA and KLYC to station WORU, Phoenix, Ariz., for purposes of consolidation of two stations into one, be in effect on the date October 1, 1969, at which date this assignment is granted on the understanding that Granting clearance by the Commission to new station 1010 kc to be held Feb. 1, 1970, for purposes of consolidation of two stations into one, be in effect on the date October 1, 1969, at which date this assignment is granted on the understanding that the entertainment by it of programming shall be in compliance with the Commission’s Decision No. 17912, as issued.

Hearing Designated

WBBM Chicago—Granted hearing for WBBM to operate new station 1414 kc as KLYA, Fort Wayne, Ind., on following terms and conditions: that the license be assigned to new station 1414 kc at Fort Wayne, Ind., for purposes of consolidation of two stations into one, be in effect on the date October 1, 1969, at which date this assignment is granted on the understanding that the entertainment by it of programming shall be in compliance with the Commission’s Decision No. 17912, as issued.

Petition Granted

WGGR Grand Rapids, Mich.—Upon petition, Commission vacated condition attached to granted license for new station C1404 kc at Fort Wayne, Ind., on following terms and conditions that the license be assigned to new station 1414 kc at Fort Wayne, Ind., for purposes of consolidation of two stations into one, be in effect on the date October 1, 1969, at which date this assignment is granted on the understanding that the entertainment by it of programming shall be in compliance with the Commission’s Decision No. 17912, as issued.
FCC Roundup
(Continued from page 78)

New Applications . . .

AM APPLICATIONS
Colorado City, Tex. — Lone Wolfe
Bstg. Co., 1,228 kc. 500 w daytime;
estimated cost $3,200. Mr. Allen is co-
ship; L. E. Candler, farmer and tourist
court owner, and E. E. Wight, farmer.
Filed Nov. 15.

WBNR-AM, Wash. — W. Gordon
Allen, 1,400 kc, 100 w fulltime; esti-
mated cost $8,200. Mr. Allen is editor
and executive director KYAK Yakima.
Filed Nov. 15.

TRANSFER REQUESTS
KDON (AM) Santa Cruz and KSNI
(FM) Salinas, Calif. — Acquisition of
control by John Ben Snow through
purchase for $145,429 of 1,300 of 1,750
shares held by Merrill C. Spidel in
Salinas Newspapers Inc., 13.9% owner.
KSNI licensee. Minority in turn owns 50%
of Central Coast Counties Radio Inc.,
KDN owner, and has been given FCC
consent to purchase other 50% in
1,800.65.

KONQ-AM, Poughkeepsie, N.Y.
— Acquisition of control of WONY
Bstg. Co. by John Ben Snow, 45.68%
owner, through purchase of 25% in
Merrill C. Spidel for $165,137. Mr. Spidel
retains 45.68% interest.

KBLF-AM, Red Bluff, Calif. — Ac-
quisition of control of KNOR-AM, Red
Bluff, Calif., 49% and whose family
holds another 49% and owns a minority
interest. Mr. Snow would become 75%
owner.

— K2WEP (AM), Waynesboro, Va., co-
control of All-Kentucky Bstg. Co., per-
mits, by Sen. Robert R. Kerr (D-Okla.)
and Grayce B. Kerr through purchase
of stock from minority stockhold-
ners. Dean Terry sells all his com-
mon and 18.48% preferred stock to
his preferred stock (3.47%) for $573.61
while Will W. Dodd of his common
stock (3.33%) for $356.66 and part of
his preferred stock (0.83%) for $1,025.
After transfer ownership in the com-
mon and 38% preferred; Grayce B. Kerr,
new stockholder, 18.48% common.

SALES METHODS

NEED for more capable, scientific and factual selling, designed to keep
radio in the forefront of the media battle, keynoted the second session of
the Ohio Assn. of Broadcasters' 1949 sales conference, concluded in
Cleveland Nov. 11 [BROADCASTING, Nov. 14].

Using the theme of "Selling
Radio in a Competitive Market,
" the conference drew the largest

21.48% preferred; D. A. McGee 14.87%,
K2WEP (AM) 13.77%, Penton
6.89%, and W. T. Norton 5.69%.
KRMG assigned 1950, 15% more
on a per diem basis.

K2WEP (AM) assigned 1550, 250 w.
Filed Nov. 15.

K2WEP (AM) Tulsa, Okla. — Acquisition
of control of All-Oklahoma Bstg. Co., per-
mits, by Sen. Robert R. Kerr (D-Okl.)
and Grayce B. Kerr through purchase
of stock from minority stockhold-
ners. Dean Terry sells all his com-
mon and 18.48% preferred stock to
his preferred stock (3.47%) for $573.61
while Will W. Dodd of his common
stock (3.33%) for $356.66 and part of
his preferred stock (0.83%) for $1,025.
After transfer ownership in the com-
mon and 38% preferred; Grayce B. Kerr,
new stockholder, 18.48% common.

SALES METHODS

Research Data Stressed
At Ohio Meet

number of station executives and
sales managers in OAB's history.
President Carl George, of WGC
Cleveland, and Secretary Fred
Bock, of WADC Akron, engaged
spokesmen representing agencies,
advertisers and stations who outlined
radio's best selling methods.

Frank Headley, president of
Headley-Reed Co., told the group
that "since the greatest problem
of the station is selling, the future
of radio is secure . . . because of
the universal audiences and low
cost per impression."

Mr. Headley warned broadcast-
ers not to fear the future but sell
radio with a business-like appr-
ach, efficiency, ethical practices
and persistence. He cited untouch-
ded fields for radio selling and
advised station managers to in-
clude research as a normal part of
operating expense in the future.

On the local level, successful
sales depend on station analysis of
the retailer's needs and persisting
on a sound basis "until the client
is sold and stays sold," Joseph L.
Brechner, manager of WGAY Sil-
ver Spring, Md., told the OAB.

Robert Dailey, radio director of
the Cleveland branch of McCann-
Erickson, told the OAB that radio
should grow up. Pointing to the
advent of television as the "baby"
medium, he said, "Radio is a time-
ly investment banking
interests in their
sales promotions and psychol-
ogy were stressed by Dr. Kenneth
Dameron, advertising professor at
Ohio State U. He offered the Uni-
versity's research facilities to Ohi-
obcasters and solicited sug-
tions from station managers as to
how Ohio State could produce bet-
ter time salesmen for the radio
industry.

The OAB appointed an edu-
cation committee to work with Dr.
Dameron and the university on future training of staff involved in
radio, and also to serve as an ad-
vanced board on training of stu-
dents for radio careers.

WOR STAFF
Seven Are Added to Roster

SEVEN new additions to WOR New
York departments were an-
nounced last week. Albert H. Jäg-
gnann, recently staff writer and
reporter for Radio Daily, has joined
the station as a news writer. He
previously was on the news staffs of
NBC's national and interna-
tional divisions and of the United
Press.

Martin Katz, formerly station
representative for WCAU Phila-
delphia, has been made an account
executive, WOR-TV. Frank Kizes, pre-
viously with CBS and MBS, has been appointed sales service
assistant to Robert Mayo, director of
WOR-TV. Three new engineers—
Joseph E. Debonis, Tuffield V.
Dame and Sidney Kaufman—com-
plete the list.

FINCH CHANGES
Littlefield Is President

RAYMOND B. LITTLEFIELD of the
Providence, R. I., firm of Little-
feld & Co., investment banking house, has been elected president of
Finch Telecommunications Inc.,
Passaic, N. J., it was announced
after a board meeting held a fort-
night ago.

Capt. W. G. H. Finch, former
president, moves up to become
chairman of the board. Capt.
Finch remains president and sole
owner of WGHF (FM) New York,
a separate corporation not con-
ected with the Telecommuni-
cations Manufacturing Co.
Newscasts
(Continued from page 30)
use of an announcer part-time and string of 10 correspondents. Revenue from news programs is $5,000 monthly, but when the newscast was assessed its share of total station overhead, he said, there was a loss of $1,400 monthly. The station manager, however, considers the money well spent because increased Hoopers are attributed to the audience building efforts of the newscasts.

While the profitability panel was perhaps the commercial highlight of the program, the programming feature was the annual ban- quet. At the event, General Omar N. Bradley, chairman of the United States Joint Chiefs of Staff, turned the session into a gigantic news conference.

He answered questions with vir- tuousy on subjects ranging from the atomic bomb to why Army and Notre Dame were winning football. WFDR (FM) New York taped the proceedings and promised to make copies available to any station represented. Immediately it received requests from WPTF Albany, WMT Cedar Rapids, WHAM Rochester, WDET Detroit, WUCO (FM) Cleveland, KFMY (FM) Los Angeles, WCPM (FM) Washington and WVUM (FM) Chattanooga.

New Documentary
At the same session, Edward R. Murrow, CBS commentator, played for the first time publicly his new documentary Columbia record album on events in this country from the end of the war to the Truman election in 1948.

Other highlights of the conven- tion included:

Television — The convention was characterized by a deflationary view of video newscasts. Elmer Davis, ABC news analyst and former head of OWI, said in his opinion TV news "is no good and never will be good." He did not believe it is "an answer to give a rounded picture of the day's news, although he conceded video could not be beat in its coverage of many special events.

Charles Hull Wolfe, radio and television copy chief, McCann-Erickson agency, New York, be- lieved radio news would survive television competition better than most other radio programming. He foresaw the time when an advertiser could spend $8 million to $10 million annually for TV, but at which time a big, fairly rounded newscast might be possible. He cautioned that experience and technologi- cal developments still under- filled of what could solve video's news problems.

Ray Barrett of WPXI (TV) New York said his station had been able to bring its newscast costs to $100 a minute of air time.

Bob Bendick, CBS, warned against rushing around for fast pickups on the radio scale, asserting sports pickups were the most economical in manpower and facili- ties. He said CBS always figured on a crew of 11 for full eight hours for each remote, but he believed local stations might get by with a crew of five or six and do two pickups a day.

Inter-station cooperation — Committee on this subject recom- mended creation of two services: A list of NARND reporters who were available for TV call to member stations for special assignments, and

FM Changes
Proposed in Allocations
A SERIES of Class B FM channel reallocations to increase frequency separations and "generally to improve the FM allocation pattern" was proposed by FCC last Thursday.

The changes would require three stations to change frequencies: WAMS-FM Wilmington, Del., would move from Channel 241 to 243 to reduce interference with WHAM (FM), which uses Channel 242 at Philadelphia; WDEL-FM Wil- mington, from Channel 229 to 279, to reduce conflict with WIP-FM Philadelphia on 228 and WFLP (FM) Winchester, Va., on Channel 228 but seeking 260, would move to 236 as part of a reallocation in the Maryland-Virginia area.

Showcause proceedings were in- stituted looking to accomplishment of these changes.

FCC's proposal also envisions re- alignment of channel allocations in some 19 other communities, in order to "increase the interference-free service areas of FM assignments in various sections of the country."

The Commission reported that "the interference considered includes that involving stations separated by 400 kc and 600 kc in accordance with the interference ratios established in the FM stand- ards."

Comments on the proposed changes will be accepted until Dec. 19, after which the Commission will decide whether a hearing or oral argument is warranted.

The proposed changes are as fol- lows (FCC said the areas grouped together are related and must be considered as a single proposal):}

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<td>Bridgeport, Conn.</td>
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<td>Clarksburg, W. Va.</td>
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<td>Madison, Wisconsin</td>
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a tip service by which a member station in one community would inform another station in another community of news breaks. The recom- mendations will be acted on by the NARND board.

Facsimile — Lack of traffic in facsimile broadcasting was evi- denced by a request that NARND's facsimile committee no longer was needed and that it be discontinued.

Elections — Jack Shelley, WHO Des Moines, president, succeeding Sig Mickelson, WCCO Minneapolis; Ben Chatfield, WMZG Mazon, first vice president; Jim Borman, WMT Cedar Rapids, second vice presi- dent; Sheldon Peterson, KLZ Denver, treasurer, and Soren Monhoff, WOW Omaha, secretary. Named to the board, for a one year term, Mr. Shelley; for three years, Ron Cochran, WCOP Boston; Mr. Peter- son; Thomas Eaton, WTIC Hart- ford, and John Bills, WQAM Miami.

Resolutions — That NAB recon- sider abolition of its news committee and continue its news clinics. That FCC remove remaining limita- tions on editorializing and that management use professional per- sonnel to direct editorializing. That its members and station managers take the initiative to obtain legislation permitting newsmen to keep sources confidential.

Commendations — Although nu- merous committee reporters came in for praise, special commendation was voiced for Dick Oberlin, WHAS Louisville, and Mr. Peter- son for co-chairmaning the wire services report.

Upcoming

NAB DISTRICT MEETINGS
Nov. 21-22: Dist. 8, Book Cadillac, Detroit.
Nov. 28-29: Dist. 16, Paradise Inn, Phoenix.
Dec. 5-6: Dist. 14, Utah Salt Lake City.
Dec. 16-18: Dist. 4, Portland, Oregon.

Dec. 5-6: CBC Board of Governors, Ottawa.

RADIO PIONEERS
Launch Membership Drive
A MEMBERSHIP drive has been launched industry-wide by the Radio Pioneers Club. Station man- agers are being urged by the or- ganization to assist in contacting any person who has been connected with radio for 20 consecutive years as potential members.

Radio Pioneers was founded in 1942 by H. V. Kaltenborn, veteran NBC news commentator. The club acts as a central clearing house for the exchange of information and historical data about the in- dustry. President of the club is William S. Hedges, NBC vice presi- dent. Address of the Radio Pioneers is 50 Rockefeller Plaza, New York.

Time-saving market data book
SDRS CONSUMER MARK- KETS organizes in one place the basic state, county, and city data that sales and advertising executives con- stantly use in appraising markets for consumer products.

This easy-to-use source book covers completely the de- tailed statistics that reliably picture market characteris- tics, conditions and trends in every important market area in the U. S. U. S. Territories and Possessions, Canada, and the Philippines.

For a complete picture of the full scope of the 1949-1950 Edition of CONSUMER MARKETS, send for Full Explanation Folder. Copies of CM are $5.00 each.

In addition, media Service-Ads, like the YOUNGSTOWN VINDI- CATOR's shown here, provide much supplementary information that is useful in proper market evaluation.

Youngstown Vindicator
BROADCASTING • Telecasting
November 21, 1949 • Page 81
KOY SUES TO COMPETE AFFILIATION BY CBS

SUIT SEEKING specific performance of affiliation agreement with KOY Phoenix and through it with WCBS, New York, was filed against CBS in Federal District Court in Chicago last Thursday by Salt Valley River Broadcasting Co., licensee of KOY and affiliated in ownership with KTUU, Anchorage.

Complaint alleges that while CBS had notified it of termination of affiliation last June—six months prior to contract expiration—assurances were given by network officials during ensuing three months that network did not intend to cancel or terminate affiliation. Earlier formal notice, complaint charged, was labeled merely a formality.

While no formal statement was forthcoming from CBS following filing of suit, it was understood network intended to stick to its affiliation, effective Jan. 1, to KOOL, controlled by Gene Autry, cowboy performer on CBS, and to KOPO Tucson, in which Mr. Autry has substantial ownership interest. Mr. Autry is sponsored on CBS by Wm. Wrigley Jr. Co. Bay, which owns KOY and affiliated with CBS for more than decade and feeds KTUC that network's programs. Suit was filed by Chicago law firm of Damon, Hayes, White & Hoban, and by Irving A. Jenevans, general counsel and stockholder of KOY. Under usual procedures, network has 20 days in which to answer.

GUY NAMED IRE HEAD

RAYMOND F. GUY, NBC manager of radio and allocations engineering, and Sir Robert Watson-Watt & Partners Ltd., London, elected president and vice president, respectively, of Institute of Radio Engineers [Broadcasting, Oct., 31]. Mr. Guy, broadcast engineer nearly 30 years, was member of WJZ New York staff in 1921 when it started as world's second licensed station. He has been with NBC since 1919. Sir Robert is considered England's outstanding radar authority.

MERGER IN DURHAM

MERGER of WHHT and WSSB Durham, N. C., underway as WHHT ceased operations Saturday. No FCC approval required and owner Harold H. Thombs becomes chairman of board and part owner WSSB. Principal owners WSSB are Tom and P. M. Sawyer and Mrs. Roma Cheek. MBS affiliation also switches to WSSB as do existing accounts and certain program features. WHHT was assigned 1 kw on 1590 kc; WSSB operating on 1490 kc with 250 w. Durham has less than 60,000 population and with WHHT had four fulltime outlets and one daytimer.

TELECAST OF V. P. PARTY

NBC-TV Friday carried exclusive telecast of luncheon-reception following wedding in St. Louis of Vice President Alben W. Barkley and Mrs. Carleton S. Hadley. Telecast, originated by KSD-TV St. Louis, was carried on 28 interconnected stations.

CBS TV COLOR COUNSELLOR

BENJAMIN SONNENBERG, New York public relations consultant, retained by CBS for color TV interviews and promotion, is being considered as indicating CBS will intensify drive to obtain FCC adoption of its color system.

WILS LANSING FULLTIME; OTHER FCC ACTIONS

FINAL decision reported by FCC Friday to grant WILS Lansing, Mich., switch from 500 w to 1 kw fulltime on 1320 kc, directional night. Decision also was announced making final initial ruling to deny as in default request of KTVU (TV) Portland, Ore., for extension of completion date. Permittee Video Broadcasting Co., was assigned Ch. 3 (60-66 mc).

Oral argument scheduled Dec. 9 in several cases: (1) proposed decision to grant Roy Kohnheizer and W. N. Hooper d/b/a Texas Star Broadcasting Co., new AM station at Dallas on 1700 kc, 10 kw day, 5 kw night, directional, and to deny KTXR Houston changes and said as of default FCC, on 1700 kc [BROADCASTING, May 23]; (2) proposed decision to grant WLAP Lexington, Ky., switch from 250 w on 1450 kc to 5 kw day, 1 kw night on 1450 kc (directional), and to deny competitive bids of WCPG and Queen City Broadcasting Co., Cincinnati, for 630 kc [BROADCASTING, Oct., 17]; (3) proposed decision to deny WYUN Clinton, S. Dak., directional change and denial WJRH Lincoln, Nebraska, for 1490 kc, 1 kw day, 500 w night on 970 kc, at Springfield, Ill., and to deny WMMF Peoria, Ill., switch to 970 kc [BROADCASTING, June 7]; (4) proposed grant new station bid of Manatee Radio Corp. for 250 w fulltime on 1320 kc at Manasota and denial competitive bid of Door County Broadcasting Co., Sturgeon Bay (BROADCASTING, May 23).

In Lansing ruling, FCC denied applications of Central Michigan Radio Corp. seeking new station there on 1320 kc and of Charlotte Broadcasting Co. for same facilities at Charlotte. Lansing change in operations of initial decision to grant Belle City Broadcasting Co. 500 w daytime on 1460 kc at Racine, Wis., pending further review by Commission [BROADCASTING, Oct. 24]. Belle City petition seeking initial ruling be made final was denied. FCC also adopted memorandum opinion and order denying petition of Batesville Broadcasting Co. for reconsideration of initial grant to White River Valley Broadcasters Inc. for 250 w on 1340 kc at Batesville, Ark. [BROADCASTING, April 11].

BAPTIST GROUPS CITE RELIGIOUS FREEDOM

CONSTITUTION's religious freedom amendment "vigorously supports rather than even partially opposes" Southern Baptist and Texas Baptist conventions' pending petition seeking express authority for recognized religious groups to operate low-power non-commercial FM stations [BROADCASTING, Feb. 28], they told FCC Friday.

In 48-page brief filed by Leonard Marks and Bernard Goldberg of Washington law firm of Cohn & Marks, they cited Supreme Court decisions and said government—including FCC—has "historically" recognized specific needs of religion. If FCC "unilaterally" follows broad dictum on separation of church and state, petition said, "then the Commission must withdraw all licenses from all religious groups."

Baptists listed ten AM, four FM, and three noncommercial educational FM stations licensed to religious institutions. Their brief was in response to FCC order setting their petition for hearing to determine whether First Amendment would permit FCC to "establish a specific category of religious broadcast station" and further that this category would serve public interest [BROADCASTING, Oct. 10].

CLOSED CIRCUIT (Continued from page 4)

limited spot announcement campaign to begin in November.

ANOTHER P & G project involves possibility of putting Beulah radio series on television. Estimates currently sought from Hollywood producers. Agency is Dancer-Fitgerald-Sample.

MIDWINTER layoff of FCC's color TV hearings, lasting from now to February, will be spent on exhausional review of rival color systems. FCC plans to require proponents to make tests, report semi-monthly, file detailed information on manufacturing costs, performance, interference ratios, etc.

BUREAU of Standards' independent color TV study for Senate Interstate & Foreign Commerce Committee, originally due for completion this month, may take as long as FCC's "three-week" color hearing, now likely to run into next spring. Participants say study, under direction of R. U. C. Marks, is now near complete, may take months.

C. E. HOOPER Inc. experimenting with automatic instantaneous audience measurement device for television. Device would be installed in controlled sample of television homes, connected to central Hooper offices by direct telephone wire. System probably will be shown publicly in December.

PARLIAMENT at Ottawa has not yet made any decision on loan of $4,500,000 to Canadian Broadcasting Corp. for TV stations at Montreal and Toronto, nor has policy been announced regarding increases in annual radio and television receiver license fees, as advocated by CBC Chairman D. Dunton. Understood public reaction to Dunton proposed increase in fee, from $2.50 to $5, was so strong protest government party members advocating subsidy to CBC to allow it to continue services.

KELLOGG Co., Battle Creek, through Kenyon & Eckhardt, New York, understood to have picked up option on radio version of Mark Trail, Rockhilli radio package. Definite decision expected within fortnight.

KUKLA, FRAN & OLLIE understood to be starting on NBC-TV through winter, despite RCA Victor and Sealtest ice cream precedent in calling for winter hiatus after Christmas because of seasonal sales decline. Plans change came after strong protest from Tillotson, owner of the five-a-week package, to agencies, J. Walter Thompson and N. W. Ayer & Son.

DuMONT NET RISES

ALLEN B. DuMONT Labs. reported net sales of $29,507,000 and net profits of $2,747,000 for the 46-week period ended Dec. 31, compared to net sales of $17,374,000 and net profits of $1,890,000 for same 1948 period. After federal taxes 40-week 1949 net was $1,876,000 compared to $1,421,000 year ago. After deducting preferred stock dividends, DuMont net after taxes was 75 cents a share compared to 70 cents in 1948. DuMont directors declared quarterly dividend of 25 cents on preferred stock payable Jan. 1 and 1949 dividend of 50 cents on common, payable Dec. 22.

CBS TOPS HOOPERANTGS

THREE CBS radio shows, Lux Radio Theatre, Arthur Godfrey's Talent Scouts and Jack Benny, took first three Nov. 15 Hooperantgs postwar period, according to Col. E. C. Hooper Inc., N. Y., announced Friday.

BROADCASTING | Telecasting
That's penetration

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
30 minutes

143 minutes—6 PM to Midnight—22 minutes

327 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.

360 North Michigan, Chicago 1, Ill.


*Nielson Radio Index, February - March, 1949

when you want penetration you want WLW

the nation's most merchandise-able station

CROSLEY BROADCASTING CORPORATION
CBS STARS
ARE ALWAYS SHINING
OVER EASTERN IOWA
VIA WMT

"Me Too!"

Charlie McCarthy Moves to CBS;
Bergen Follows

Not all the mowing is done on the growing fields of Iowa now that Charlie's "clipping" and "mowing" his way for Coca-Cola. The famous wooden-head is heard weekly on WMT, exclusive CBS outlet for Eastern Iowa. Added to the lengthy list of renowned entertainers currently appearing on WMT programs, C. McCarthy (with E. Bergen and M. Snerd) will wend his cantankerous way through one of the most prosperous markets in the U.S.

WMT offers—in addition to outstanding CBS entertainment—complete news coverage (AP, UP, and INS) and intensive farm programming, all calculated to command loyal listening. When you've something to sell in this balanced farm and industrial market, tell it via WMT. Ask the Katz man for full details.