A Richmond potato chip company recently started a schedule of six participating announcements per week on WLEE.

_in two short weeks, this company had opened up 22 brand new outlets for the product!_

This was an especially impressive result, since the company is well established and its distribution was already good.

Local Richmond merchants are used to quick results like this from WLEE. More and more national advertisers are following their lead by using WLEE. Is WLEE on your list? If not, call in your Forjoe man for the whole story.
as a member of Society...

NARND
National Association of Radio News Directors

1949 AWARD to

WHAS

for

The news department performing the most distinguished service to its community

50,000 WATTS  *  1A CLEAR CHANNEL  *  840 KILOCYCLES
VICTOR A. SHOLIS, Director  *  NEIL D. CLINE, Sales Director

REPRESENTED NATIONALLY BY EDWARD PETRY AND COMPANY

THE ONLY RADIO STATION SERVING ALL OF THE RICH KENTUCKIANA MARKET
BIG BUYS—KFRC, San Francisco and KHJ, Los Angeles for the Most Economical, Complete Coverage of the 2 BIGGEST MARKETS IN THE WEST. KFRC and KHJ have had 25 years of successful selling and are Key Stations of Mutual—Don Lee ... the Nation's Greatest Regional Network.

Represented Nationally by JOHN BLAIR & CO.
TERMINATION of negotiations on sale of KMPC Los Angeles by G. A. Richards to NBC does not mean that network will forego its project to buy its own outlet, or that Mr. Richards will not dispose of KMPC (see page 16). NBC Chairman Nile Trammell will shortly confer with Earle C. Anthony, owner of KFI, clear-channel affiliate of NBC, and is expected to broach acquisition. Affiliation expires Jan. 1. And Mr. Richards is known to have several offers for all three of his stations (WJE Detroit, WGAR Cleveland and KMPC) and probably will sell latter two.

LEVY BROTHERS (Isaac D. and Dr. Leon), former owners of WCAU Philadelphia and still substantial stockholders in CBS, may figure prominently in TV syndication. Understood that brother Ike has acquired substantial interest in several independent motion picture companies and is charting course for production of musical and other shorts adapted for TV.

CURRENT speculation on Justice Dept. network investigation apparently dates back to WBYE in Cleveland pending $12 million anti-trust suit against ABC, CBS, NBC and Mutual, who won first round by defeating move for preliminary injunction. Since WSAY was dropped by ABC and Mutual in 1947, Owner Gordon Brown reportedly has needied Justice, Congress, FCC. High Justice officials discount likelihood of suit by government, but with new Attorney General in office it’s possible. FCC’s desire to make own network probe is well known. [BROADCASTING, Nov. 7].

GRUEN Watch Co., New York, sponsors of last half-hour of Hollywood Calling, 7-8 p.m. on NBC, will cancel giveaway show effective Dec. 18 despite 5.5 Hooper average. Advertiser may pick up sponsorship again if ratings continue to gain. Grey Adv. is agency.

WITH FINAL showdown approaching on NARBA Conference, U. S. Delegation Chairman Rosel H. Hyde, FCC Commissioner, returned to Washington last Tuesday and remained through Friday. He came for final instructions, i.e., whether we should capitulate to “minimum” requirements of Cuba or whether we should stand our ground and battle it out in an ether war. Conference might run at least ten days or through this week of Nov. 28 before reaching agreement or calling it quits. Conference breakup still would require time to close formal books.

UNOFFICIAL canvass reported to FCC last week revealed that Cuban stations are now operating non-directionally on at least a dozen clear channels assigned to U. S. stations as well as on equal number of regional channels, primarily used in southeastern U. S.

FINAL tabulation of NAB member votes on (Continued on page 74)


Dec. 5: National Institute of Municipal Law Officers, Mukilteh Hotel, Kansas City.

Dec. 5-6: Dist. 14, Utah Hotel, Salt Lake City. (Other Upcomings on page 55)

BROADCASTING

RADIO OFFERS Co., New York (direct mail order), through Huber Hoge & Sons, New York, adding four-half hour ABC network programs to its schedule. On Monday and Friday, Nov. 28 and Dec. 2, respectively, firm sponsoring both half-hour broadcasts of Pick a Date With Buddy Rogers, 11:30 a.m.-12 noon, and on Saturdays Nov. 26 and Dec. 3, Shopper Special, 9:30-10 a.m. Contract covers 55-station network.

IBEW Local 1220 and three Chicago stations signed new engineering contracts providing $7.50 weekly raise at WJJD and $5 each at WIND and WGES. Further discussions about salaries at WAAP scheduled Wednesday. New contracts are for one year.


SUNDIAL SHOE DIVISION, International Shoe Co., Boston, through Hoag & Provandie, Boston, to sponsor Friday telecasts of CBS-TV Lucky Pup series, starting Jan. 20. Program aired Mon.-Fri., 6:30-6:45 p.m., Sat. 6:45-7:15 p.m.

WILLIAM WRIGLEY JR. Co., Chicago, renewing Gene Autry Show, CBS, Saturday 8-8:30 p.m., for 52 weeks effective Dec. 24 through Ruthrauff & Ryan, Chicago.

U. S. CONCESSIONS SEEN VITAL TO NARBA PACT

U. S. BROADCASTERS will have to make "some adjustments" or there will be no agreement on new NARBA, authorities said Friday after FCC Commissioner Rosel H. Hyde, chairman of U. S. delegation to NARBA conference in Montreal, conferred with FCC colleagues and State Dept. officials in Washington.

Proposal countering Cuban demands believed to have been evolved during conferences. Full details are to be laid before U. S. delegation in special meeting in Montreal this morning (Monday). Whether delegation agrees to meet at least some of Cuban demands, authorities feel, may largely determine whether new treaty is reached or hope for accord abandoned.

Details of Cuban demands not disclosed, but there is known to involve rights heretofore held by U. S. on several frequencies.

Business Briefly

GM RENEWS - General Motors Corp., Detroit, on Dec. 19 renews for 82 weeks Henry J. Taylor on 264 ABC stations, shifting from Fri. 8:45-9 p.m. to 8:30-8:45 p.m. Agency: Kudner Agency, New York.

LONGINES CANCELS - Longines-Wittnauer Watch Co., New York, effective Dec. 18, will cancel two-half hour shows on CBS, Choralities, Sun., 2:30-3:00 and Symphonette, Sun., 5:30-6 p.m. Reason for cancellation ascribed to fact that watch-buying season is over by this time. Agency, Victor A. Bennett Inc., New York.

ABC TOY SPECIAL - Bob Hope, comedian, and Johnny Grant, disc jockey, headlined on special five-minute ABC broadcast yesterday (Sunday) under sponsorship of RCW Enterprises, Los Angeles, for its circus balloon toys. Johnny on the Spot was aired 7:55-8:30 p.m., on full 272-station network, and placed through Cowan & Whitmore Advertising, Los Angeles.

BAB STARTS NEW SERVICE → SELLING RETAIL GROUPS

DECLINING use of radio by furniture dealers noted in first of series of retail information folders prepared by Broadcast Advertising Bureau and sent to NAB member stations. First release, on furniture, featured detailed analysis of operation, economics, merchandising, and advertising problems of that business. It noted that large furniture stores spend less in radio than smaller retailers but small stores showed greater sales increase in 1948 over 1947 than either medium or large stores. Report candidly admitted declining use of radio by furniture retailers but searched for specific ways to reverse that trend.

Among suggestions was to take advantage of selling implications in fact “that during the early months of the year . . . furniture sales are low . . . and the listening index is high.”

BAB retail information folders will consist of series of file folders, each containing descriptive material on different retail business. Each release is to contain two editions, one for television and one for radio. First covered only radio but TV edition will be ready soon. But future releases will publish both editions simultaneously. Second folder on jewelry business is scheduled for Dec. 1 and others on laundry-dry cleaning business and on banks are to come out early in 1950.

NARSR CUTS DUES

NATIONAL Assn. of Radio Station Representatives reducing 1950 dues to two-thirds of those for 1949, when association had heavy legal costs in connection with Washington hearing, published spot rate finder and had other expenses not expected to recur next year. Thomas F. Flanagan remaining as managing director on altered basis which leaves him more time to devote to other interests.

BROADCASTING • Telecasting
Yup, by golly, us Red River Valley yokels in North Dakota keep right up-to-date. And with an Average Effective Buying Income that's $1729 higher than the national average, big spendin' comes easy.

WDAY, Fargo, persuades our hayseeds to buy more knicknacks, luxuries and essentials than any other station in this area, because they listen to WDAY more than five times as much as to any other station!

YES, FOR FIVE CONSECUTIVE MONTHS (DEC. '48 THRU APR. '49) WDAY HAD THE NATION'S HIGHEST SHARE-OF-AUDIENCE HOOPERATINGS — MORNING, AFTERNOON AND NIGHT!

WHAT'S MORE, WDAY'S RURAL COVERAGE IS EVEN MORE ASTOUNDING!

Let us or Free & Peters send you all the facts, today! You just wouldn't believe any one station could pile up such a record against any competition!
M-G-M RADIO SHOWS

M-G-M THEATER OF THE AIR
A full hour of top dramatic entertainment once a week, presenting Hollywood's most glamorous stars in thrilling radio adaptations of all-time M-G-M picture hits.

JUDGE HARDY'S FAMILY
The Famous movie series, never before released for radio adaptation, starring Lewis Stone, Mickey Rooney and Fay Holden...a half-hour presentation once weekly.

THE ADVENTURES OF DR. KILDARE
One of the most famous motion picture series, adapted to radio for the first time, and starring Lew Ayres and Lionel Barrymore, who created the leading roles on the screen. One-half hour per week.

MAISIE
Starring Ann Sothern...half-hour, once weekly, presenting brand new radio adaptations of the popular M-G-M pictures, other adaptations of which proved equally popular as a network radio series.

AT HOME WITH LIONEL BARRYMORE
One of the world's most famous and beloved stars chats, reminisces about the stage, the screen, and its people. Three fifteen minute programs per week.

COST AND TIME AVAILABLE QUOTED ON REQUEST

First IN INDIANA ANY WAY YOU JUDGE!

Associated with: WFDF Flint — WOOD Grand Rapids — WEOA Evansville
YES! ... everyone knows the answer to that question. And the answer, year after year, has been the same—WGN*

This means that advertisers have a better opportunity of having their messages heard on WGN than thru any other Chicago station. This impact is made possible thru the power, prestige, and programs that are synonymous with WGN.

Sure, surveys point out that WGN is the outstanding station in Chicago, but we’ve got even more—sales success stories and listener response that prove WGN’s effectiveness on that great intangible ... the listening audience.


Make your next buy, your best buy—WGN

A Clear Channel Station .... Serving the Middle West

WGN

Chicago 11
Illinois
50,000 Watts
720
On Your Dial

MBS

Eastern Sales Office: 220 East 42nd Street, New York 17, N. Y.
West Coast Representatives: Keenan and Eickelberg
335 Montgomery St., San Francisco 4 • 2975 Wilshire Blvd., Los Angeles 5
710 Lewis Bldg., 333 SW Oak St., Portland 4
Messrs. Hooper and CBS evening programs have the highest average rating in radio today.

CBS average Hooper: 10.0; the next closest network, 8.1; and the remaining two networks an average of 5.9.
On Nielsen, CBS rated 10.7; the next closest network, 8.6; and the remaining two, averaged 4.8.

CBS has most of the most popular programs—nearly three times as many as all other networks combined.

Hooper gives CBS 11 out of the "top 15"; the next closest network, 3; and the remaining two networks, 1.
Nielsen gives CBS 15 of the "top 20"; the next closest network, 4; and the remaining two networks, 1.

That's why advertisers agree CBS gives them the biggest
Over the past year, radio listening shifted heavily to CBS and away from other networks. Hooper shows a 15% increase in listening to CBS over last year; a 20% drop for the next network; a drop for the remaining two, combined. Nielsen shows a 16% increase for CBS; a 14% drop for the next network; and a drop for the remaining two.

The average program that remained on CBS increased its audience over last season. The average show that didn’t switch to CBS from the next network lost listeners. Hooper shows the average program that stayed on CBS went up 3%; those that stayed on the next network went down 15%; Nielsen shows CBS up 3%; the next network down 10%.

audiences at the lowest cost in all advertising.
SALES AFFILIATES. New York, national distributors of Zotos Fluidwave, new beauty salon permanent wave, sponsor The Adventures of Mable star-ring Ann Sothen, on WMGM New York, as first step in market-to-market program plan. Weekly series is owned and packaged by MGM. Company is planning to place show in major cities throughout country where they have distribution. Getschal & Richard, New York, is agency.


EGAN, FICKETT & CO., New York, for its Hurdy Gurdy brand of oranges and grapefruit, scheduling series of one minute TV announcements on three stations in New York area, WCBS-TV, WABD (TV) and WPIX (TV). Company is also sponsoring radio show for its distribution of Nevada Indian River oranges and grapefruit. Program is The Adventures of Michael Shaun, Friday 8-8:30 p.m. on WOR New York. Moore & Hamm Inc., New York, is agency.

LIGGETT & MYERS for Chesterfield cigarettes, adds WDQD Kingstreet, S. C., to list of stations carrying Bing Crosby Show, Sunday, 4:30-5 p.m. Station also carries 42 one-minute spots per week for L&M. Agency: Newell-Emmett Co., New York.

BRESSEE Co. and SALINA Co., Syracuse, N. Y. (Chevrolet dealers), alternating sponsorship of JNS-Elemeuse weekly on WHEN (TV) Syracuse. Reel has automotive sponsors in Detroit, Los Angeles, Minneapolis, New York, Omaha, Schenectady, San Diego and Toledo.

DOYLE PACKING Co., Long Branch, N. J. (Strongheart Dog Food), supplementing current campaign on five Eastern stations with four-week spot cam-paign on two New York stations, WCBS and WOR. Firm running 11 spots weekly on WOR; three weekly on WCBS. Agency: John H. Riordan Co.

FORD MOTOR CO. using television announcements of its new 1950 models in about eight TV markets. Varied contracts of from one to four weeks are used. J. Walter Thompson Co., New York, is agency. Video schedule is in addition to heavy radio spot campaign.


Network Accounts • • •


STUIERBACHER Corp., South Bend, Ind., renews Sam Hayes Newscast, Monday, Wednesday, Friday, 10 p.m., PST, for 52 weeks on 11-station NBC western network starting Jan. 2 through Roche, Williams and Cleary, Chicago.

LINCOLN-MERCURY DEALERS of New York renew Toast of the Town on CBS-TV, Fri. 8-9 p.m. Agency: Kenyon & Eckhardt, New York.


Adpeople • • •


Mrs. LUCILLE GOOLD appointed promotion director supervising advertising, publicity and promotion for Saks Fifth Avenue, New York. She formerly was vice president in charge of fashion advertising and merchandising at Hirshon-Garfield Inc., New York.

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WISH 1310 kc INDIANAPOLIS • A-B-C NETWORK FREE & PETERS, National Representatives George J. Higgins, General Manager
**Feature of the Week**

Mr. Bell makes his entrance at the jamboree-broadcast.

**On All Accounts**

IN the remote eventuality that energetic Producer George Foley should ever slip badly on one of his productions, chances are Publisher Foley would print a searching study of that failure. But he would have to choose his words carefully lest Attorney Foley hale him to court to challenge the propriety of that criticism.

However, the prospects of such action appear somewhat improbable for the Foleys in the case are all one: Given names, George Francis; major occupation, television chief, Newell-Emmett Co., New York. Member of a newspaper family, George obtained his law degree from Fordham in 1948. After a year as a trial lawyer, he joined the Coast Guard, there to produce, with John Cole of Ruthrauff & Ryan, the celebrated “Tars and Spars,” a Coast Guard hit that toured service bases all over the world.

In addition, the young lawyer-turned-showman produced a movie called “Active Service,” following that with a book, Sinbad of the Coast Guard, which Universal Pictures adapted into a movie. Abandoning law entirely upon his separation from the service in 1946, Mr. Foley joined Newell-Emmett in its public relations department. In 1947, at the age of 28, he was named an account executive; and when the agency organized its television department in 1948, Mr. Foley was called on to head that operation.

All of the Newell-Emmett shows are to be found in the top 10 program listings. These include the Arthur Godfrey and Supper Club shows, both sponsored by Chesterfield; and Suspense, underwritten by Auto-Lite.

Mr. Foley’s newspaper properties include a pair of weeklies in New Jersey. The Foleys were married Oct. 14, 1944. She is the former Margaret Gorley, one of the stars of “Tars and Spars.” They have three children, Eileen, 4; Patricia, 2, and James, 6 months. Mr. Foley’s hobby is photography. He is also writing a book on television for Dodd, Mead, publishers.
Wilson A. Shelton, who had his own consulting business for past three years, becomes vice president in creative department of Dancer-Fitzgerald-Sample, New York. He was formerly vice president and copy supervisor at Kenyon & Eckhardt and was with BBDO and the Blow Co., all New York.

C. D. Proctor, recently retired from American Type Founders where he had been vice president in charge of domestic sales and promotion manager, joins M. B. Basford Co., New York, as manager of newly-created division of sales services.

William H. Botsford, recently vice president of Sills Inc., Chicago public relations counsel firm, appointed public relations director and account executive for Denman & Betteridge Inc., Detroit.

Arthur L. Forrest, member of NBC promotion staff for five years and more recently promotion manager for WOAI and KZNS San Antonio, Tex., appointed copy chief for Curt Freiberger & Co., Denver.


Bill Welsh, for past five years general manager of Allied Adv., Los Angeles, joins Walter McCreery Inc., that city, as head of radio and television department.

Ernest D. Costing, formerly advertising manager of Burlington Mills Inc., and associate copy director of J. M. Mathes Inc., joins Owen and Chappell Inc., as associate copy director. All are New York firms.


Ralph DeCastro, with C. J. La Roche & Co., New York, for over a year, elected a vice president of firm. Crawford Paton, with company for three and one-half years as vice president in charge copy research, made manager of research department. M. James Manning, with firm for two years, named assistant treasurer.


Harry Torp, formerly with Kenyon & Eckhardt, New York, joins Owen & Chappell, New York, as media director.

Norman Wexler joins research department of Brooke-Smith, French & Durance Inc.'s Detroit office.

Ross Horton, formerly with Stone Assoc., San Francisco, joins Julius A. Bertrand, agency for Bankers Life Insurance Co., same city.

Paul Roberts, formerly radio director at NBC, joins radio department of Benton & Bowles, New York, as script editor and radio director.

A. W. Moore, formerly president, copy chief and media director of Agency Assoc., New York, joins Dosier-Graham-Eastman, that city, as account executive.

G. Randolph Elliot, with Daniel Starch and Staff, New York, for three and one half years, named field director of television research for the organization.

Keith Babcock Adv. Agency moves to larger quarters in deYoung Bldg., Market and Kearny streets, San Francisco.

Clinton Carpenter joins copy and creative staff of Ruthrauff & Ryan Inc., New York. He formerly was with William Esty & Co., Blow Co. and Grey Advertising, all of New York.

Ernie Smith, formerly commercial manager of CFAP Montreal, joins Erwin, Wasey of Canada Ltd., Montreal, as radio director.

John E. Maczko, formerly eastern representative of Industrial Maintenance, joins Wehner Advertising Service, Newark, N. J., as account executive.

Jerry Hill of Walter McCreery Inc., Los Angeles promotion department is the father of a boy, David Andrew.
IF THE SHOE FITS...

When the booklet "Upper Midwest Food Sales" arrived at WNAX, we said, "this shoe fits us." The booklet prepared for the Twin City Food Brokers Association by Roland S. Vaile, professor of Economics and Marketing, and Edwin H. Lewis, assoc. professor of Economics and Marketing at the University of Minnesota, describes the tremendous market developed in the states of Minnesota, North Dakota and South Dakota—three of the five states in Big Aggie Land.

It seems that the agricultural folks are loaded. For instance, the brochure says the average retail sales per family in 1948 in this Upper Midwest area was $3,864, as opposed to the national average of $3,131. In 1948, farm folks in all of Big Aggie Land—the 308 counties within Minnesota, the Dakotas, Nebraska and Iowa—accounted for nearly $3-billion in net farm income. Big Aggie Land is the world's richest agricultural area—served only by WNAX.

In this rich, stable area, where the ebb and flow of industrial strife are only headlines, 61% of the population is rural. Radio is basic... and radio is WNAX. A 1948 diary study, made in 80 counties representing the five states covered by WNAX, showed that, of the 43 stations mentioned, listeners liked us best 94.7% of all daytime quarter hours—78.9% of all evening quarter hours. Call your Katz man for full particulars.

We'd be pleased to forward the brochure on "Upper Midwest Food Sales" to you upon your request.
WITH 24 years of successful radio Know-How behind us, we of KWKH "fly through the air with the greatest of ease" —get spectacular results in broadcasting to our Southern audience. Here's the Hooper proof—our Share of Audience figures for Shreveport for Mar.-Apr. '49:

MORNINGS (Mon. thru Fri.) KWKH . . . . 39.6%
   Next Station . . . . 23.3%

AFTERNOONS (Mon. thru Fri.) KWKH . . . . 31.7%
   Next Station . . . . 29.7%

EVENINGS (Sun. thru Sat.) KWKH . . . . . 42.5%
   Next Station . . . . 28.9%

With 50,000 watts, CBS, and outstanding local programming, KWKH does just as impressive a job in the rural parts of this prosperous four-state area as in Shreveport. Write today for the complete facts.
RADIO TAX BATTLE Defense Forces Muster Against Arkansas Case

By J. FRANK BEATTY

THE case of the Little Rock, Ark., tax on radio stations started snowballing last week into a problem of unexpected importance as:
- The city of North Little Rock prepared to make KARK pay the same tax as that levied by Little Rock.
- Advertising Federation of America challenged the tax on salesmen.
- NAB's Legal Dept. issued a long statement answering criticism of its role in the case.
- Two Little Rock stations (KARK, KGHI) asked the U. S. Supreme Court to reconsider its refusal to hear their appeal.
- The whole local tax situation became involved in confusion.
- KARK and KGHI told the court broadcast stations should no longer be subject to controls by Congress because the Arkansas ruling in effect removes the industry from its interstate status.

AFA Studies Case
E. G. Burton, Advertising Federation of America president, told BROADCASTING AFA is studying the Little Rock case to decide its future course. He said the association is concerned over the $50 annual tax by the city on each person who solicits intrastate radio advertising.

AFA officially alerted the Little Rock Ad Club of the possible nationwide consequences of a tax on advertising salesmen, he said. The Little Rock club is to take formal action at its meeting today.

AFA had not decided, however, whether it would enter the U. S. Supreme Court rehearing proceedings as amicus curiae.

The Little Rock stations' challenge to all Federal regulation of broadcasting is based on the U. S. Supreme Court's one-sentence statement in which it merely said no federal question was raised and it would not hear an appeal from the Arkansas Supreme Court. The

NEGOTIATIONS for the sale of KMPC Los Angeles by G. A. Richards to NBC [BROADCASTING, Oct. 17] have been called off "by mutual agreement," spokesmen for the Richards interests announced last week.

The announcement said discussions, which have been in progress for several weeks, were terminated Wednesday when NBC asked for "certain guarantees . . . which were impossible of fulfillment."

Richards spokesmen said one of the requested guarantees was that KMPC definitely go to 50-kw night-time operation within six months. The station, on 710 kc, has a 50-kw construction permit but has been operating with 10 kw at night.

When representatives of Mr. Richards contended that no license could make such a guarantee because its accomplishment depends upon FCC action, the announcement said, NBC insisted that the transmitter be moved to a new location and the expense borne by the present KMPC owners.

This amounted to a further substantial reduction in price and was unsatisfactory to Mr. Richards and his associates, the announcement said. "KMPC will, therefore, continue to operate as the highest powered independent station on the West Coast."

Tentative Sale Price
The sales price tentatively fixed in the negotiations had been reported as $1,250,000. Last week's announcement did not mention a figure, but said that in view of Mr. Richards' wish to retire from active broadcasting operations NBC's offer had been considered "in spite of the fact that [it] was considerably less than other offers made for KMPC by NBC in the past." NBC Board Chairman Niles Trammell, who reportedly had participated in the negotiations, said he had "no comment" on the announcement.

NBC has long sought to acquire its own station in the key Los Angeles market and has negotiated intermittently with the Richards group over a period of years.

Mr. Richards owns 64.8% of KMPC. He also owns 71.64% of Wgar Cleveland and, with his wife, 62.50% of WJR Detroit. Last week's announcement came from the WJR publicity department.

License-renewal applications of all three Richards stations, plus an application to transfer control to three trustees, have been set down by FCC for hearing.

Among the issues are Mr. Richards' news policies, based on charges by the Radio News Club of Hollywood contending that he ordered KMPC staff members to slant news against members of the late President Roosevelt's family and certain minority groups. A motion for deletion of these issues has been filed by counsel for Mr. Richards and is now awaiting FCC's decision.

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TRAMMELL PACT

NILES TRAMMELL'S seven-year contract as chairman of the board of NBC at a basic salary of $100,000 a year became a matter of public record last week. The new contract amends one he held, at the same salary, as NBC president.

Signed a month ago when Mr. Trammell became chairman of the board and Joseph H. McConnell became NBC president, the contract is effective from Jan. 1, 1948, to Dec. 31, 1954. His contract as president, executed in January 1948, was effective from Jan. 1, 1948, to Dec. 31, 1952.

The new contract contains security provisions not unlike those contained in the contract which Frank Stanton signed as CBS president early this year. Mr. Trammell's agreement provides that if his employment as chairman of the board does not continue after the expiration date of the contract, he will be retained for another five years as a consultant at $25,000 a year.

FMA-NAB MERGER

Official Invitation Issued

FM ASSN. last week was officially notified by NAB Secretary-Treasurer C. A. Amsden Jr. that the NAB board had invited FMA's members to merge. FMA's Executive Committee had considered the invitation at a Nov. 18 meeting [BROADCASTING, Nov. 21].

Next step will be a meeting of the FMA board, which is expected to submit the matter to the association's membership.

NAB's invitation followed recommendations of its Structure Committee which in turn had accepted a plan suggested by a joint NAB-FMA liaison group that met in Washington last week.

The merger plan proposes these NAB activities on behalf of FM:

Collect and compile information for stations on FM operation, progress and set distribution; conduct FM listener and measurement studies; develop a pool of program and promotion ideas; compile list of stations; conduct management studies; cooperate with other NAB departments.

BRISTOL-MYERS

Names Three Adv. Managers

BRISTOL-MYERS Co., New York, last week announced the promotion of three assistant advertising managers to advertising managers of specific products. Wallace T. Drew will supervise Sali Hepatica, Restistab, Brushless Shave Cream and Ingram Ammonium tooth powder. Donald S. Frost will handle Trushay, Ammen's Antiseptic Powder and Vitalia. Roger C. Whitman will head advertising for Ipana, Bufferin, Mum and Minute Rub.

CBS TIME SALES

$5 Million New Business Reported in Month

A TOTAL of more than $5 million in new time sales was run up on CBS cash registers during the past month, the network announced last week. This figure includes the recent sale of the network's Life with Luigi radio package to William Wrigley Jr. Chicago, and the Ken Murray Blackouts video show to Anheuser-Busch Corp., St. Louis, for Budweiser beer.

Four hours of network time, including two evening half-hour shows, one afternoon 30-minute program, and a five-week series, are represented in the total. In addition, one-time sponsorships of the Orange and Rose Bowl football games by Gillette Safety Razor Co., Boston, are included.

Shows included in the count are: House Party, Mon.-Fri. 3:30-3:55 p.m., starting Jan. 5, sold to Fillisbury Mills Inc.; Get More Out of Life, Sat. 2:30-3 p.m., starting Jan. 7 for William H. Wise & Co. (books); Skippy Hollywood Theatre, Thurs. 10:30-11 p.m., starting Dec. 1, for Skippy Peanut Butter; Life With Luigi, effective Jan. 10, 9-9:30 p.m. Thurs., Ken Murray Blackouts, CBS-2TV, 8-9 p.m. Sat.; the UN television series sponsored by Ford Motor Co.; the Thanksgiving Day full hour simulcast for Longines-Wittnauer Watch Co.; and the Nov. 24 Hotpoint Holiday purchased by Hotpoint Inc., New York.

Other CBS one-time radio sales not previously announced, are the full-hour Christmas Day drama, Servant in the House, to be sponsored also by Hotpoint through Mason Inc., New York, scheduled for Sun., Dec. 25, 5-6 p.m., and the Notre Dame vs. Southern California football game, aired last Saturday, under sponsorship of the Pontiac Motor Division of General Motors through McManus, John & Adams, Detroit.

Miller Renews

MILLER Brewing Co., Milwaukee, through Klau-Van Pieterson-Dunlap Assoc., also Milwaukee, has renewed sponsorship for 28 weeks of the ABC Lawrence Welk Show aired Wednesday, 10-10:30 p.m.

RECRUITING PACT

Army, Air Force Name Grant

GRANT ADV. Inc., Chicago, Ill., has been selected to handle the advertising services for the Army and Air Force recruiting program, effective Jan. 1, 1950, the Defense Dept. announced last Tuesday. The selection was made jointly by Army Secretary Gordon Gray and Air Force Secretary Stuart Symington.

The new contract will run for an 18-month period, or until July 1, 1951, the department said. No other details were revealed but Grant was chosen after a defense group had studied about a dozen agency presentations for the contract. Amount of the 1950 budget has not been announced.

Grant Advertising Co. has held the joint account the past 13 months, and will place advertising already prepared for the duration of 1949. Selection of Grant culminates a four-month study of Army-Air Force recruiting needs to determine whether the Defense Dept. should continue its ad campaign.

Mark Martin, vice president of Gardner Advertising, served as the Personnel Policy Board after announcing his agency would not compete for the contract if the advertising campaign were extended [BROADCASTING, Oct. 31].

Gardner originally had been selected to handle the account ending June 30, 1950, but the Defense Department decided to terminate the contract effective Oct. 31 while it re-examined recruiting needs. The action served eventually to reopen agency bids after officials of Rutherfaud & Ryan had protested the "arbitrary" choice of the military [BROADCASTING, Aug. 8]. When the study was completed, Gardner's tenure was extended to Dec. 31.

The original advertising budget was placed at $1,880,000, of which an appreciable amount was radio.

Names R. H. Coffin

RALSTON H. COFFIN, former McCann-Erickson Inc. account executive, has been appointed director of advertising for the RCA Victor Div. Camden, N. J., Robert A. Seidely, vice president in charge of distribution, announced last week. Mr. Coffin, who was associated with McCann-Erickson special promotions for the past five years and with the advertising business for 19 years, assumes the new post. In his new position, Mr. Coffin will coordinate and administer RCA Victor's advertising, marketing and promotion of 45-rpm instruments and records, television, radio and other product lines.

Mr. Coffin
Network Sept. Gross Over $14 Million

Advertising, Promotion Next

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TABLE III
GROSS NETWORK TIME SALES FOR SEPTEMBER 1949 BY PRODUCT GROUPS

<table>
<thead>
<tr>
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</thead>
<tbody>
<tr>
<td>Agriculture &amp; Farming</td>
<td>75,745</td>
<td>264,152</td>
<td>185,832</td>
</tr>
<tr>
<td>Apparel, Footwear &amp; Access.</td>
<td>26,040</td>
<td>99,525</td>
<td>72,708</td>
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<tr>
<td>Automotive, Automotive Equip. &amp; Access.</td>
<td>2,650</td>
<td>5,410</td>
<td>3,730</td>
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<tr>
<td>Aviation, Aviation Access. &amp; Equip.</td>
<td>1,040</td>
<td>3,140</td>
<td>2,400</td>
</tr>
<tr>
<td>Beer, Wine &amp; Liquor</td>
<td>1,040</td>
<td>5,410</td>
<td>3,730</td>
</tr>
<tr>
<td>Building Materials Equip. &amp; Fix.</td>
<td>1,040</td>
<td>5,410</td>
<td>3,730</td>
</tr>
<tr>
<td>Confectionary &amp; Soft Drinks</td>
<td>1,040</td>
<td>5,410</td>
<td>3,730</td>
</tr>
<tr>
<td>Consumer Service</td>
<td>1,040</td>
<td>5,410</td>
<td>3,730</td>
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<tr>
<td>Drugs &amp; Remedies</td>
<td>1,040</td>
<td>5,410</td>
<td>3,730</td>
</tr>
<tr>
<td>Entertainment &amp; Amusements</td>
<td>1,040</td>
<td>5,410</td>
<td>3,730</td>
</tr>
<tr>
<td>Food &amp; Food Products</td>
<td>1,040</td>
<td>5,410</td>
<td>3,730</td>
</tr>
<tr>
<td>Gasoline Lubricants &amp; Other Fuels</td>
<td>1,040</td>
<td>5,410</td>
<td>3,730</td>
</tr>
<tr>
<td>Household Furnishings</td>
<td>1,040</td>
<td>5,410</td>
<td>3,730</td>
</tr>
<tr>
<td>Jewelry, Optical Goods &amp; Cameras</td>
<td>1,040</td>
<td>5,410</td>
<td>3,730</td>
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<tr>
<td>Magazine &amp; Newspaper</td>
<td>1,040</td>
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<td>3,730</td>
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<tr>
<td>Music &amp; Radio</td>
<td>1,040</td>
<td>5,410</td>
<td>3,730</td>
</tr>
<tr>
<td>Radio, TV Sets, Phonographs, Music &amp; Radio:</td>
<td>1,040</td>
<td>5,410</td>
<td>3,730</td>
</tr>
<tr>
<td>Retail Stores</td>
<td>1,040</td>
<td>5,410</td>
<td>3,730</td>
</tr>
<tr>
<td>Smokable Materials</td>
<td>1,040</td>
<td>5,410</td>
<td>3,730</td>
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<tr>
<td>Soaps, Cleaners &amp; Polishes</td>
<td>1,040</td>
<td>5,410</td>
<td>3,730</td>
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<tr>
<td>Sporting Goods &amp; Toys</td>
<td>1,040</td>
<td>5,410</td>
<td>3,730</td>
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<tr>
<td>Toiletries &amp; Toilet Goods</td>
<td>1,040</td>
<td>5,410</td>
<td>3,730</td>
</tr>
<tr>
<td>Transportation, Travel &amp; Resorts</td>
<td>1,040</td>
<td>5,410</td>
<td>3,730</td>
</tr>
<tr>
<td>Furniture, Home Furnishings &amp; Fixtures</td>
<td>1,040</td>
<td>5,410</td>
<td>3,730</td>
</tr>
<tr>
<td><strong>TOTAL</strong></td>
<td>$14,028,021</td>
<td>$139,111,454</td>
<td>$153,422,306</td>
</tr>
</tbody>
</table>

* An additional political category is included in this total: Sept. '48-$220,003; Jan.-Sept. '48-$243,304.

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November 28, 1949  Page 17
TWO-THIRDS of $2 million is a lot of confidence, but that is the measure of the Block Drug Co.'s faith in radio. Amm-i-dent tooth paste and powder sales rose as much as 15,000% largely as a result of a recent spot campaign. Now Block Drug has enlisted network radio and the Burns & Allen Show on CBS—and already sales have begun to ring on a higher register.

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Survey conducted in five-and-ten-cent stores in New York City, three out of four purchasers of Amm-i-dent specifically identified the product with the CBS show. The survey was made by the Wallach Research Inc., an independent research organization. Currently the firm is being employed by the drug company to conduct a further survey on a national scale.

Spot Campaign Lead the Way

Yet for all this intimation of remarkable sponsor identification, the network show actually is the culmination rather than the beginning of one of the most successful "new product" promotions of 1949. It was preceded by a saturation campaign of one-minute spot announcements and chain breaks in a large number of test markets, supplemented by magazine ads. The result was the electrifying 15,000% increase in sales.

Extensive Promotion Held Until 1949

Amm-i-dent originally was manufactured in 1946 but extensive advertising was not used until February 1949 to coincide with an article on Amm-i-dent which ran in The Readers Digest that month. The preliminary campaign for the toothpaste and powder was conducted in three sets of tests by a group of radio veterans, headed by Melvin Block, president of Block Drug Co., Mr. Abrams, advertising manager, Sam Dalsimer, vice president of Cecil & Presbrey, agency for the drug firm, Edward Cauley, account executive with the agency, and Ted Kelly, agency timebuyer.

All five executives made the rounds of stations in all markets where the tests were run to interview personally the station manager. The spot schedule called for time periods from early morning to late at night.

Moreover, selection of stations was made by the five-man team on a principle of "balanced programming," adjacent to every conceivable type of show including symphony music, hillbilly, comedy, quiz shows and newscasts.

Four Markets In First Test

First group of markets included Toledo, Fort Wayne, Syracuse, and Columbus, Ohio, for the new ammoniated tooth powder and Fort Wayne and Columbus for the tooth paste.

Larger markets were included as the second step in the campaign with an average of 50 spots per week being used in Philadelphia, Milwaukee, Seattle, Pittsburgh, Chicago, St. Louis and Minneapolis.
Two-Thirds of $2 Million Ad Expenditure Goes for Amm-i-dent Radio

plus a long list of supplementary smaller markets. Final tests were made in Nashville, Birmingham, and Cincinatti, where five to ten spots per week were purchased.

Of the total announcements purchased, better than 85% were minute spots, the rest chain breaks.

THE typical spot announcements used tooth decay could be reduced with the new tooth paste (or powder) discovery, tied in with a recommendation by Parent's magazine, stated the price and that the product could be purchased at drugstores everywhere. Variation avoids wearing out listeners during the campaign was effected by use of the three-announcer system employing the housewife-druggist-announcer technique.

With seven out of ten announcements transcribed, live copy was handled by "personalities," usually mrs. of women's participation programs. Margery Mills of New England Regional Network, Mary Margaret McBride of WNBC New York, Margaret Arlen of WCBS New York, and Agnes Clark of WJR Detroit were among those enlisted to help sell the new dentifrice.

Previous Spot Success Is Factor

Actually the success of the Amm-i-dent spot campaign represented a heightened application of principles learned by the Block Drug people over a spot history extending back to 1936.

The firm previously had used spots with signal success exploiting Allenru, an internal remedy for rheumatic pains. Sales increased more than 150% in areas where the campaign was prosecuted intensively. In areas where spots had been purchased only in early morning time periods, sales rose over 90%, with the overall sales of Allenru showing a national increase of 31% in the first four months of 1948. Omega Oil and

Poslam (a medicated ointment), two other Block Drug products, were also promoted successfully in spot campaigns during the same period.

Family Market Goal Set

With the purchase of the Burns & Allen Show for Amm-i-dent, the firm is reaching out into the family market, and for that purpose has identified itself with one of the most successful comedy families in radio.

Since 1942, when George Burns and Gracie Allen acknowledged in their work their actual status as man and wife, they have functioned as one of the most engaging family couples on the networks.

REFINING the then-existing concept of "situation comedy," they have gone on to develop a type of radio humor that can most accurately be described as "character comedy."

Skirting neither the pointed joke nor the circumscribing situation they still have made certain that both joke and situation flow naturally out of their established personalities. It is a comedy principle which reaches perhaps its rarest realization on the Jack Benny show.

Production, Writing Of High Calibre

The announcer on the Burns and Allen program is Bill Goodwin. Music is under the direction of Harry Lubin. Head writer on the show is Paul Hanning, and William Burns, brother of George, is producer-director.

During the past summer George Burns and Gracie Allen played a phenomenally successful return engagement at the Palladium in London, where they previously had delighted London audiences in 1930, in the comparatively early days of their career.

Last March the couple signed a long-term contract with CBS granting their exclusive services in radio and television to that network.

Thorough Promotion Keys Block’s Effort

Results of the network venture for Amm-i-dent are not expected to show until after the initial 13-week cycle is completed, but in the abstract, the steadily mounting percentage of Amm-i-dent toothpaste and toiletpowder sales proves without question that radio is doing an outstanding job for the firm. As for sponsor recognition of that fact, the record speaks for itself—two thirds of the huge Amm-i-dent budget is in radio.

Thus, Block Drug Co. is continuing to prove, as others in the proprietary field or in innumerable other business and service fields are proving, that radio as an advertising medium is a highly effective sales tool when used correctly. Careful planning and thorough follow-through help radio do its fullest job.

GEORGE BURNS and Gracie Allen, flanked by Guest Actress Hedy Lamar and Announcer Bill Goodwin, cast a final eye over the script before the show takes the air.
1949 PHI BETA Award "for outstanding contribution to fine speech and music on the air" on WCPO Min-neapolis' Let's Listen to the Classics, is made by Bettie Holmes of Phi Beta music and speech fraternity to An-ticulor Ed Viethman (c), show's origi-nator and R. A. Schmitt, Schmitt Music Co., sponsor.

FARM SAFETY AWARDS NSC Cites Radio

ABC, TEXAS QUALITY NETWORK, Rural Radio Network and 14 stations received the National Safety Council's public interest award for "exceptional service to farm safety" yesterday (Sunday) on the second day of the Council Farm Directors annual meeting.

* * *

Good general farm safety pro-

ABC earned the award for its American Farmer, which devoted a complete broadcast to the official opening of National Farm Safety Week, and for its featuring safety in 46 weekly programs.

The National Farm Safety Week was cited for safety activities on the Farm and Home show, originated by WTAG College Station, Tex., and the Rural Radio Network was mentioned because of its 60-day safety drive in June and July and its daily use of farm safety messages.

Nominees for the 1949-50 public interest awards are now being re-

coined, according to Council Radio Director Dan Thompson. Paul Jones, council public information director, presented the awards. He was introduced by Sidney J. Wil-

liams, assistant to the president of NSC who welcomed farm radio directors.

U.S. INFORMATION

Foreign Units Coordinated

COORDINATION of all U. S. in-formation services abroad through a newly-created psychological war-

front has been revealed by State Dept. officials. Purpose of the unit would be to disseminate propaganda pieces to field units in the event of war.

The branch includes members of the Dept. of Defense, State Dept., ECA and other agencies and is called the Interdepartmental For-

eign Information Staff. Directed by William T. Stone, it comes under the supervision of George V. Allen, outgoing assistant secretary for Public Affairs, who has been appointed ambassador to Yugo-

slavia. Mr. Stone is special as-

sistant to Mr. Allen.

Freedom Awards

FREEDOMS Foundation Awards in recognition of contributions to the American way of life [Broad-

casters $2,000 in cash prizes to 121

nations" were formally presented by Gen. Dwight D. Eisenhow-ner in ceremonies Nov. 21 at the Freedoms Foundation's new station headquarters—a remodelled barn once used by George Washington's troops on ground ad-

joining Valley Forge Park, Valley Forge, Pa. Gen. Eisenhow-ner pre-

sented cash prizes to 121

winners in 14 categories. First prize for the best radio program, from the viewpoint of promoting American ideals of freedom, went to The Greatest Story Ever Told, sponsored by the Goodyear Tire & Rubber Co. on ABC.
JUST before NAB President Justin Miller's speech to the 8th District meeting in Detroit, this group got together for some shop talk. They are (1 to r): Robert B. McConnell, WANE Fort Wayne, Ind.; Bert Lown, Associated Program Service; Milt Bink, Standard Radio; Pierre Weis (standing), Lang-Worth; R. J. McIntosh, WJPS Evansville, William F. Reilly, RCA Thesaurus.

JUDGING from the expressions registered by his audience, Stanley Barnett (1), general manager of WOOD Grand Rapids, Mich., is passing along some good news at the District 8 sessions. L to r: Mr. Barnett; Walter Bass, commercial manager of WOOD; Arthur Treanor and Les Lindow, both of WDFD Flint, Mich.

GIVE BAB FUNDS

NAB'S Broadcast Advertising Bureau should be given funds to permit "maximum effort" in promoting broadcast selling, in the opinion of NAB District 8 (Ind., most of Mich.), which met last Monday and Tuesday at the Book-Cadillac Hotel, Detroit. Harry M. Bittner Jr., WFBM Indianapolis, presided as district director.

The district adopted a resolution pointing out that "BAB has answered a great need of the radio industry." Maurice B. Mitchell, BAB director, was cited for his leadership. The board was lauded for its action creating the association's advertising segment, with suggestion that BAB be provided with adequate finances.

BAB gives promise of becoming "an important influence" in the advertising field, the resolution stated.

Dr. Kenneth H. Baker, acting president of Broadcast Measurement Bureau, whose work was praised, was urged to explore the possibility of expanding present research activities.

District 8 expressed approval of the NAB board's decision to sell association memberships "on location." Arthur C. Stringer, NAB staff director, was detailed by NAB headquarters to discuss membership with nonmember broadcasters, who were invited to attend the meeting.

The first day's session plunged right into a discussion of costs, profits and labor, with Kenneth W. Church, WIBC Indianapolis, District 8 employee-employer relations chairman, presiding. Richard P. Doherty, director of employee-employer relations, BAB; Harry M. Bittner Jr., WFBM Indianapolis, District 8 director; Judge Justin Miller, BAB president; Kenneth W. Church, WIBC Indianapolis, 8th District employee-employer relations chairman; John W. O'Harrow, WKZO Kalamazoo, 8th District sales managers chairman.

SPEAKER'S table lineup at the District 8 NAB meeting at Detroit's Hotel Book-Cadillac included this group of speakers and discussion leaders (1 to r): Richard P. Doherty, director of employee-employer relations, BAB; Harry M. Bittner Jr., WFBM Indianapolis, District 8 director; Judge Justin Miller, BAB president; Kenneth W. Church, WIBC Indianapolis, 8th District employee-employer relations chairman; John W. O'Harrow, WKZO Kalamazoo, 8th District sales managers chairman.

an explanation of BAB sales aids, and "How to Make Them Pay." Both day's sessions were punctuated with question and answer periods, with members firing their problems at the assembly.

Between these sessions, the District 8 members heard speeches from NAB President Justin Miller, Dr. Baker, and Carl Haverlin, BMI president.

The district resolutions praised Judge Miller's leadership; lauded the legal seminar conducted by Don Petty, general counsel, and suggested these seminars be a regular part of district meetings; thanked Director Bittner for arranging a successful meeting; urged inclusion of an FM question in the 1950 census; urged increased use of BMI selections; thanked the Book-Cadillac Hotel for services; endorsed the workshop type of meeting as against district conventions.

Members of the Resolutions Committee were Helen Nelson, WHLS Port Huron, Mich., chairman; Milton Greenbaum, WSAM Saginaw, and Joe Higgins, WTHI Terre Haute, Ind.

The BAB slide film, "How to Turn People Into Customers," had been shown at a luncheon staged by four Indianapolis stations—WFBM-WIRE-WIBC-WISH. George Higgins, WISH, suggested stations in other cities get together for similar luncheons. "We made a lot of friends for radio," he said. Over 200 advertiser and agency executives saw the BAB film at the luncheon.

MARKET DATA
Book Reviews Pacific Coast

PEOPLE, JOBS AND INCOME ON THE PACIFIC COAST. Published by Pacific Coast Board of Intergovernmental Relations, San Francisco. 137 pp. $3.50.

NEW marketing information, giving a look into the future as well as into the past, is contained in this volume, the first of a new series of economic reports on the rapidly growing Pacific Coast region.

Discussed are plans and programs to meet the problems stemming from the West Coast's 40% population increase since 1940. Ex- tenseive attention is given the probable rate of future migration from other parts of the nation and the capacity of the region to absorb a continuing influx of newcomers.

This comprehensive survey of the region was undertaken by PABIB which recognized the need for a broad and factual approach to these problems.

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ONE of the successful groups on WDIA is the Teen-Town Singers, Mid-South high school student group under the direction of Prof. A. C. Williams, instructor of music at Manassas Negro High School.

A broadcasting (Oct. 25, 1948) was loud with condemnation. Negro telephone calls and letters also were heavy but loutary and filled with surprise. Now, the radical change is that white listeners have come to realize that the Negro is entitled to a radio voice and WDIA hardly ever receives a protest.

The station, by maintaining five-minute hourly news summaries which highlight local and regional events and with other careful programming, has retained a good-sized portion of its white audience.

Building around Mr. Williams’ shows, WDIA added the services of Rev. Dwight (Gatemouth) Moore, the Negro personality known nationally as a spiritual and blues singer. “Gatemouth,” whose recordings have been put out under King, Damon and Aristocrat labels, was born in Topeka, Kan., but has come to recognize Memphis as his home as he received his start there.

With the addition of Maurice (Hot Rod) Hulbert, Negro choreographer, playwright, producer and m.c., WDIA has answered most of the cultural and entertainment demands of its Mid-South Negro audience. Mr. Hulbert has an hour-long morning show Tan Town Jubilee, and a two-hour afternoon program Sepia Swing Club. Lack of a Negro woman’s news reporter and commentator was answered by Messrs. Ferguson and Pepper in placing Willa Monroe, popular Memphis Negro socialite, on a 15-minute a.m. show.

Other services developed for WDIA’s Negro listeners include a Negro artists bureau which sends personalities on appearances throughout the Southland, concerts by teen-aged Negro vocalists rendering popular, semi-classical and spiritual selections, and special religious programs on Sunday.

WDIA believes the Negro in the Mid-South feels the station has answered the demand for a voice in radio. To cite this, it points to two other metropolitan Memphis area stations which, in recent weeks, have employed Negro announcers.

By employing initiative and pioneering, WDIA Memphis has built itself into one of several southern stations that is capitalizing on its Negro audience with success.

An estimated 46% of the population of Memphis is Negro. Still a higher percentage of Negro listeners live outside the city in the outlet’s area. The potential in the listening power was obvious and WDIA nearly a year ago decided to do something about it.

Credit for the bold policy lies with the station’s owners, Bert Ferguson and John R. Pepper. Convinced that the Negro market in and around Memphis would respond to catering advertisers’ programs which featured quality Negro talent and entertainment, Messrs. Ferguson and Pepper went to work.

Pick Williams
They selected Nat D. Williams, Negro high school teacher, to serve as the backbone in the new programming. Mr. Williams, said to be the Mid-South’s original Negro disc jockey, a syndicated columnist and reporter for two Memphis Negro newspapers, has three daily shows: A 45-minute presentation Tan Town Coffee Club, an afternoon program Tan Town Jamboree, and another under his own name in the evening. He presents all-time blues and swing recordings in addition to items of general interest to Negro listeners.

While launching the Negro shows, WDIA tightened its hold on its white audience and found it could do both with a minimum of anxiety. The protest from white listeners following the inaugura-
The 1949 Iowa Radio Audience Survey* proves that multiple-set ownership means additional listening—that the number of hours of extra listening is in almost direct proportion to the number of extra sets. (In homes having four or more sets, for example, an average of 67.7% of the families use two sets simultaneously, daytime, as against 26.4% with only two sets.)

Iowa families are really radio-equipped. 45.7% of them have two or more sets in their homes... 51.9% of all car-owners have car radios... 9.7% of the truck-owners have radios in their trucks... 12.5% of the barn-owners have radios in their barns!

More than that, the 1949 Survey shows that radiominded Iowa families *listen more than twice as much to WHO as to any other station*. This top-heavy preference for WHO of course applies to multiple-set families as well as to single-set families—hence gives advertisers a substantial bonus audience that is not ordinarily measured.

The Iowa Radio Audience Survey is a MUST for every advertiser who wants to *know all* about Iowa listening. *Ask us or Free & Peters for your free copy, today!*

*The 1949 Edition is the twelfth annual study of radio listening habits in Iowa. It was made by Dr. F. L. Whan of Wichita University—is based on personal interviews with over 9,000 Iowa families, scientifically selected from cities, towns, villages and farms all over the State. It is widely recognized as one of the nation's most informative and reliable radio research projects.*
RADIO'S BEST

THE National Council of Teachers of English presented its annual radio award last weekend to The NBC University Theatre as the program doing the most during the 1948-1949 school year to promote greater understanding and appreciation of "our literary heritage."

Cited as a program "stimulating to English students" and of "interest to mature minds and minds reaching for maturity," the University Theatre series was judged radio's best in promoting "powers of intelligent listening and critical thinking, and to raise ideals of good speech and writing."

Three other programs, You Are There (CBS), The Greatest Story Ever Told (ABC, Goodyear Tire & Rubber Co.) and Invitation to Learning (CBS), were all given honorable mention. Awards were presented at the council's three-day convention held over the weekend in Buffalo. Leon C. Hood, chairman of the NCTE Committee on Radio, officiated.

The council noted that the NBC series "has acquainted a large group of people with worthwhile books that they otherwise would never have known." Another quality, the council said, was its stimulation of English class students to do further reading of the authors whose works were dramatized by the series. "Dramatic offerings on the air have been far ahead of all other types of broadcasts, and this program is at the top of the dramatic group," the council concluded.

Note was made of You Are There because of its qualities of "combining showmanship and educational values. It was one of the few successful departures from standard radio fare and was outstanding for its imaginative conception and choice of material," the council said.

"Acting is superior, the dramas are beautifully written, and the theme is one to inspire love, reverence and respect . . . " the council said of ABC's Greatest Story Ever Told. The CBS program, Invitation To Learning, the council said, was an "outstanding example of programming for mature minds" and "it . . . deserves a larger audience than it apparently has."

Taking a side-glance at critics of its awards, the committee on Radio channeled its bouquets to radio for its alert programming "in the face of the threat from television," and for programs still aired which demonstrate that "American radio can be a worthwhile communication instrument." In answer to criticism that the council's awards in the past have resulted in a "kiss of death" for the programs named, the committee pointed to eight programs still on the air following their mention by the council last year.

PRATT ELECTED

Heads Michigan Broadcasters

STANLEY R. PRATT, president and general manager of WSOO Sault Ste. Marie, Mich., was elected president of the Michigan Assn. of Broadcasters at the annual meeting held in Lansing. Mr. Pratt succeeds Milton Greenbaum, president and general manager of WSAM Saginaw.

Other officers named were: Howard K. Finch, WJIM Lansing, vice president; J. P. Scherer, WHPB-AM-FM Benton Harbor, secretary-treasurer; Worth Kramer of WJR Detroit, Edward Baugh of WPAG Ann Arbor, Fred Dunbar of WKZO Kalamazoo and WJEF Grand Rapids, and Mr. Greenbaurn, members of the board of directors. Among resolutions passed, one urged the Michigan High School A. A. to eliminate all broadcasting fees pertaining to high school athletic events.
TRANSIT RADIO

D. C. Probe Aids—Crisler

HEARINGS on radio-equipped vehicles in the Washington, D. C., area will prove beneficial in the long run to overall business of Transit Radio Inc., according to R. C. Crisler, executive vice president.

On the day the hearings were concluded by the Public Utilities Commission, District of Columbia, the Washington TR branch received new advertiser inquiries, Mr. Crisler revealed—from a national consumer product representative and a network executive, whom Mr. Crisler did not identify.

PUC concluded hearings a month ago after hearing pro-and-con arguments for musically-soothe rides [Broadcasting, Nov. 7]. Its spokesman said last week the Commission would hand down a decision "very shortly."

The inquiries received by TR landed the fame and publicity enjoyed by transit FM during the hearings. A representative of a large national consumer product placed an order, according to Mr. Crisler, with the comment that the service "was bound to have merit" in view of public reaction. The network executive extended congratulations and said that, in his 25 years as publicity man, he had never been able to achieve the fame which "blessed" TR in one week, Mr. Crisler said.

"The TR executive noted that "every possible argument . . . has not only been thought of, it has been aired," and pointed out that legal aspects also had been explored. TR has received favorable expressions from otherwise disinterested parties sympathetic to radio-installed buses and streetcars "as a possible victim of a handful of malcontents."

Reviewing newspaper comment and testimony before PUC, which tended largely to substantiate public approval and assert that the Socialist and Communist parties are peddling the same bill of goods to change our constitutional form of government to a foreign 'ism.'"

Quick Thinking

DISASTER was avoided by quick-thinking on the part of two WCCM Lawrence, Mass., staffers during an Armistice Day broadcast of a high school football game played at the Lawrence Memorial Stadium. When fire broke out in the broadcast booth high atop the stadium, jam-packed with 5,000 spectators, WCCM's sportscasting team, Ernest LaBranche and Dean J. Slack, battled the blaze to a standstill despite first degree burns received on their hands. Fire was a result of a carelessly discarded cigarette.

DESPERATE SUIT

Four Stations Are Charged

DAVID H. H. FELIX, Philadelphia attorney and member of Americans for Democratic Action, filed suit in Federal Court Nov. 18 for $50,000 damages each against WCAU Inc., operator of WCAU; Triangle Publications Inc., owner of WFIL; Westinghouse Radio Stations Inc., operator of KYW, and the William Penn Broadcasting Co., owner of WPEN, all of Philadelphia, for allegedly broadcasting transcripts of recent election speeches by Republican City Chairman William F. Meade.

Mr. Felix charges defamation of character in these speeches. Thomas D. McBride, attorney for Mr. Felix, also filed in Common Plea Court No. 2 a suit for $50,000 damages against Mr. Meade. It also sought personal damages of $25,000 and a like sum for occupational loss.

Mr. Felix charged that in a speech broadcast on Oct. 24, Mr. Meade identified Mr. Felix as a member of the national executive committee of the Socialist and Communist Parties and asserted that "the Socialist and Communist parties are peddling the same bill of goods to change our constitutional form of government to a foreign 'ism.'"

NEWSMEN'S DINNER

Feb. 4 Date Set in D. C.

ANNUAL dinner given by the Radio Correspondents Assn. for the President of the United States has been set for next Feb. 4 at the Statler Hotel in Washington. Preliminary plans now are being mapped following a meeting with President Truman last month.

The association plans to give the dinner more of a radio-TV industry atmosphere next year than it has in the past, according to Bill Henry, MBS commentator, who is chairman of the 1950 dinner committee. Various committees probably will be chosen sometime this week.

WANNA SWITCH TO CALVERT CITY (Ky.)?

If you're an Old Forester, you might get a Golden-Wedding sort of kick out of Calvert City (Ky.) . . .

If you're a radio advertiser, you'd probably find it's too small a package for noticeable results!

WAVE gives you the Cream of Kentucky, the Louisville Trading Area . . . It's truly the King of our State's markets—a full-bodied, concentrated Old Grandad of a market whose families have a 40% higher average Effective Buying Income than the folks in the rest of Kentucky Bourbon-land!

That's giving it to you Straight, Gents! Or would you ruther learn the hard way—and end up sadder, Bud-weiser?

LOUISVILLE'S WAVE

N.S.C. AFFILIATE
FREE & PETERS, INC.

5000 WATTS . 970 KC
NATIONAL REPRESENTATIVES

LOUISVILLE'S WAVE

November 28, 1949 • Page 25
The Newsman's Niche

IT'S NO LONGER news that news is a basic ingredient of successful radio operation. If music is the lifeblood, then news generates most of the red corpuscles.

The status of news in the programming (and sales) budget was clearly established by the Press-Radio War of the early thirties, when radio staked its claim as a news medium, and, after a sanguinary campaign, won in the court of public opinion. It reached its zenith by reporting, at first hand and with the speed of light, every significant event of World War II.

Radio's emergence as the prime news medium was as meteoric as the rise of radio itself. The press conference became the news conference, from White House to police beat. The term newspaperman gave way to newsman. Newspapers and press associations monitor radio and TV newscasts as standard operating procedure these days. (Radio's newsmen still rely heavily on TV and radio reports.)

It was but logical for radio's newsmen to form their own association three years ago, looking toward improvement of newscasting and betterment of their lot. A fortnight ago the Nation Association of Radio News Directors held its annual convention in New York. The membership had increased from scratch in 1946 to 179—not a staggering total but one that shows the early development of other news groups outside radio.

The NARND convention was significant in several respects. Speakers included some of the outstanding personalities on the national scene. Planks were made for promulgation of a code of standards for news directors.

And there were resolutions.

The approach of the news director is that he is the counterpart of the newspapers' managing editor. He wants qualified newsmen on his staff. (He may win on economics, too.) By working with the program director, sales manager and chief engineer. He wants to report direct to management. And he covets sole responsibility for the news budget.

All these aims are commendable. But they must be earned. There are instances where a news director appropriately reports to management. Yet it must be recognized that it is the program department's responsibility to keep program schedules balanced. Where the program director is wise in news-handling, he may well perform the duties of the managing director. The program director may be qualified only as the news or copy editor.

The responsibility of management becomes infinitely greater as the editorial content of the radio schedule expands. The right to editorialize, which conceivably can be read out of the gobbledygook of the FCC's so-called Mayflower Decision Repealer of last June, places upon those stations which editorialize the kind of responsibility that goes beyond the province of the average news director.

We doubt whether any NARND member would contend that he should direct the editorial policy of his station without regard to the views of ownership and management. Ownership can delegate to management, and presumably management can delegate to news director, though at this stage of development the chances are slim. Using the newspaper analogy again, the general manager, at his own good pleasure, can alter the paper's policy and exercises the veto power. NARND can perform a most useful function in elevating the standards of news reporting by radio and TV. It must remember that radio learned to talk before it could write. It must learn to reason before it can editorialize and assume the comconitant responsibilities.

Hams Up; Eggs Over

RADIO'S HAMS are happy again. The FCC has quietly relegated to its dead files a project that would have bound and gagged the nation's 100,000 amateurs by forcing them to limit their operations and surrender right rule which the American Radio Relay League argued would "stifle amateur initiative, circumscribe amateur development, and eventually result in the debilitation of amateur radio as we know it today."

Exactly what happened isn't revealed in the FCC's public notice. There were conferences of ARRL officials with members of the FCC. The ARRL’s brief, filed by Secretary A. L. Bud-long and Attorney Paul Segal, League general counsel, was as hot as it was erudite.

The now rescinded rules would have imposed upon the amateurs the same sort of "planned economy" that the FCC once sought to foist upon commercial radio via the "Blue Book" and related onslaugths. Some of the same philosophy is incorporated in both the FM and TV rules, wherein the FCC allocates particular facilities to particular classes, with a whole regard to supply and demand.

There's one lesson implicit in the amateur turnabout. You can manage and maul business (pardon the pun) a big business, but you can't monkey around with a man's hobby.
EXPERIENCE

another reason why...

KOIN IS THE #1 RADIO STATION IN THE OREGON AND SOUTHWEST WASHINGTON MARKET!

A radio station is as good as the men behind it! KOIN's key men are among the most experienced and versatile in the radio business.

This year eight more staff members became part of KOIN's famous TEN YEAR CLUB!

This makes a total of 28 staff members who have been with KOIN TEN YEARS OR MORE. Of this number 16 can boast 15 YEARS OR MORE service...5 with 20 YEARS OR MORE.

This experienced personnel governed by sound policy and management plus proper programming and "tops" in network affiliation makes KOIN your best buy in the Oregon market.

1st weekday mornings...1st weekday afternoons
1st evenings (Sunday thru Saturday) 1st total rated time periods.

(Hooper station audience index May thru September '49)
WILLIAM E. SCRIPPS, president of WWJ Detroit, is the father of a boy, David Locke, born Nov. 15.
PAT HAYES, sportscaster for KIRO Seattle, is the father of a girl, born Nov. 14.
ROBERT J. McANDREWES, managing director of Southern California Broadcasters' Assn., is author of an article on use of broadcasting by wine industry appearing in last month's Wine Review.

Religion Campaign
MORE THAN 175 network and regional programs, both sustaining and commercial, are airing messages this month on the Advertising Council's new "Religion in American Life" campaign, the Council has announced. In addition, many individual stations carry live and transcribed messages placed through 3,000 church groups backing the campaign. J. Walter Thompson Co., New York, is volunteer agency.
It fingers the vast bowl of the bluing sky—1050 feet above the rippling ribbon of the sun-flecked Hudson.

Calmly its steel face looks down on New York City and onward to Long Island in the sprawling east. It considers Jersey, too, as it beams its great power southward, and the clustered towns and cities of York state to the north. It looks also towards Pennsylvania in the west. It’s the great tower of one of America’s great television stations . . .

WOR-tv 9
on channel 9
in New York
HERE'S a TV success story of a particular significance to all spot advertisers, taken from a letter just received from J. Robert Mendte, Incorporated, advertising agency for Donald Duck Chocolate Syrup:

"Early last summer we launched Donald Duck Chocolate Syrup with quite a bit of fanfare...along with other media we included one single television spot (per week) on WPTZ.

"On the jar of Donald Duck Chocolate Syrup was an offer, for one label, of a table statuette napkin holder. No mention of this was made on the WPTZ spot but it was highly dramatized elsewhere.

"At first very few returns came in, but then after the first TV announcement (and ever since) the labels poured in. By now thousands have been received.

"But here's the point: adults and children have taken to writing messages on the backs of the labels when they send them to the client. And almost half of these mention 'We saw this product on television.'"

This success story is not an isolated case but one of a great number of instances which prove both the impact of television and the size of the audience WPTZ consistently delivers to advertisers.

For further information about the strength of WPTZ in the nation's second largest television market, write direct or get in touch with your nearest NBC Spot Sales representative.

PHILCO TELEVISION BROADCASTING CORPORATION
1800 Architects Building • Philadelphia 3, Penna.
Telephone: L0cust 4-2244
COLOR TESTING

By RUFUS CRATER

A FAR-REACHING "recession" program of field testing of both color and UHF television [CLOSED CIRCUIT, Nov. 21] was set up by FCC last week as it completed its first side-by-side comparisons of the rival RCA and CBS color systems and standard black-and-white.

The experimental program, FCC said, should include at least 50 days' field testing by each of the color proponents "with a reasonable number of receivers distributed both to technical and non-technical persons...in order to determine the adequacy of the system as used by a representative cross-section of the public."

The Commission also called upon TV set manufacturers and all other interested persons to participate in a broad program of tests and experimentation to accumulate data not only on the system performance and equipment costs but also on the availability and operation of equipment—both monochrome and color—for the 470-890 mc UHF band.

The week also produced these other color television developments:

- In the side-by-side comparisons of RCA and CBS color, it was generally agreed by observers that CBS still held a marked edge in color fidelity but that RCA had made great advances in definition and brightness since its first demonstration and was the most flicker-free of all.

- A major barrier to adoption of a "double standard"—if FCC should so choose—appeared to have been removed as FCC demonstrated an automatic adapter, built in its own laboratory, which permits monochrome reception of either CBS or RCA color as well as standard black-and-white.

- RCA protested demonstration of the adapter as an FCC contribution to the CBS system, and was told sharply by Chairman Wayne Coy that FCC's staff may improve the RCA system, too, "when and if" RCA complies with the Commission's request for equipment. RCA spokesmen reiterated that the equipment would be delivered as soon as possible.

- Allen B. DuMont Labs, which contends color is not ready, disclosed that its own color work includes a field-sequential system based on 441 lines and 150 fields (compared with 525 lines and 60 fields in standard monochrome and in RCA color, and 405 lines and 144 fields in the CBS system) using a color wheel at transmitter and receiver to have 525-line, 150-field television "in another month or so," but emphasized it is not proposing either of these for adoption now.

- The publicity battle between RCA and CBS continued, with each issuing post-demonstration statements landing its own showing and belittling the opposition.

The comparative demonstrations, extending over two days and embracing live pickups, films and slides and use of both coaxial cable and relay, so far as the rival color systems were concerned tended to confirm the impressions left by the separate presentations in early October [BROADCASTING, Oct. 10, 17].

Improvements Made

Observers felt RCA had made substantial improvements in its all-electronic, "completely compatible" system—particularly in definition, brightness and registration. Similarly, most observers seemed to turn to CBS color as the standard of comparison on color fidelity. Chief complaints against RCA color reproduction were that purples, green or red tints seemed to predominate many pictures, that yellows and whites were not up to par, and that sometimes objects changed in shade and even in color.

On the other hand, flicker was not noticeable on the RCA color sets on many occasions when it was evident on the CBS color receivers and black-and-white sets.

Many witnesses felt the definition in CBS pictures was below that in black-and-white sets, particularly in large-group shots such as those showing Elder Michaux's choir. Yet some detail was more perceptible via color than monochrome. Elder Michaux's gray mustache was cited as a notable example. One observer said he had watched Michaux telecasts over a long period and never noticed the moustache until he saw it on CBS color.

Traces of color breakup could be detected on the CBS color set in closeups showing quick movement (Continued on Telecasting 6).

DAYTIME VIDEO

DuMont Plans Afternoon Program

FOLLOWING a year's experience with daytime video programming at its key station, WABD (TV) New York, the DuMont Television Network is preparing to inaugurate daytime operations on a network basis. On Dec. 5, provided that the present strike of scenic artists does not interfere (see separate story), the network will start transmitting a two-hour afternoon program, Monday through Friday, 2:30-4:30 p.m., to its affiliates.

The network will sell the program to its affiliates for a flat fee based on a percentage of each station's rate card. The stations will then sell participations to local advertisers, to be inserted into the program at cue'd spots during the telecast.

Commdr. Mortimer W. Loewi, director of the network, who announced the new service at a news conference Wednesday, said that the program price will be very low, in no case exceeding $100 an hour. The move stations taking the show, the lower the price to each, it was explained.

Nine stations, including the DuMont owned stations—WABD (TV) New York, WTTG (TV) Washing-

ton and WDTV (TV) Pittsburgh—have already signed for the new daytime series. The others are WTVN (TV) Columbus, WXEL (TV) Cleveland, WJKR-TV Detroit, WSPD-TV Toledo, WHIO-TV Dayton and WJAC-TV Johnstown.

Kinescope Film Available

The series will be made available to non-interconnected affiliates via DuMont's Teletranscription (kinetoscopic film) service.

Commander Loewi stated: "This project will certainly destroy, once and for all, the idea that television is a blue-chip operation, reserved exclusively for the 10 or 12 wealthiest advertisers in the country who for so long dominated radio. Through this new service, hundreds of small advertisers in every city with a transmitter will be able to take advantage of TV's peculiar selling ability and still stay within the modest budgets. This, because they will be able to purchase small segments of time at low, daytime rate.

He noted that if a national advertiser spends $5,500 for video and talent and $4,500 for TV network facilities, rehearsal fees and other extras will bring his video advertising costs to about $10,000 a week or more than a half-million dollars a year. If television today is entitled to 10% of a national advertising budget, this would limit the use of network television to the handful of companies with total advertising expenditures of $5 million or more a year, an intolerable situation, he declared.

DuMont's new daytime service should also prove profitable to the individual stations, Commdr. Loewi said. He explained that instead of the 30% of its card rate the station normally receives from the TV network, this daily afternoon show will be purchased for a small fee and the station may then sell up to ten participations an hour to local or spot advertisers, retaining 100% of this revenue for itself.

James L. Caddigan, program director of the network, said that the two-hour show will be set in a mythical department store, referred to always as "The Store." Typical store locations will be used as background for the various items making up the program. The name of the program will be At Your Service, he said.
LOS ANGELES' SEVENTH OUTLET, KECA-TV GETS OFF TO FAST START IN THE TV RACE

GETTING there "fastest with the mostest" is the generally accepted quote of Confederate General Nathan Bedford Forrest. But KECA-TV, Hollywood outlet of ABC, did a switch on this text by getting on the air "fastest with the mostest."

Though the last Los Angeles television station on the air, it is without question blessed with the "mostest" facilities of the city's seven operating stations. Housed on the old Vitagraph lot, re-named as ABC Television Center, the station is located on a 3-acre site—a location rich in the lore of visual presentation, first for silent pictures, later for sound films and now for television.

Founded in 1912 as the world's then largest motion picture lot, it provided a stage for such silent stars as Maurice Costello, John Barrymore, Mary Pickford, Gloria Swanson, Antonio Moreno, Percy Marmon and William Duncan. On one of that lot's sound stages (now known as TV Stage 2), the first talking picture—Al Jolson's "Jazz Singer"—was filmed.

The lot was founded by Alfred E. Smith, now living in retirement in Hollywood. He named the lot Vitagraph, after one of the first motion picture projection machines which he had invented in 1896. Mr. Smith purchased the 29-acre site from a willing real estate agent for $20,000.

By the time Warner Brothers purchased it in 1925 for $1 million, the streets which bordered it had been named for some of the people who were active in moviedom. It is bounded on the west (to this day) by Talmadge St., the thoroughfare named after Norma Talmadge; on the south Prospect Avenue was derived from the street in Brooklyn where Vitagraph's old Flatbush studios were located; Russell Street, to the north, is a bow to William "Bill" Russell, an early leading man. (ABC advises that the hill to the east, still unnamed, will be identified by some aspect of television's growth.)

ABC purchased the site from the Warners in October 1948 for $350,000. Added costs to the network breakdown as, according to ABC, remodeling cost—$850,000; technical equipment—$1 million; construction cost—$600,000.

Telecasting on Channel 7 ("Your Best Bet, A Natural" is the promotion slogan), the KECA-TV transmitter is located on Mt. Wilson, 5,999½ feet above sea level utilizing 30 kw visual power and 15 kw aural power. The actual height of the antenna above average terrain is 3,040 feet.

Coming on the air in a field of six other stations posed a program problem for Channel 7. But with a bid of $77,000, KECA-TV came up with "the mostest" once again—the 11 (another lucky number) home football games of USC and UCLA.

This led to one of the most elaborate and diversified promotion programs seen in Los Angeles for the KECA-TV opening on Sept. 16. (This was the only number upset, but the station's opening had not been foreseen early enough by the football schedule markers.)

Bombarding the city with a variety of promotion gimmicks including two million books of matches among other things, few citizens were unaware that the L. A. Dodge Dealers Assn. and Hoffman Radio Corp. (TV sets) would sponsor the football games. Although the actual promotion budget did not reach a gradine sum, every dollar was made to count. By coordinating all promotion activities through ABC's promotion department, then headed by Norman Nelson, Dodge and Hoffman money did not duplicate nor did either overlap network activity.

Thanks to the football games, a flow of audience interest was established for Channel 7 when it started programming. But it was the trade consensus that while football would undoubtedly draw viewer traffic for the games, KECA-TV would still have a hard job to establish its programs otherwise.

* * *

YET when the first Los Angeles TV survey by The Pulse Inc. was released recently, it disclosed that KECA-TV had garnered four places among the first 10 once-weekly presentations. A football game finished second only to Milton Berle and three kinescope programs from New York—TV Teen Club, Think Fast and Blind Date—

(Continued on Telecasting 18)

TYPICAL promotion job done by KECA-TV is this "elephants-always-remember" scene which took place at a luncheon observing the station opening, conducted by the Hollywood Advertising Club. Gathered are (1 to r): Shirley Buchanan (c-g), designated as Miss KECA-TV; Les Hoffman, president of Hoffman Radio Corp.; Bert Carter, regional head of Dodge; Charles (Bud) Barry, network vice president in charge of AM and TV programs.
NETWORK SALES

GROSS TIME SALES of the four TV networks in September totaled $991,262, peak month for the year to date, according to the latest report on video network advertising released last week by Broad-casting by Publishers Information Bureau.

For the nine-month period, January through September, gross TV network time sales amounted to $6,461,492. This is the first year that PIB has kept records on television, so there are no comparable figures for 1948.

NBC was the top TV network from a gross time sales standpoint, with billings of $471,920 for September and of $3,502,476 for the year to date. CBS rated second—$271,938 for September, $1,573,656 for the nine months. ABC had $155,648 for the month, $741,163 for the nine month gross was $915,566 in September, $644,197 for the nine-month period. Monthly-

by-month billings of each network are itemized in Table I.

RCA was the top TV network advertiser in September, spending $106,440 for time on NBC, where RCA sponsors three of the five half-hour "Kukla, Fran & Ollie" programs each week to advertise its 45 rpm phonographs and records, radio and TV sets. RCA also was top TV network sponsor during the January-September period, using $586,860 worth of NBC-TV time.

General Motors Corp., second largest TV network time user in September, spent $65,856 for time to telescast the Roller Derby on ABC twice a week, Saturday afternoon football on the DuMont Network, weekly Television Theatre and Fireball Fun-for-All Shows, both on NBC, Inside USA on CBS every other week, and the quarter-hour CBS news program five evenings a week. The inside telescasts advertised Oldsmobile and the Fire-ball program Buick, with Chevrolet promoted on all other GM video programs. For the ninemonth period, the company ranked fifth, spending $344,260 for network TV time.

R. J. Reynolds Tobacco Co. spent $48,980 in September for time on NBC-TV to telescast the 15-minute M o n d a y - t h r o u g h - F r i d a y C a m e l N e w s e l e t . Third ranking TV network advertiser for that month, Reynolds was in second place for the first nine months of 1949, using $483,605 worth of NBC-TV time for its news program.

Top ten periods of TV network time in September and for the nine-month period are tabulated with their expenditures for time in Tables II and III.

Smokers Class

Smokers' supplies, chiefly cigarettes, made up the class of advertiser products most heavily promoted on network television. This was true both in September, when their program used $129,344 worth of TV network time, and during the first nine months of the year, when they accounted for $1,346,810 in TV network time purchases.

Radio and video receivers, phonographs and allied merchandise comprise the second rated product group, both for the month and the nine-month periods, using $283,924 worth of TV network time in September and to $598,066 for the nine months. Automotive advertising ranked fourth: $69,988 in September and $539,948 for the nine months. In fifth place was house- hold furnishings advertising: $60,350 for September, $342,800 for the year to date.

Table IV gives a class-by-class analysis of the video network advertising of the various groups of products using this medium, both for September and for the Janu-

ary-September period. Table V shows the leading advertiser in each class in September.

WSAZ-TV DEBUT

Draws Huge Viewing Crowd

MORE than 50,000 viewers were reported at WSAZ-TV Huntington's premier and dedicatory tele-

casts on Nov. 15 [BROADCASTING, Nov. 21]. This was the first taste of video for West Virginia and the station says its initial programming was received with enthusiasm.

Mr. Rogers

Downtown H u n t i n g t o n streets, according to the station, were jammed with non-set owners who flocked to distributors’ stores while many restaurants, taverns and hotel lounges with TV sets were capacity packed. Remainder of the audience was comprised of 2,500 set owners in the surrounding tri-state cities of Charleston, Logan and Point Pleasant, W. Va.; Ashland, Ky.; and Portsmouth and Ironton, Ohio.

WSAZ-TV, which started test patterns only 58 days after construction was begun, telescast a complete program of features including an hour-long show of live local talent and addresses by distin-

guished speaker guests. The outlet, owned by the Huntington Herald-Democrat, and the John A. Kennedy radio inter-
stests, telescasts on Channel 5 and is affiliated with all four video networks.

Lawrence H. Rogers II, former WSAZ sales manager, is station and commercial manager of WSAZ-

TV, and William H. Packard is production director.


The National Broadcasting Company
Sunset and Vine, Hollywood 28
A Service of
Radio Corporation of America

November 28, 1949

Color Testing
(Continued from Telecasting 3)

of Elder Michaux' hands as he directed the choir.

While independent observers seemed for the most part to prefer the definition provided by black-and-white in large-group scenes, they agreed that color was preferable in the shots of paintings, and both still and live sequences involving a number of sharply contrasting colors.

As an example of the differences in color reproduction, in a wrestling sequence one wrestler's trunks appeared as yellow on the CBS set and as orange on RCA. The dough batter used in a cooking show was green on RCA, and products displayed in a comparison of the commercial possibilities of the respective systems generally appeared to be reproduced more faithfully by CBS.

Throughout the sessions, ghosting seemed less noticeable on both the color system than on any of the black-and-white sets.

Much the same results were evident during a showing of Newsweek Views the News, a regular DuMont TV network show. In that sequence it was necessary to readjust the CBS color set when the CBS signal was put on the coaxial cable and again when it was taken off. The same was true in most other cases when CBS moved on or off the cable or radio relay. CBS spokesmen maintained, however, that the trouble could be eliminated by the use of "about two more tubes" to make the color phasing automatic.

DuMont's black-and-white reception of black-and-white transmissions was considered "more sharp" than either the RCA or CBS black-and-white reception of color signals in some cases, though in others the difference could be negligible, and in some instances observers felt the RCA black-and-white was superior to that of DuMont.

Line Troubles

Some of the variations were attributed to line troubles, which plagued all the demonstrators at one time or another.

Colors in the RCA picture faded out when put on the 2.9 mc coaxial cable to New York and return, but passed effectively over the 4 mc radio relay which had been set up between Washington and Baltimore. CBS colors held up in both the cable and radio relay tests, though a slightly cloudy effect was noticed on some of the pictures.

In the demonstrations CBS showed for the first time an effective 16-inch direct-view color picture (enlarged from 12 1/2 inches) which was claimed to be the answer to opponents' charges that the CBS system, because it employs a rotating disc, is limited in potential screen size.

CBS also claimed that in the demonstrations it was not operating under optimum lighting conditions because incandescent rather than fluorescent lights were used, resulting in more noticeable reds.

DuMont claimed its own showing was being restricted by FCC's refusal to permit it to use sets with screens larger than about 16 inches. DuMont also said it was using only 90-millimeter lenses in its camera "to keep in balance" with RCA and CBS, even though this "seriously limits our normal programming."

The demonstration was held in three separate rooms in Temporary E Bldg. in Washington, with all original color on RCA's WNBW (TV) Washington studios, where cameras had been set up side by side. RCA used the WNBW transmitter; CBS used WOIC (TV) Washington's, and DuMont used its own WTTG (TV).

Top Echelons Witness

On hand to witness the results were top officials of CBS and DuMont and the research and engineering heads of RCA. The CBS contingent included Board Chairman William S. Paley, Executive Vice President Joseph H. Ream, Vice President Adrian Murphy and Engineering Vice President William B. Lodge, and Engineering Research and Development Director Peter C. Goldmark, who developed the CBS color system.

The RCA group included C. B. Jolliffe, executive vice president in charge of RCA Labs.; E. W. Engstrom, vice president in charge of research; Ray D. Kell, TV section chief, and G. H. Brown, research engineer. The DuMont delegation was headed by Dr. Allen B. DuMont, president, and included Thomas T. Goldsmith, director of research.

Also on hand were all members of the so-called "Condon Committee" which is making an independent survey of color-proper sequence vs. interstate and foreign commerce Committee. They are: Dr. E. U. Condon, director of the National Bureau of Standards, chairman; Dr. Newbern Smith, also of the Bureau of Standards; Stuart L. Bailey of Jansky & Bailey, consulting radio engineers; Dr. W. L. Everitt, dean of the U. of Illinois Engineering College; and Donald G. Fink, chairman of the Joint Technical Advisory Committee, sponsored by Radio Mfrs. Assn., and the Institute of Radio Engineers.

Manufacturers appeared frankly skeptical about the extent to which the FCC-proposed field-test program could be completed by the time the color hearing resumes in February. FCC Chairman Coy conceded the Commission was not sure when the program should be completed, but that it did hope to have "a very high percentage" done by February.

The sessions are slated to resume over a period of time after the color system of Color Television Inc., the third system under consideration. This is to be followed by further comparative demonstrations Feb. 8 with CTI as well as RCA and CBS showing their color techniques and DuMont again presenting black-and-white.

CBS, however, petitioned for a short postponement of the Feb. 8 comparisons because the equipment it employs will be in use in medical demonstrations elsewhere on that date. FCC has not acted upon this request.

Statements Issued Quickly

Last week's comparative tests were hardly completed when both CBS and RCA issued statements.

RCA's Dr. Jolliffe claimed the demonstration showed "marked improvement" in the RCA system, stressed the importance of completely compatible color, and said the tests proved that "RCA's all-electronic system offers the best means through which color television can be improved and developed into a reliable service to the public."

Columbia's Mr. Murphy countered with the claim that the tests showed CBS color fidelity "way out in front of the RCA system"; that the pictures were "highly faithful" whereas those of RCA "drifted and wandered," and that Columbia's pictures showed no diminution in a color after coaxial cable transmission while RCA's were "unequal" to this test.

FCC's field-test order was drafted in the form of a recommendation to TV set manufacturers and a statement of the type of information which participants in the hearing will be expected to present when the sessions resume.

If set manufacturers are to be of "any real assistance," FCC said, they "should conduct field tests of color-receiving equipment and converters for use with the color television systems" proposed by CBS, RCA, and CTI, "and also of receivers (black-and-white and color), converters and adaptors capable of operating in the UHF band, and offer their reports to the Commission . . . ."

FCC called for reports during (Continued on Telecasting 8)
SEATTLE, WASHINGTON announced Meijer and Blair TV Inc. as its national representative. This relationship becomes effective December 1, 1949.

KING-TV, the first television station in the Pacific Northwest, has appointed another pioneer, Blair-TV Inc. as its national representative. This relationship becomes effective December 1, 1949.
**Color Testing**  
*(Continued from Telecasting 6)*

the week of Dec. 26 showing the results of these and other tests. Commission staff members, the notice continued, will make available as "observers" during periods of the test period. The FCC laboratory also will conduct such tests itself, the Commission said, inviting "interested persons" to supply "equipment to be tested."

FCC also requested data on tests dealing with (1) automatic color phasor (as distinguished from automatic synchronization); (2) direct-view three-color tubes; and (3) use of frequency modulation for transmission of television picture signals, both monochrome and color.

Witnesses who have revised or supplemented the views they presented in testimony earlier in the hearings were asked to notify the Commission of the changes, particularly with respect to their estimates of the costs of color receivers.

**DISTANT VIEW**

**WLWT (TV) Signal Travels**

PHOTOGRAPH as documentary proof that WLWT (TV) Cincinnati's signal can be received 225 miles from studios and antenna has been sent to the station by a Greenville, Tenn., viewer, the Courier Broadcasting Corp. outlet reports.

Picture was taken by John W. Duggins, who says he receives the station's program signal by telecast by WLWT (TV). The station's signal, it points out, has traveled beyond its normal 50-mile radius to 37 cities including: Austin, Tex. (975 miles); Hollywood, Fla. (950 miles); Gatesville, Tex. (925 miles); Murdock, Minn. (850 miles); Kalamazoo, Mich., and Washington, Pa. (both 250 miles) and to Wooster, Ohio (150 miles). WLWT (TV) engineers credit the long-distance reception to "strati- fied air guiding and bouncing the signal."

**SCENIC STRIKE**

**N. Y. TV Workers Demand Parity**

SEVENTY-TWO television set, scenic, and costume designers at ABC, CBS, DuMont and NBC networks and at WPIX (TV) New York went on strike in New York last Wednesday but home viewers did not know the difference. The strike is going to effect at a 5 p.m. deadline even while the union and management were in session with New York State Mediator Mabel Leslie. "We are on the verge of deciding whether to strike or not," the strike committee said.

A network spokesman said the respective management was determined to make an end of the strike by no strike at all. It is pointed out that the federal government has ruled that the producer union is entitled to a "reasonable" wage scale.

**REDDING VIDEO**

**PRC Plans Own Films**

THE PROTESTANT Radio Commission is planning to produce its own films for television use and will shortly produce a women's pro- gram for telecasting. The move was announced by its director, Rev. Everett C. Parker, last week told a luncheon meeting at Syracuse.

Mr. Parker told 15 national church representatives and guests attending a week's television workshop at WHEN (TV) Syracuse that the organization, representing the major communions and denominations in the country, will require a $1 million budget to produce a program "by and for women on various religious aspects and other programs."

Page 8 • TELECASTING November 26, 1949
THE GOLDBERGS
sponsored by
General Foods, is a
CBS Package Program
one of the four
delivering “Top 10”
television audiences.
<table>
<thead>
<tr>
<th>Time</th>
<th>Show 1</th>
<th>Show 2</th>
<th>Show 3</th>
<th>Show 4</th>
<th>Show 5</th>
<th>Show 6</th>
<th>Show 7</th>
<th>Show 8</th>
<th>Show 9</th>
<th>Show 10</th>
<th>Show 11</th>
</tr>
</thead>
<tbody>
<tr>
<td>12:00</td>
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</tr>
</tbody>
</table>

Notes:
- Shows are listed in order of appearance.
- The table includes Times, Days, Networks, and Show Names.
- The Times listed are in 30-minute increments, from 12:00 to 11:00.
- Days include Monday to Friday.

Other Details:
- A package program is available.
- The show names vary, including "Captain Video," "Lucky Pup," "CBS-TV News," and more.
- The network is TELECASTING NETWORK SHOW."
<table>
<thead>
<tr>
<th>Time</th>
<th>Programme</th>
</tr>
</thead>
<tbody>
<tr>
<td>9:00</td>
<td>Let There Be Stars (E-M)</td>
</tr>
<tr>
<td>9:15</td>
<td>General Electric (E-M)</td>
</tr>
<tr>
<td>9:30</td>
<td>Cross Question (E-M)</td>
</tr>
<tr>
<td>9:45</td>
<td>Mr. Black (E-M)</td>
</tr>
<tr>
<td>10:00</td>
<td>ABC Band Dance (E-M)</td>
</tr>
<tr>
<td>10:15</td>
<td>Good Morning America (E-M)</td>
</tr>
<tr>
<td>10:30</td>
<td>Baller Derby (To Conclusion)</td>
</tr>
<tr>
<td>10:45</td>
<td>Maloney &amp; Sons (E-M)</td>
</tr>
<tr>
<td>11:00</td>
<td>Author Meets Critics (E-M)</td>
</tr>
<tr>
<td>11:15</td>
<td>Mystery Playhouse (E-M)</td>
</tr>
<tr>
<td>11:30</td>
<td>Mystery Playhouse (E-M)</td>
</tr>
<tr>
<td>11:45</td>
<td>Mystery Playhouse (E-M)</td>
</tr>
<tr>
<td>12:00</td>
<td>Mystery Playhouse (E-M)</td>
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<tr>
<td>12:15</td>
<td>Mystery Playhouse (E-M)</td>
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<tr>
<td>12:30</td>
<td>Mystery Playhouse (E-M)</td>
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<td>12:45</td>
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<tr>
<td>3:30</td>
<td>Mystery Playhouse (E-M)</td>
</tr>
<tr>
<td>3:45</td>
<td>Mystery Playhouse (E-M)</td>
</tr>
<tr>
<td>4:00</td>
<td>Mystery Playhouse (E-M)</td>
</tr>
</tbody>
</table>

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**SPEAKING of GIVEAWAYS...**

*did you know*

- that 69% of all U.S. TV homes are included in The Pulse Seven Market Television area?
- that The Pulse issues monthly reports for this area giving 1/4 hour ratings for network programs televised between 5 PM and Midnight, throughout the week?
- that each daily 1/4 hour rating in this network TelePulse is based on 1000 personal interviews in television homes?
- that this 7 Market TelePulse is yours for the asking?

*TELEVISER*, October, 1949.

**THE PULSE INCORPORATED**

ONE TEN FULTON STREET

NEW YORK SEVEN
THE FRONT PAGE

based on the famous

Broadway hit is the

kind of CBS Package

that sponsors who

want a sure payoff

are looking for.
TELEVISION WEEK

Set by Charlotte Mayor

WEEK of Nov. 13-19, proclaimed "Television Week" in Charlotte, N. C., by Mayor Victor Shaw, was hailed by the local WBT V (TV) as a outstanding success and aid to local TV set dealers. The station and dealers jointly sponsored newspaper ads, each 130 inches, which were inserted five times in the Charlotte Observer and the Charlotte News.

Mayor Shaw appeared Nov. 14 at a WBT V telecast to deliver the proclamation. He paid tribute to television as a new means of entertainment for the city as well as adding stimulus to the communication industry.

MUSIC FOR FILM

Group To Draft Industry Plan

THE NINE-MAN industry committee set up to consider the proposals covering services musicians for television film week appointed a subcommittee of three to draft counterproposals.

The triumvirate, all film experts, are Hal Roach Jr., Hal Roach Studios and president of Television Film Producers Assn.; Ralph Cohn, Columbia Pictures, and Art Horvath, president of The American Television Film Council.

It was explained that no television network or station executive was represented on the subcommittee because the feeling was that the film experts had the specialized knowledge of celluloid packaging necessary for the job. It was felt that they could protect the interests of the telecasters as well as their own.

The work of the subcommittee, however, will be subject to review of the whole committee, which itself contains an unprecedented representation of representatives of the amusement industry. The main committee [Broadcasting, Nov. 1] contains representatives of TV works, stations, packagers, major film producers, small film producers, TV film producers and film executives.

ST American television transmitters in Europe installed at Turin, Italy, General Electric Transmitter Div.

TV AUTHORITY

Equities Elect Delegates

ACTORS EQUITY and Chorus Equity last Tuesday appointed their delegates to the newly formed Television Authority, which will represent video performers.

The appointments, made by the Equity Council, the two unions' governing boards, were:

Representing Actors Equity—Sidney Blackmer, Marc Daniels, Mildred Dunne, John Kennedy, Peggy Wood, Winston O'Keefe, Erza Stone, Margaret Webster, Francis Reid and Madly Christians.

Representing Chorus Equity—Dennis King, Philip Leob, Paul Purnell, Clara Cordery, Robert Beiro, Frank Colletti, Neal Hamilton, George Beckman, Philip Douroube and Edith Atwater.

American Federation of Radio Artists, American Guild of Variety Artists and American Guild of Musical Artists are expected to choose their representatives shortly. It is considered unlikely that the Screen Actors Guild and Screen Extras Guild will participate under their jurisdictional differences with the live actors unions over TV films are settled [Broadcasting, Nov. 21].

SET OUTPUT

1949 Estimate 2/1 Million

TELEVISION set production for 1949 will total 2,535,000 sets, according to official estimates of Television Shares Management Corp., Chicago. The figures were obtained from interviews with officials and authorities in the industry.

Of the 13 firms listed, production figures range from 70,000 to 410,000 units. Television Shares Management Corp. points out, however, that in some cases estimates will be subject to wide variation from such factors as stoppages of production and purchasing power resulting from strikes.

SEMCA CLOCK

Begins N. Y. TV Campaign

SEMCA Clock Co., New York, has launched an intensive television campaign using five New York TV stations.

In addition to the New York market, the Semca Clock Co. and its Phinney-Walker Clock Co. have offered to all retailers free of charge three dramatic film commercials, promoting both the Semca and Phinney-Walker clocks, for use on their local stations. The clock firm also has notified video stations throughout the country of its offer to the retailers.

As a result more than 25% of the video stations have requested the film, Eli Landau, television director of Moss Associated, New York, agency for the firm, revealed to Broadcasting last week.

In the New York market the clock company has spot announcements on the following stations: WNB V (TV), WCBS-TV, WABD (TV), WPIX (TV) and WJZ-Tv.

TUBE SALES

Double '48 Total—RMA

SALES of cathode ray television picture tubes in the first nine months of 1949 nearly doubled the entire 1948 sales, according to Radio Mfrs. Assn. Manufacturer members of RMA sold 2,129,210 picture tubes for receivers, valued at $62,525,446 in the first three quarters of 1949. The figure for 12 months of 1948 was 1,309,176 tubes valued at $33,459,554.

Manufacturer reported sales of 664,923 picture tubes valued at $17,154,450 during the third quarter, a drop from the 777,054 tubes valued at $26,123,688 sold in the second quarter of this year.

Of the total picture tube sales, 609,517 valued at $16,926,047 were sold to equipment manufacturers in the third quarter, or 1,993,541 tubes valued at $58,253,474 for three quarters of 1949. The rest of the sales were to users, distributors, government and export buyers.

Total cathode ray tube sales, including oscillographs, camera pickup tubes, etc., amounted to 863,726 units valued at $16,020,897 in the third quarter and 2,175,391 valued at $65,384,773 in the first nine months of 1949.

FIRST prize in competition for best promotional spot announcements for Martin Kane, Private Eye show on NBC-TV won by WTMJ-TV Milwaukee, WTVR (TV) Richmond, Va., placed third.

SERVING THE RICHEST MARKET IN THE SOUTH'S NO. 1 STATE*

6531 SETS IN USE AS OF NOVEMBER 1, 1949

SALES REPRESENTATIVES

HARRINGTON, RIGTER AND PARSONS, INC.

NEW YORK CITY: 270 Park Avenue

CHICAGO: Times Tower

MU 8-1185

W 4-0074

Owned and operated by

GREENSBORO DAILY NEWS and THE GREENSBORO RECORD

*Source: Sales Management's "Survey of Buying Power"—1949

†Source: NBC Research Dept.
NEED for greater uniformity in television rate cards is pointed out in the report of the Television Standardization Group subcommittee of the NAB Sales Managers Executive Committee [Broadcasting, Nov. 21].

Just completed by Broadcast Advertising Bureau, the study covers the rate practices of 76 operating stations. Although practices vary widely on some points and are surprisingly uniform on others, on the basis of current rate cards from the 76 stations, this is how station rate structures add up:

Relationship of rates for smaller time units to the basic hourly rate
—Half hour is 60% and quarter hour 40% of hourly rate, respectively. Ninety-three of stations gave these exact figures. Most popular percentage for five minutes is 25% of hour rate. Second most popular is 20% with numerical average of 24.4%.

Most popular time segment between a half-hour and an hour is 40 minutes. Second most popular is 45 minutes with rate for either charged at 80%. Most stations also quote a 20-minute rate at 50% and about half the stations have a 10-minute rate which is 35% of the basic hour. This is the way the industry pattern runs:

<table>
<thead>
<tr>
<th>Time Segment</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>60 minutes</td>
<td>80%</td>
</tr>
<tr>
<td>40 minutes</td>
<td>70%</td>
</tr>
<tr>
<td>30 minutes</td>
<td>60%</td>
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<tr>
<td>20 minutes</td>
<td>50%</td>
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<tr>
<td>10 minutes</td>
<td>40%</td>
</tr>
<tr>
<td>5 minutes</td>
<td>30%</td>
</tr>
</tbody>
</table>

Announcement rates are much less uniform and run from 9% to 30%. Some stations have different rates for film and live announcements but when averaged the difference is less than 1%. BAB reports.

Time classifications vary but taking plus or minus 1% of Class A film rates, approximately one-three is 18%. A 20% figure was reported second most popular and here the stations which used it applied it precisely. For all stations the numerical average was 18.2% of the hourly rate for one-minute spots.

Only 17 stations reported specific station-break rates, others stating their one-minute class rates. For the 17 stations the average was 14.1% of the basic hourly rate.

Time classifications — There were 29 stations with three time classifications, 27 with two and 16 with only one. Most of those with three were in older TV markets which leads BAB to feel “it may be safe to assume that three or more classes will be the norm eventually.”

Majority of the three time classification stations charge 75% of the A rate for B time and 50% for C time. Of the 27 stations with only two time classes, the most popular percentage of the basic hourly rate for Class B time is 60%. Second most popular is 75% with an average of 74.3%

Of the 27 two class stations, 20 change from Class B to Class A time at 6 p.m. on week days. Those 29 with three rates split almost evenly with 14 charging to A time at 6 p.m., 13 at 7 p.m. and the other three upping the rate at 6:30. Class B time starts at 5 p.m. on 24 of these 29 stations. Slightly more than half of the three-rate stations drop their rate again at 10:30 p.m. and a slim majority of two-rate stations change at 11 p.m.

On Saturday and Sunday afternoons the big question for these three rate stations appears to be rate to charge. Of these, 11 begin A time no later than 1 p.m. and of those which wait until later, most start B time by 1 p.m. Seventy-five percent of the two-rate stations begin Class A time by 1 p.m. on weekends.

Differing Discount Practices

Discounts — More than 85% of all television stations give discounts for frequency either in combination or alone. Seventy-two percent of the stations give frequency discounts only. None of the stations permit combining programs and announcements for frequency discount rates. The practices of all 76 stations have been classified by BAB in the following table:

Weekly Television Summary

Based on Nov. 26, 1949, Broadcasting Survey

<table>
<thead>
<tr>
<th>City</th>
<th>Outlets On Air</th>
<th>Number of Sets</th>
<th>Source of Estimate</th>
</tr>
</thead>
<tbody>
<tr>
<td>Albuquerque</td>
<td>KOVT-TV</td>
<td>1,900</td>
<td>Station</td>
</tr>
<tr>
<td>Atlanta</td>
<td>WAGA-TV, WBS-TV</td>
<td>16,500</td>
<td>Distributors</td>
</tr>
<tr>
<td>Baltimore</td>
<td>WAAM, WMAR-TV, WABR-TV</td>
<td>19,600</td>
<td>TV Circ. Comm. Wholesalers</td>
</tr>
<tr>
<td>Buffalo</td>
<td>WBEN-TV, WKBK-TV, WNYO-TV, WNNB-TV</td>
<td>7,000</td>
<td>Distributors</td>
</tr>
<tr>
<td>Chicago</td>
<td>WFMX-TV, WBBM- TV, WBIS- TV</td>
<td>25,000</td>
<td>Distributors</td>
</tr>
<tr>
<td>Cleveland</td>
<td>WCPG-TV, WKRK-TV, WWTX</td>
<td>13,000</td>
<td>Distributors</td>
</tr>
<tr>
<td>Columbus</td>
<td>WEWS-T V, WLWC, WTVN</td>
<td>20,750</td>
<td>West. U.</td>
</tr>
<tr>
<td>Dallas</td>
<td>WFAA, WDFW, WJWZ</td>
<td>20,750</td>
<td>See Ft. Worth-Dallas listing.</td>
</tr>
<tr>
<td>Dayton</td>
<td>WCIO-TV, WRLD</td>
<td>23,800</td>
<td>Distributors</td>
</tr>
<tr>
<td>Detroit</td>
<td>WMGB-TV, WJWZ-TV, WXIZ-TV</td>
<td>128,523</td>
<td>Station</td>
</tr>
<tr>
<td>Erie</td>
<td>WRIC</td>
<td>14,700</td>
<td>Distributors</td>
</tr>
<tr>
<td>Ft. Worth-Dallas</td>
<td>WSAF-TV, KETV</td>
<td>20,800</td>
<td>Station</td>
</tr>
<tr>
<td>Grand Rapids</td>
<td>WLTV</td>
<td>7,000</td>
<td>Distributors</td>
</tr>
<tr>
<td>Greenboro</td>
<td>WAOK</td>
<td>6,900</td>
<td>Station</td>
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<td>Houston</td>
<td>KLYE</td>
<td>9,000</td>
<td>Distributors</td>
</tr>
<tr>
<td>Indianapolis</td>
<td>WFIW</td>
<td>11,200</td>
<td>Station</td>
</tr>
<tr>
<td>Jacksonville</td>
<td>WJAX</td>
<td>3,000</td>
<td>Distribators</td>
</tr>
<tr>
<td>Johnstown</td>
<td>WKJY</td>
<td>7,650</td>
<td>Distributors</td>
</tr>
<tr>
<td>Kansas City</td>
<td>WDAF, WDAF-TV</td>
<td>15,125</td>
<td>Station</td>
</tr>
<tr>
<td>Los Angeles</td>
<td>KDHT, KNBW, KTLA, KTSF, KTVF</td>
<td>15,974</td>
<td>Distribators</td>
</tr>
<tr>
<td>Louisville</td>
<td>WAVE-TV</td>
<td>25,142</td>
<td>Station</td>
</tr>
<tr>
<td>Memphis</td>
<td>WMCN</td>
<td>9,910</td>
<td>Station</td>
</tr>
<tr>
<td>Minneapolis</td>
<td>WTMJ</td>
<td>12,000</td>
<td>Station</td>
</tr>
<tr>
<td>Milwaukee</td>
<td>WTMJ</td>
<td>50,113</td>
<td>Station</td>
</tr>
<tr>
<td>Minneapolis St Paul</td>
<td>WCCO, WTCN-TV</td>
<td>41,500</td>
<td>Station</td>
</tr>
<tr>
<td>New Haven</td>
<td>WNHC</td>
<td>55,100</td>
<td>Distribators</td>
</tr>
<tr>
<td>New Orleans</td>
<td>WDSO</td>
<td>9,000</td>
<td>Station</td>
</tr>
<tr>
<td>New York</td>
<td>WABC, WCRS, WJZ, WJZ, WBX</td>
<td>875,000</td>
<td>Distribators</td>
</tr>
<tr>
<td>Newark</td>
<td>WJXT, WPFX</td>
<td>875,000</td>
<td>Station</td>
</tr>
<tr>
<td>Oklahoma City</td>
<td>WEAI, WED</td>
<td>11,520</td>
<td>Distribators</td>
</tr>
<tr>
<td>Omaha</td>
<td>KVOO, KMTV</td>
<td>9,311</td>
<td>Station</td>
</tr>
<tr>
<td>Phoenix</td>
<td>KPHO</td>
<td>7,844</td>
<td>Station</td>
</tr>
<tr>
<td>Philadelphia</td>
<td>WCAU-TV, WFTV, WPTZ</td>
<td>285,650</td>
<td>Station</td>
</tr>
<tr>
<td>Pittsburgh</td>
<td>WDTV</td>
<td>45,000</td>
<td>Distribators</td>
</tr>
<tr>
<td>Portland, Ore.</td>
<td>KPGE</td>
<td>16,145</td>
<td>Station</td>
</tr>
<tr>
<td>Providence</td>
<td>WJAR</td>
<td>19,750</td>
<td>Distribators</td>
</tr>
<tr>
<td>Richmond</td>
<td>RWTV</td>
<td>11,252</td>
<td>Station</td>
</tr>
<tr>
<td>Rochester</td>
<td>WHAM-TV</td>
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Total stations on Air 54 — Stations on Air 92: 74

No. of Estab-
lishments 34
Frequency and AM/TV combinations 6
Consecutive weeks & A time volume 3
Consecutive weeks & AM/TV combination 3
Dollar volume & consecutive weeks 1
Frequency time periods & consecutive weeks 1
Programs & advertising period 1
Rates: A to B time 1
Weekly or times-per-week 1
Rate continuities 1

Of the 54 stations which give only frequency discounts, 34 use some discount starting at 13 times. At 26 times nearly all of the stations give some discount with 5% being the most popular figure. For 39 times only six stations have increased the discount, 52 times being the next step up in most cases. At 10-times most stations again increase the discount and above this the “none” column again becomes dominant. From the frequency discount rates two definite patterns appear: (1) 26 times, 5%, 9%, 10%, and 10% times, 15%; (2) 13 times, 5%; 26 times, 10%; 58 times, 15% and 104 times, 20%. Cash discounts are practically non-existent in TV but there are six stations which reduce other discounts by 2% unless bills are paid within a specified time period.

In devising rates for television one of the big questions is whether to make additional charges for use of the station’s film projection and studio facilities (equipment and operating personnel). Although practices vary widely, BAB reports these three basic practices:

(1) Nine stations make only one all-inclusive charge. Their basic time rate includes use of both film projection and studio facilities during the broadcast and for a normal amount of rehearsal time.

(2) Seventeen stations break their time and facilities charges separately and itemize the latter.

(3) Twelve stations make no extra charge for use of facilities during the actual broadcast; separate charges are made for any and all rehearsals.

From these three fundamental practices comes a combination which is used by 37 stations. These outlets make no extra charge for film projection facilities, under normal conditions, but do charge extra for the use of studio equipment and personnel.

The picture rounds out like this:

No. of Estab-
lishments 9
Frequency time periods 9
All-inclusive facilities charges. 1
No charge for film projection facilities. 9
No charge for all else. 1
No charge for film projection facilities. 12
Rehearsals extra. 1
Separate time charges for use of all facility. 17
Rate protection — Six months is (Continued on Telecasting 16)

BROADCASTING • Page 42
The decision has been made

Judge Joseph Kolodny renders a verdict in WMAR-TV's highly regarded "Court of Common Sense," a feature of Wednesday Television in Baltimore. His "common sense" verdicts are uncommonly sound, as sound as the Baltimore decision that Television is the city's favorite entertainment medium. Baltimoreans had bought 100,036 TV receivers by November 1st.

Television has captured 33.4% of the 6:00 - 10:00 P.M. broadcast audience in Baltimore according to the August-September Hooper rating. That is the highest score achieved by video anywhere.

Baltimore Leads The Nation—WMAR-TV Leads In Baltimore

Represented by

THE KATZ AGENCY, INC.

NEW YORK • DETROIT • KANSAS CITY • SAN FRANCISCO
CHICAGO • ATLANTA • DALLAS • LOS ANGELES

TELEVISION AFFILIATE OF THE COLUMBIA BROADCASTING SYSTEM
Advertisor: quoting costs below those of competing firms for 20-second, one-minute and one-and-one-half minute spots. With the amount of new business gaining momentum, he and Partner Don Cahill have found costs to be of secondary importance to their clients. Quality, always primary, has proved to pay-off in sales.

Mr. Campbell's initial interest in TV led to his role as commentator on TV Neuroroom at WBKB (TV) Chicago in 1942. Developing an off-the-cuff format for local and national news, he shelved this and extra-curricular video activity when he went into the Army.

Attached to a special service unit at Battle Creek, Mich., Jerry wrote and produced 15 radio shows weekly. These were aired live and transcribed on WELL Battle Creek, WJR Detroit and WJW Cleveland. He also worked on the WELL announcing staff.

A former announcer at WLS Chicago and WBMO Aurora, Ill., Jerry returned to this phase of broad-

casting as a freelance in New York after Army duty. In the East he dipped heavily into TV again during spare hours, watching re-plays and originations as the town grew "TV-wise." When he returned to Chicago in 1947, he transferred his TV enthusiasm to that city. On evenings and week-ends he continued “watching and waiting." During the day he worked as Chicago manager of Donald Cooke representative firm.

Jerry has been interested in pho-
tography since he was six, when the Campbells were forced to build another bathroom because the family tub was constantly filled with film developer. Various photo-

graphic excursions brought Jerry into contact with Don Cahill, who had had 15 years of photography experience in Chicago before they met to merge brains and brawn.

Accounts Serviced
Some national accounts for which they have produced video spots are Alka Seltzer, Salerno cleaners, Stewart's coffee, Hoover vacuum cleaners, Py-O-Mixes and Stoppede deodorant.

Interested in experimental photo-
tography, Campbell-Cahill is now working on color and light tests of porcelain for a national refriger-
ator account. Firm specializes in stop-motion animation, and finds that most clients want to blend one or both with live-action. Shooting, editing, screening and processing are carried out at laboratory on Chicago's West Side.

Sales and business offices are located in the 360 N. Michigan Ave. Bldg.
OPERACAST

Texas Co. Backs on ABC-TV

THAT OPERA makes for sure-fire television entertainment was proved last Monday night when ABC-TV, for the second successive year, telecast to six cities the opening-night performance of New York's famous Metropolitan Opera.

Under sponsorship, again, of The Texas Co., New York, which this year paid some $40,000 for the package in addition to time and line charges, the network's production showed that much had been learned from its first attempt of a year ago. Camera work on "Der Rosenkavalier," this year's season opener, placed considerable emphasis on close-up shots from the camera in the second balcony near the prosценium arch. Other close range views were offered in cameras on the orchestra level, stage left, and in the room adjacent to the radio booth on the first balcony.

In all, eight cameras were utilized for the telecast, presenting, with others located in the standing room area on the orchestra floor, two backstage, one in Sherry's refreshment area, and one in the 29th St. lobby—the entrance of "the carriage trade."

Crotty Produces Show

Lion's share of the credit for the telecast's success goes to Burke Crotty, ABC's executive television producer, who produced and directed the entire program. In addition to the performance itself, video viewers were given glimpses of great and near great as they made their entrances; of interviews with Sherry's with operatic stars and impresarios; of the great Diamond Horseshoe and the Golden Curtain, and of back stage interviews and activities of the stagehands between acts.

Among the early arrivals at 39th St. were Mark Woods, ABC president, and Richard L. Saunders (r), vice president in charge of domestic sales for The Texas Co. Both were interviewed by ABC Commentator John Daly, and both emphasized the tie their companies feel in their association with the opera telecasts. Mr. Saunders said that Texas is grateful for the many enthusiastic letters it receives from listeners to the regular Saturday afternoon ABC radio broadcasts of the opera.

Much of the improvement of this year's operatic telecast over that of last year was due to the fact that lighting for "Der Rosenkavalier" is sufficient for television purposes, whereas some of last year's failings with "Otello" were caused by darkened stage settings which had to be illuminated with infra red "black light," which played havoc with performers' make-up, authorities said.

Also, the Met, apparently convinced that television is here to stay, was more lenient with space for camera placement, satisfying by 90 the number of "standing room" tickets sold, thereby allowing more variation of angle-shots. In addition, camera blowers, which couldn't be used last year because of noise, were equipped with mufflers and utilized. Happily abandoned was the dry-ice method of cooling cameras which failed last year, leaving only one camera in operation. Too, in some scenes, action was understood to have been slowed down for the benefit of TV eyes. More than once the impression was given that the performance was especially staged for video.

A staff of six television directors, a crew of 42 including cameramen, control men, stagehands, electricians and others, more than a ton of equipment and three-quarters of a mile of TV cable were in operation for the telecast, which ran from 7:45 to 11:52 p.m. The telecast was viewed in New York, Philadelphia, Washington, Baltimore, Detroit and Chicago, and was placed through the Kudner Agency, New York.

Interesting production innovations not attempted the previous year were superimpositions of various types. Milton Cross, ABC's official opera commentator, was seen describing forthcoming scenes while a hand slowly turned pages of the work's libretto. A silver rose, tossed onto the closed libretto, preceded each scene setting. Commercials were nonexistent, except for brief announcements that "Der Rosenkavaler" was being presented by The Texas Co.

ENGLISH EQUIPMENT SHOWN

Pye Demonstrates for Industry, Government

INITIAL showing of English TV transmitter equipment made by Pye Ltd. was previewed in Washington, D. C. last week by representatives of the American television industry, government observers and FCC Commissioners. The showing was the first in a series of demonstrations by Pye technical officials and its crew of eight engineers preparatory to the firm's entrance into the American TV equipment market [BROADCASTING, Nov. 14). Other showings are slated for New York's Park Sheraton Hotel Dec. 6 and Chicago at a later date. Demonstrations were held last Monday through Wednesday at the Hotel Carlyle.

Claiming Pye equipment produces a superior black-and-white TV picture, B. J. Edwards, Pye technical director, said the company's goal is an annual sale of about $5 million worth of TV transmitter equipment to TV operators who cannot be supplied by American firms because of great demand.

The Commission was represented Monday by Comr. Paul Walker, George Sterling, E. M. Webster, Robert Jones, Frieda Harnock, and engineering personnel. Chairman Wayne Coy was detained on business while Comr. Rosel Hyde was out of town.

Featured at the demonstrations were two types of TV cameras, several control units and 16mm television film. Prices for Pye equipment to American buyers will run 10% to 15% lower than comparable units by American firms, according to Mr. Edwards.

FCC Commissioners and other observers generally were impressed with the picture's artistic quality. Pye announced last week it has officially opened offices at 8 W. 40th St., in New York City.
respective finished seventh and tied for ninth.

Additionally, the sponsors have been coming. Of a total of 28 hours weekly, 11% were sponsored during the week of Nov. 14. Also in the relatively short span in which the station has been operating, it boasts 29 accounts buying 50 spots weekly and eight participating advertisers.

If a station has an audience the next question is whether the viewers are buying. Here again, the reports are happy:

(A) Los Angeles Dodge Dealers Assn., according to John Weiser, Ruthrauff & Ryan vice president, has broken all sales records for comparable seasons, since its entry into television. Mr. Weiser also reports that dealers have even traced truck sales directly to TV.

(B) While Hoffman Radio Corp., has been in television previously to its sponsorship of the football games, Don Larson, advertising manager of the firm, is enthusiastic about the medium in general as well as KECA-TV. In fact he credits the sales power of TV with the fact that the company's prescriptions in September and October of 1949 was six times greater than during the comparable period in 1948.

(C) One participation on a KECA-TV shopping show known as "I'll Buy That" grossed 128 inquiries and netted 65 sales for a plastic rain shoe.

(D) On a variety show, "Campus To Campus," preceding each of the Saturday afternoon football games, Eastern Columbia (department store) through Stodel, has offered a variety of merchandise. One offer of a gaucho shirt advertised only via television caused the store to re-order three times in 10 days.

(E) Evidence that wrestling telecasts attract a fair percentage of women viewers is seen in a mail pull. Women were asked to write in for free "Ladies' Nite" tickets; this drew 400 individual requests from women in addition to requests from men. This resulted from two mentions on one telecast.

For buyers of time, KECA-TV's rate card No. 1 covers Class A time from 7 p.m. to signoff, week-days, and 12 noon to signoff Saturday and Sunday. Class B covers the 5 to 7 p.m. week-days.

The basic Class A rates break down as follows: Hour, $500; half-hour, $300; quarter-hour, $200; one minute or less, $100. All Class B rates are 25% less than Class A.

PERSONNEL-wise, KECA-TV comes under the broad direction of Frank Samuels, ABC's youthful Western Division vice president. Giving more of his time directly to TV is Richard Moore, assistant general manager and director of television operations. Mr. Moore went out to the Coast in the spring of the year, in one of the problems in connection with the launching of KGO- TV San Francisco and KECA-TV.

Following this tour, Mr. Mowrey returned to New York and Mr. Moore was named to his current post. Under the ABC policy of integration of AM and TV, many of the Western Division department heads have responsibilities on both sides. But the station does have some specific personnel who do nothing but television.

Among these are James Vandiver, director of remotes, who has been credited with an outstanding job on the football games through his use of cameras. By using one camera on the field level viewers have been able to enjoy sideline activities not normally possible, and with another in the press box other features have been possible including a diagram of touchdown plays sketched on a blackboard and explained by Tom Harmon, play-by-play announcer.

Phil Booth, program director of the station shifted to the ABC outlet from KTAL (TV) Hollywood where he served in similar capacity for several years. Earlier he had worked for CBS television in New York in addition to work as a film cutter and editor in his native England.

Phil Caldwell, Western Division technical director, is a veteran in engineering matters being versed in the scientific side as well as sales, following many years with General Electric.


Canadian Broadcasting Corp. under- stood to be in negotiation with Montreal film studio with intention of producing TV films under its authority to build television stations. Renaissance Films, French language group making short feature films, has been approached by CBC and sale is said to be in advanced stage. This studio would be first in Canada to make TV films, it is reported. Studios are planned for Toronto as well...

Story-Ad Films, Hollywood, producing series of 15-21 16mm shorts, is preparing commercials for national distribution.

WFTL-TV Philadelphia has obtained exclusive rights for showing of 15 motion picture classics in Philadelphia. Shows, each Sunday at 3:15 p.m., began yesterday (Nov. 27). High-caliber group includes "The Lone

FEATUED speaker at the formal opening of WTTV (TV) Bloomington, Ind. [BROADCASTING, Nov. 21] Sen. Homer D. Capehart (center) is welcomed by WTTV owners, Mary and Zorces Torsian. Sen. Capehart (R-Ind.) together with other state and local officials dedicated the new TV outlet Nov. 11.
V. S. BECKER PRODUCTIONS
Producers of Television, radio package shows and spot commercials
Representing Talent of Distinction
582 FIFTH AVE., NEW YORK LUXEMBERG 2-1040

BRAY STUDIOS, INC.
EXTENSIVE LIBRARY OF FILMS (INCLUDING CARTOONS)
Available for television
SEND FOR CATALOGUE
729 SEVENTH AVE., NEW YORK, 19

OFFICIAL TELEVISION, INC.
SUBSIDIARY OF OFFICIAL FILMS, INC.
COMPLETE VIDEO PROGRAM SERVICE
NEW SHOWS READY SOON.
CONTACT W. W. BLACK
25 WEST 45TH STREET,
NEW YORK 19, N. Y.
LU 2-1700

KISSINGER PRODUCTIONS
COMMERCIAL SPOTS
PACKAGE SHOWS
FOR RADIO AND TELEVISION
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SARRA, INC.
TELEVISION COMMERCIALS
MOTION PICTURES
SOUND SLIDE FILMS
NEW YORK - CHICAGO
HOLLYWOOD

SHERMAN PLAN, INC.
Consultants to Advertising Agencies and Advertisers on films for television
TV FILM PROGRAM DISTRIBUTORS
420 VICTOR BLDG. WASHINGTON, D. C.
"STERLING 0780"
TV STATION MANAGERS:
Several cities still open for "THE LORD'S PRAYER"—exclusive personalized TV sign-off spot. Write now for rates and availability!

TELEFILM, INC.
COMPLETE FILM PRODUCTION SERVICES FOR TV SPOTS-PROGRAMS
625 MADISON AVE.
NEW YORK, N. Y.
PLAZA 8-3500

G. W. ORREILLY
COMMERCIAL SPOTS FOR TELEVISION
480 LEXINGTON AVE.
NEW YORK
PLAZA 8-1831

ULSTER WORLD FILMS, INC.
A SUBSIDIARY OF UNIVERSAL PICTURES
37 YEARS' EXPERIENCE MAKING HIT MOVIES
WORLD'S TOP TECHNICAL AND CREATIVE TALENT
UNBAMPS FACILITIES FOR LIVE AND STOP MOTION PHOTOGRAPHY
Sparkling film com- Complete film programs tailored available features, mov- to your needs office, sports, science WRITE . . . WIRE . . . PHONE . . .
TELEVISION DEPARTMENT RT
1445 PARK AVENUE
NEW YORK 22, N. Y.

VIDEO VARIETIES CORP.
TELEVISION PROGRAM FILMS
TELEVISION COMMERCIALS
BUSINESS MOVIES
SLIDE FILMS
FROM SCRIPT TO FINISHED PRINT
OWNERS AND OPERATORS OF WEST COAST SOUND STUDIOS
808 W. 5TH STREET, N. Y. C.
WITH EXPERIENCED MANPOWER AND COMPLETE FACILITIES
41 E. 50TH ST., NEW YORK MURRAY HILL 8-1162

BROADCASTING - TELECASTING
FILM & PRODUCTION DIRECTORY
IS PRINTED THE LAST ISSUE OF EACH MONTH
GUARANTEED PAID CIRCULATION EXCEEDS 15,000

Page 47 • BROADCASTING

November 28, 1949 • TELECASTING • Page 19
### Consulting Radio Engineers

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November 19 to November 25

**Actions of the FCC**

- **CP-Construction permit**
  - D-day: limited antenna
  - N-night: modification
  - ant-antenna
  - cond-conditional
  - STA: special temporary authorization
  - CG: conditional grant

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

**November 19 Applications...**

**Accepted for Filing**

- AM—960 kc
  - WRFC Athens, Ga.—Change from D to W, using 500 W and install DA-N.
  - 1950 kc
  - WGBK Detroit—Change from 1490 kc 250 W untl. to 1500 kc 10 kw-W, 2500 W-D, UNAMEND to request 5 kw untl.

License for CP

- WCLD Colma, Calif.—License to cover CP new AM station.

KSNY Sutter St., Portland, Ore.—Modification of CP

WSAY Rochester, N.Y.—Modification of CP change power for completion of date.

WSB Chicago—Same.

KHBC (TV) Los Angeles—Modification of CP new TV station, completion date to 2-25-50.

WCON Franklin, Ga.—Same.

WLWC (TV) Columbus, Ohio—Same to 6-16-50.

**Tendered for Filing**

- Modification of CP

WABW Lawrance, Mass.—Modification and transfer of studio to Lowell, Mass.

ApplicationReturned

- AM—1230 kc
  - Lincoln County Beasts, Inc., Libby, Mont.—Revised financial data; amendment accepted and application for new AM station 1230 kc 250 w untl.

November 21 Decisions...

**Actions on Motions**

By Commr. Walker

Crescent City Best Co., Santa Monica, Calif.—Denied denial request concerning denial without prejudice of its application. The petition is denied without prejudice to petitioner's filing within a reasonable time of a petition for reconsideration of denial of its application with prejudice.

KWIR-FM Leslie S. Bowden, trustee in bankruptcy, Portland, Or.—Denied amendment to petition requesting reconsideration of a CP application for a new FM station.

KXU Westminister, Colo.—Denied petition to terminate an extension of date.

KDBX-FM John C. Harms, Big Wells, Tex.—Denied petition requesting reconsideration of a CP application for a new FM station.

**November 22 Applications...**

- Accepted for Filing

- Modification of CP
  - WPRA Mayaguez, P. R.—CP, modification of CP, increase power of new AM station.

- Rejection for New Applications
  - Application and other matters.

- Grants for New Applications
  - WVSY-Washington—Grant extension of date.

- Expiration of Application
  - Nov. 22 and Nov. 25.

- Rejection of Application
  - Nov. 22 and Nov. 25.

- Authorization
  - Amendment of CP
  - License Granting
  - Licence Granting

(Continued on page 72)

**Service Directory**

**Commercial Radio Monitoring Co.**


**Precision Frequency Measurements**

**Engineering on Duty All Night Every Night**

**Phone Log**

**Porta Bldg.**

**Kansas City, Mo.**

**Your Service**

- Broadcasts to 165,000 subscribers

- Commercial Radio Monitoring Co.


- Precision Frequency Measurements

- Engineering on Duty All Night Every Night

**Phone Log**

**Porta Bldg.**

**Kansas City, Mo.**

**Your Service**

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- Engineering on Duty All Night Every Night

**Phone Log**

**Porta Bldg.**

**Kansas City, Mo.**
CFRLEY BUDGET
$2 Million Ad Outlay Set

The Crosley Division of Avco Manufacturing Corp. is spending $2 million between Oct. 15 and Dec. 15 in radio advertising, magazines and newspapers, according to William A. Blees, vice president of Avco and Crosley's general sales manager.

This was revealed before a luncheon meeting of the Los Angeles Chamber of Commerce Nov. 18 when Mr. Blees was presented an award "for his imagination, daring and merchandising skill, which are making such a laudable contribution to American prosperity."

The two-month budget, Mr. Blees stated, is in addition to $12 million to be spent in advertising next year. Spearheading the current promotion drive is a $2 million giveaway contest, he said.

AFRA Local Elects
CLARENCE LEISURE, KNBC (NBC) San Francisco veteran announcer, has been elected president of the San Francisco local of the American Federation of Radio Artists. Other officers elected for 1950 include: Bert Buzzini, KCBS (CBS) newscaster, first vice president; Jim Moore, KGO (ABC) announcer, second vice president; Bill Gavin, NBC singing star, treasurer; and Actor-Writer Ken Langley, recording secretary, all of San Francisco.

Promotion

WHITE, grey, black and green folder, with attached metal hem gauge "for easier measuring in sewing or knitting" is latest promotion of WIBW Topexa, Kan. Leaflet stresses all around advantages WIBW has to offer listener and time buyers in what famed economist, Roger Babson, calls the "Magic Circle" of the Midwest. Main legend is: "For Sales Magic in the Magic Circle, Hire WIBW."

Fortune Smiles

SINGLE-page promotion sheet sent out by WCCO Minneapolis tells briefly story of Pillsbury Mills stockholders meeting which was aired by station recently. Teaser sheet of photo from Fortune magazine shows picture of meeting with WCCO microphone prominently displayed. Short commentary on teatsheet by station concludes, "Another first for ... WCCO."

Mail Reprint

DIRECT mail promotion sent out by WVO New York is reprint from Broadcasting issue of Nov. 7 of WVO ad playing up station's program, Frohie Stars.

Safety Campaign

KVEN Ventura, Calif., is helping death take a holiday in new safety promotion campaign being waged on Los Angeles-San Francisco highway. Station sends mobile units out to highway on weekends and holidays with announcer who shortwaves description of men- turned-villains and reports traffic law violators to highway patrolmen. Reprimands given to erring motorists who are tracked down by patrolmen are in turn broadcast over station.

Dog Is Prizes

PEDIGREE Great Dane puppy is first prize in sentence completion contest being conducted by Evanger's Kennel Foods, which sponsors The Pet Shop on WNBQ (TV) Chicago. Winners will be chosen after Dec. 16 for sentences like "Evanger's Kennel Foods ... because ...". Prizes presented are boxer puppy and 12-volume set of an encyclopedia.

Fans Express Interest

OVERWHELMING reaction to its football broadcast, has prompted KOA Denver to mail out post cards thanking fans for writing to express interest in the games sponsored by Standard Oil Co. Signed by Bill Day, sports director, and Starr Yelland, sports announcer, cards express hope "you'll show your appreciation through patronage of your neighborhood Standard service." Back side appears picture of Messrs. Yelland and Day during actual broadcast.

WCO P Mailings

MAKING promotional use of ABC Promotion Award recently presented station, WCOP Boston mailed piece describing presentation to full list of 2,500 local and national advertisers and advertising agencies. The Cowles outlet also mailed "Old Salt" postcard bearing announcement of an additional 11:05 p.m. weather forecast to 2,300 persons who had previously requested "Old Salt" weather chart. Other mailings: 1,000 letters to New England Opera Theatre Guild members billing return of Met Opera broadcasts to WCOP; reminder to local Pontiac, Hudson, and Ford dealers that intensive announcement schedule had been purchased on their behalf.

Big Names

DIRECT mail promotion card showing pair of mourners struggling with large sign entitled "Big Names" announces change of address for Keith Kerby Ltd., San Francisco, producer of "Celebrity Commercials." Rest of card tells stoopy, "We're moved to the Russ Bldg. New and larger quarters. Increase your spot billing with Celebrity Commercials."

Cites Set Sales

REPRINT of KSD-TV St. Louis advertisement in St. Louis Post-Dispatch is attached to new KSD-TV program schedule and volume TV sales in KSD-TV area are zooming, with almost 60,000 families enjoying television.

'Most Entertaining'

FULL-PAGE advertisement, pointing up "most entertaining schedule in radio history," has been circulated by KVOA Tucson, NBC outlet. Ad shows picture of Fibber McGee & Molly looking over galaxy of KVOA-NBC stars in Sept. 30 issue of Life magazine and says stars, "along with several hundreds of America's most popular programs, make their home" on station and network. Both half of ad lists select daily network schedule in black and white columns, and urges listeners to "hear each (show) and judge for yourself."

Shy Station

"Did you say promotion?" is theme of direct mail folder published last week by KJBS San Francisco. Theme is repeated over entire cover of folder surrounding picture of delighted wife kissing husband. Underlining states: "We're bashful, yes! But you must know this KJBS story." Inside six panels tell story of KJBS promotion through magazines, newspapers, taxi cab cards, sound trucks, movie trailers and air ads.

Personnel

DICK HARRIS, assistant promotion manager for WNAK Yankton, S. D., and former promotion manager for KELO Sioux Falls, S. D., becomes promotion manager for WNAK. He is succeeded as assistant promotion manager by GUY DeVANY, new to radio.

MONTLEY TAJDEN joins KERG Tulsa as promotion manager. She formerly was promotion and publicity manager at WEEK Peoria. KERG, 50 kw ABC outlet, expects to be on air first of year.

JACK SNOOK, writer in NBC's advertising and promotion department, New York, published his second volume of Os books, called, The Shaggy Man of Oz, perpetuating children's series originated by L. Frank Baum.

DENVER POLL

Samples News Tastes

LITTLE objection to commercials in the news and a decided interest in favor of local items were registered in a recent survey of audience reaction to KLZ Denver newscasts made by Donald H. McCollum, U. Denver graduate student, as a thesis toward his M. A. degree.

The station's policy in putting the first commercial at the opening of a 15-minute newscast or after the first story, and second commercial preceding the weather forecast at the newscast's close, was favored by 53%. However, 12% dissented and suggested the first commercial always at the opening and the second at the very end. Of the total sampled, 27% asked for more local items, while only 4% felt there was too much news of this type. About one-third of each KLZ newscast is devoted to local and regional events.

Other facts uncovered by the survey: 10% listeners attach high significance to newscasts' openings or lead stories; each respondent heard an average of 2.9 newscasts a day; good percentage thought 42% of newscast time allotted to national affairs all right but a fifth found 15% time allotted to foreign news content too much; one fourth objected to crime news; the specific news stories criticized, although a little over 6% of KLZ's total news output in the specified survey time was designated to such items.
Radio Lacks Originality, 
REC Is Told

THE "follow-the-leader" concept of programming is today one of radio's greatest evils, Ralph Starr Butler, advertising director for 17 years of General Foods Inc., New York, Nov. 17 told members of the Radio Executives Club of New York.

Mr. Butler was advertising manager for the Postum Co. from 1926 until 1929 when it became General Foods and he became vice president in charge of advertising. Addressing the regular REC luncheon at the New York Hotel Astor, Mr. Butler, now retired, recalled early days in radio when General Foods pioneered with sponsorship of Showboat, first commercial variety show, and later, Admiral Richard E. Byrd's 15-month expedition to Little America. The latter venture resulted in a 44% increase in Grape Nuts sales, and in those days, Mr. Butler said, "we used all our money—there was no such thing as extra budgeting for other media."

He expressed dismay at what he called radio's present lack of originality, scolded broadcasters for "following like sheep" the first successful giveaway show with "38 others, all dealing with the cupidity of the listening audience."

He urged broadcasters to make every attempt to experiment with new ideas, opportunity for which he admitted is scarcer today than 20 years ago. He warned them that should they continue following one another's patterns, "we'll see the continuation of declining results in relation to costs...and radio will approach the twilight of its day."

He closed with similar warnings to those venturing into television, pointing out that video broadcasters have the same pioneering opportunities today that radio had 28 years ago.

Charles R. Denny, NBC executive vice president, presented the 1949 Junior Achievement Award to William Lindsley, president of the Junior Broadcasters Radio Co., Peoria, Ill. Junior Achievements Inc. is a group of 837 youth-owned and-operated companies, backed by American business leaders in 61 cities.

Young Mr. Lindsley's company organized a radio program Skip Teen Spotlight, a weekly show for which the 19 members of the company sold time, wrote commercials, produced and aired the finished product. Fred C. Mueller, general manager of NBC affiliate WEEK Peoria, which carried the show on paid time, guided the youth company which, after paying corporate stockholders, expenses and taxes showed a net profit of 10%. Young Mr. Lindsley, accepting the award, spoke briefly of the junior firm's experience.

O'DWYER TALKS

Plans N. Y. Radio Coverage

OFFERS to carry talks by New York Mayor William O'Dwyer, if WNYC New York, city-owned station, will feed it to them, have been made to Seymour N. Seigel, city's director of radio communications, by heads of networks operating outlets in Manhattan.

It was learned by Broadcasting that Mr. Seigel was approached Nov. 16 at a UN luncheon with offers of "better coverage" by Frank Stanton, CBS president; Niles Trammell, NBC board chairman; Mark Woods, ABC president; Edward Noble, ABC board chairman, and Theodore C. Streibert, WOR New York president.

The mayor plans to speak once a month because he feels that most of New York's newspapers have misquoted him and distorted facts. He hopes to reach the people by radio to alleviate the alleged misrepresentations. In a pattern initiated by the former mayor, the late Fiorello LaGuardia, Mr. O'Dwyer's talks will be scheduled for possibly the first week in each month.

It was thought by the station that talks will probably be tape-recorded in advance for Sunday airings, and will start after the first of the year.

AM STATION MONITOR

One, Easy-access Unit Handles All Your Monitoring Needs!

Here—in one package—is all the monitoring equipment needed for your system. The General Electric AM Station Monitor gives you carrier-frequency monitoring, modulation monitoring,

Plus—High-quality audio output suitable for proof-of-performance measurements and station monitoring. Hinged panel construction assures quick access to all components.

MAIL COUPON FOR FREE BULLETIN

General Electric Company
Electronics Park, Building 1, Room 1
Syracuse, New York
Please send me bulletin with specifications and prices on the General Electric AM Station Monitor.

NAME
ADDRESS
STATION
CITY
STATE

GENERAL ELECTRIC

ELECTION night coverage on WCBS New York is discussed by G. Richard Swift (r), WCBS general manager with Charles Bradley (c) and James S. Beale of BBDO, agency for Schaeffer Beer, which sponsored the coverage on the New York station.

BROADCASTING • Telecasting

November 28, 1949 • Page 51


**WWBZ PROPOSAL**

**Zoog Cleared of Complaint**

PROPOSED decisions have been announced by FCC to grant WWBZ Vineland, N. J., switch to fulltime operation with 1 kw on 1360 kc, directional night, and to grant new station at Pleasantville, N. J., on 1400 kw with 250 w fulltime to Pioneer Broadcasters Inc. Seaside Broadcasting Co., seeking same 1400 kc assignment at Atlantic City, received proposed denial.

In both cases the Commission cleared A. Harry Zoog, part owner of WWBZ and former part owner and officer of Pioneer Broadcasters, of complaint filed by Rev. Percy B. Crawford of Philadelphia, conductor of Young People’s Church of the Air, religious program aired on a number of stations.

The Commission originally had approved the applicant’s request to grant the WWBZ application without hearing, but the bid was redesignated for hearing after complaint by Rev. Crawford had been filed in effect charging Mr. Zoog with misappropriation of funds.

FCC preferred Pioneer’s application over that of Seaside on the basis of Sec. 307(b) of the Communications Act requiring equitable and efficient distribution of radio services. The decision concluded Pleasantville should receive its first AM outlet rather than add an additional station to Atlantic City, now with three stations.

The decisions explained that Zoog Advertising Agency, owned by Mr. Zoog, had been retained by Rev. Crawford to place the Young People’s Church of the Air and pay the various stations for the time. The decision showed that Rev. Crawford solicited funds on this program and that from 1944 to 1946 some $443,000 was spent on radio time. Rev. Crawford charged that he had forwarded this amount to Mr. Zoog but that the latter failed to disburse about $17,000 to the stations, FCC indicated. However, Mr. Zoog counter-charged that Rev. Crawford owed him some $35,000 in agency commission rebates which funds were to be used to build a station to be jointly owned by Mr. Zoog and Rev. Crawford.

FCC concluded that the charges against Mr. Zoog “have not been sustained. It is apparent that there is here involved a private controversy which the Commission would not be disposed to adjudicate or attempt to settle.” The WWBZ decision continued, “Accordingly, on the basis of the evidence adduced in the further hearing. . . .” and in the absence of an official report of a court of competent jurisdiction evidencing a conviction of Zoog for the unlawful conversion of funds, as charged herein by Reverend Crawford, the Commission does not find A. Harry Zoog unqualified. . . .”

**NABET Pay Talks**

NABET began reopening wage negotiations Nov. 18 with RCA Victor Div. for more than 100 recording engineers and operators at RCA Victor recording studios in New York. The day before, NABET began negotiations with Muzak Corp. for its recording engineers.

**News**

MAX ROBY, assistant news editor for KSL Salt Lake City, and believe that news editor of KBFI Wichita, Kans., appointed news editor for KSL.

HERB A. CARTER, formerly commentator on Mutual and ABC, begins seven-day-a-week news and commentary program on KJQ Salt Lake City.

DICK RANDOLPH, farm director of KGLO Mason City, Iowa, will narrate NBC-TV telecasts from International Livestock Exhibition in Chicago.

Dr. E. W. ZIEBARTH, news analyst for WCCO Minneapolis, included in 1950 edition of Who’s Who in the Midwest.

DICK JOY, CBS Hollywood news caster, is recovering following recent emergency appendectomy.

FRANK SANDERS, newscaster and news editor of KGNO Fargo, N. D., is the father of twin daughters, Jill and Jean.

**WNBC Food Drive**

WNBC New York for the third successive year set aside Thanksgiving Day for an all-day appeal for CARE by every local program and personality, Thomas B. McFadden, station manager, announced. Theme for the day was that America’s plenty should be shared with Europe. Listeners were urged to pledge contributions by phone or to send checks to a special post office box number set up for the WNBC drive. Last year, listeners contributed enough to ship 11 tons of food while the year before the appeal yielded seven tons.

**Commercial**

RALPH SAWYERS, former commercial manager of KYW Philadelphia, returns to industry as account executive for WBBM Chicago, Ill., after serving as radiotelegraph officer on merchant ships and in the Navy.

PETER THOMAS, former KJR Seattle announcee, is now commercial manager for KENI Anchorage, Alaska.

DEAN SHAFFNER, with Biow Co., as radio and television research director for past five years, joins sales presentations department of ABC as writer. Previously he had been with C. E. Hooper Inc. and Crossley Inc.

ADAM J. YOUNG Jr. Inc., New York, appointed national representative for KLEE Houston. Firm has been representing KLEE-TV Houston since January of this year.

WAYNE KEEHL, news editor of KSL Salt Lake City for past three years, named account executive for KSL-AM-TV.


JACK ENGLAND, formerly with Armed Forces Radio Service in Munich, joins KONP Port Angeles, Wash., as time salesman and announcer. Effective Dec. 15, when he finishes his studies at U. of Washington, he will become fulltime staff member of KONP.

JIM WILLIS and ARDELL GARRETSON, of sales staff of WKY Oklahoma City, join sales force of WXY-TV.

ALFRED W. NICHOLAS, former assistant manager of the general accounting officer of Triangle Publications Inc., joins WFL Philadelphia staff as office manager.

KV1 Seattle moves its Tacoma offices to Winthrop Hotel.

**Broadcasting**

**Teletcasting**
Just Can't Wait
EDITOR, Broadcasting:

... Broadcasting is even more indispensable to me in this job of Federal and NBC. I put everything aside when it comes in, and many a week I sneak across the streets to get an advance look at the first proof copy airmailed to your local office. ... 

Robert J. McAndrews
Southern California Broadcasting
Hollywood

* * *

Headline Sequel
EDITOR, Broadcasting:
The headlines in the attached clipping from the New York Herald Tribune (Nov. 17) make an interesting comparison as to how two media think—

"BMB Dissolution Proposed"
"ANPA Pushes Research"
Frank Compton Advertising Inc.
New York

[EDITOR'S NOTE: Mr. Kemp certainly has a point. But as it is usually the case, the headline doesn't tell the whole story. The NAB board did propose a BMB dissolution, but it also proposed a successor organization along the lines of Broadcast Music Inc. (which this journal has espoused). We bring to Mr. Kemp's attention the following headline in the Nov. 21 issue of Broadcasting: "BMB Board Favors NAB Corporation Plan"]

* * *

P. I.'s Free Gadgets
EDITOR, Broadcasting:

... We have another way to make something out of P. I. deals we thought you might like to know about. We always open and read the P. I. deal letters, then answer them with a "request for a free sample," then throw away the letter.

We have more free gadgets and toys around the office! ! !
Here's hoping the legit radio managers will stick behind the established rates and principles of radio. Here's hoping enough of them will do so to run the free time P. I. "agencies" out of business.

P. B. Hinman
Station Manager
WROX Clarksdale, Miss.

* * *

Christmas at Christmas
EDITOR, Broadcasting:

Bob Mason's recent letter in your Open Mike department, brings up what I consider to be a very sore subject, and points out a glaring fault of which the broad-

Cites WTNS Job
EDITOR, Broadcasting:

Why is Mr. Adams of KBB Tyler, Tex., tooting his horn about sustaining announcements advertising a commercial venture such as a county fair? [OPEN MIKE, Oct. 31].

Either WTNS is overly progressive or the rest are too docile in their dollar approach to radio.

Last year, WTNS not only broadcast our entire afternoon schedule from the fairgrounds, we moved our studios out and did the fair completely; races, cattle, 4H Midway, news, sports and picture shows—that was last year, boys—and it was all paid for—plus 200 spots aired before the fair ever started. The same this year—with increased revenue!

Just to put the cap on what you (Continued on page 55)
TODD BRANSON named program director of WWCA Gary, Ind., which is scheduled to take the air early in December. He also worked as program director at KENT Shreveport, La., and WEDR Sterling-Dixon, Ill. He was announcer, m.c. and disc jockey at WPEN Philadelphia, KMBC Kansas City, WTOD-Toledo and WJW Cleveland.

KEN MARVIN, formerly with WAAF Chicago and WJR and WXYZ Detroit, joins announcing staff of WOR New York. He recently completed an engagement with Victor Borge at Persian Room of Hotel Plaza in New York. During the war, he was with American Forces Network.

HELEN SHERRET, recently with Young & Rubicam Inc., New York, working with WJ, The People radio show, joins WINS New York as assistant to continuity editor, DOROTHY ADEN. Miss Sherrit replaces GRACE WHITING, who becomes traffic manager of station.

DON CUISENBERG joins the continuity department of WKY-TV Oklahoma City. He formerly was with same department at WKY.

JOHN GOETZ, formerly stage manager of CBS-TV Ed Wynn Show, named associate director of show. RALPH NORMAN succeeds him as stage manager.

HARRY LONG joins KVI Seattle as program director, replacing LARRY HUEBYS, resigned.

LOUIS M. HEYWARD, formerly script editor of Associated Press Radio Productions, joins WMGM New York as writer-director. He has written for such radio and TV shows as Claudia, Harvest of Stars, Make Mine Music, and others.

JIM MALONEY, staff member of KQGM Albuquerque, N. M., takes leave of absence to return to his law studies at Catholic U., Washington.

MILDRED BAILLY, women's commentator for WCOP Boston, adds new show to station's schedule, Keynotes by Bailey, for which she plays piano.

JOSEPH TERRY, production manager of WINS New York, resigns to join WPLN (FM) Philadelphia, effective Dec. 1, as head of music department. His successor at WINS has not yet been named.

PHIL PATTON, producer of Super Circus on ABC-TV, joins WENR-TV (ABC) Chicago as executive producer in program department.

JANET ROSS, director of KDKA Pittsburgh Shopping Circle, elected regional director of Pittsburgh Branch of Fashions Group Inc.

MARY ASHWORTH and DAVE BALLENTEIN singing duo, join WBB-TV Boston as part of cast of Pontiac Star Time.

EARL WELDE, former staff announcer of WLEC Sandusky, Ohio, appointed program director of WBFS Fostoria, Ohio.

RUTH WELLES, women's commentator for KYW Philadelphia, awarded medal of honor and cash prize by Freedoms Foundation for submitting cookie cutter in shape of foundations credo emblem.

JOEY DOW MCLAUGHLIN, under pseudonym of Peggy Towne, joins WHI-TV Philadelphia as feature of weekly, Towne Topics With Peggy, Wednesday at 7:35 p.m.

ROBERT FLECKLES, recent A.B. graduate of Rutgers U., joins WMGM New York as assistant night manager.

BLANCHE FOREMAN, formerly traffic manager of KIJI Los Angeles, joins KTFL (TV) San Antonio as program manager. She replaces ALBERTA HACKETT, recently appointed assistant traffic manager.

NANCY CRAIG, ABC's women's service commentator, left recently for 12-city visit to four Scandinavian countries and Iceland as part of delegation covering women's angle in Scandinavian life.

RATE POLICY

WWPG Cuts To Lift Sales

SUBSTANTIAL rate reductions intended to stimulate new business have been announced by WWPG Palm Beach, Fla.

The station, which claims dominance in its area in mornings and afternoons and next-to-best ranking in evenings, according toCompilation surveys, has advised agencies and advertisers of its rate cuts through its national representative, John H. Perry Assoc.

Examples of old and new rates for five announcements per week in Class A time were given as follows:

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<th>13 Weeks</th>
<th>26 Weeks</th>
<th>52 Weeks</th>
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<tr>
<td>Old Rate</td>
<td>$342</td>
<td>$936</td>
<td>$1,716</td>
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<tr>
<td>New Rate</td>
<td>$247</td>
<td>$689</td>
<td>$1,300</td>
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According to a letter circulated by the representative firm, the management of WWPG "is fully aware of the highly competitive struggle among all media and feels that this revision in WWPG's rate card will greatly increase the purchasing power of your advertising dollar."

FOR INCREASED SPOT BILLINGS.

Contact JOSPEH HERSHEY MCILVIRA, INC.
350 Madison Avenue, New York
Murray Hill 2-8735.
Open Mike

(Continued from page 58)

can, with the right approach, I got the station named as "publicity director" for all advertising by the board. Of course, the outcome was obvious—and just to prove that radio does nicely, thank you—both fairs broke all previous records!

Boys, leave us not sell radio shorts.

John R. Terry
WTSN Cowhodon, Ohio

* * *

KECC Thanks Helpers

EDITOR, Broadcasting:

... On Monday, Oct. 31, our technical data needed to file application for program test authority reached the offices of McIntosh & Inglis, having been delayed in the mail. Their staff worked over-time to put the data in shape for filing, only to be faced with the November fire and explosion in the FCC office.

In the meantime, we had... announced our official sign-on for Nov. 5... The fire and explosion upset FCC routines for two or three days, but despite this, some unsung hero on the Commission roster took time to process our data, and get our program test authorization cleared.

Simultaneously, we were set to undergo field inspection. A request for extension of permission to test... did not arrive in time for the field inspector to make necessary measurements. ...

... We began having troubles with our 936 mc studio-transmitter link... John Elwood, general manager of KNBC in San Francisco, and Andrew Peck, chief engineer of KNBC, answered our plea for help with the loan of NBC relay equipment which operated in the frequencies for which our emergency equipment was authorized.

... We had our share of knocks, but our reasons for going into such detail is to give deserved public credit to the FCC, to NBC, and to the individuals who went so far out of their way to extend us a helping hand. ... To all of them, we say, Thanks a million—because of their help, we got on the air as scheduled, and are now plugging merrily along.

Mel D. Marshall
General Manager
KECC Pittsburg, Calif.

[EDITOR'S NOTE: Details of KNBC's troubles were found in the Nov. 14 issue of Broadcasting.]

* * *

'Bread 'n Butter'

EDITOR, Broadcasting:

... I make a living as a radio newsmen. My bread and butter depends on the public's awareness of radio news as an important part of daily habit.

Why must net and local shows repeatedly use quotes in non-news segments, like drama, giveaways, or chatter shows? "I see by the morning paper, so and so's done such and such." And words like that from the mouths of men who make a living in radio. Doesn't the Big Brass care?

Look. If it's a big story, or interesting enough to warrant comment on a non-news show, it's a solid bet it was heard on radio, before it was seen in the paper.

Let's substitute the word "on" the news this morning," for "saw it in the paper." Or at least give radio newsmen an even break, by recognizing there is such a thing as radio news.

John Munger
News Director
WIKY Evansville, Ind.

Name Is Scheier

EDITOR, Broadcasting:

... You have carried... my name spelled CHEIER. The name is SCHEIER.

I have been getting wires and letters, which are somewhat delayed due to having to look me up.

At this same writing I should like to... state how much I have depended upon and enjoyed reading every issue of Broadcasting for the past eight years or more.

Joel H. Scheier
Plattsburg, N. Y.

FCC HEARING

Facsimile Requirement Added

FCC'S SCHEDULED Dec. 12 hearing on multiplex facsimile has been expanded to include a requirement that participants file abstracts of any patent applications they have pending with respect to multiplex facsimile inventions.

The abstracts, FCC said, must be filed by Dec. 5 and accompany an authorization empowering FCC Acting Chief Engineer John A. Willoughby or his nominee to inspect the pending applications. In calling the hearing last August, FCC had specified that participants must disclose any actual patents they own or have the right to sublicense in this field [Broadcasting, Aug. 29].

DULUTH, MINN. — "I've got the listeners on ice in the Duluth-Superior Market," reports Otto Mattick, racing along on his sidereal tubomatics. "The bulk of the audience is KDAL's. But I'm still keeping my nose to the grindstone until I've got the rest of it cold." Of course, that's the reason for KDAL dominance in this prosperous market—continuing programming and promotional effort. And that's exactly the reason for KDAL's sell ability hereabouts. Try us and see.
RURAL PROGRAMMING

TWO HUNDRED broadcasters, agriculturists, and educators heard experts talk of rural AM and TV programming and production at the sixth annual meeting of the National Assn. of Radio Farm Directors in Chicago Saturday and Sunday (yesterday).

The opening session at luncheon Saturday featured an address on "The Economic Outlook of Agriculture in 1950" by True D. Morse, president of Doane Agricultural Service, St. Louis. He was introduced by NARF President Wallace Kaddery of KGW Portland. A cotton fashion parade given by the National Cotton Council was arranged for by Sam Schneider of KVOO Tulsa, program chairman for that session.

TV, and its practical applications for RFD's, was outlined Saturday afternoon by Mal Hansen of WOW Omaha and his committee, who reported on local video projects and trends. They were Bill Givens, WGY Schenectady; Amos Kirby, WCAU Philadelphia; Tom Page, WNBC New York, and Maynard Speicher, representative of the U. S. Dept. of Agriculture. A general discussion for all attendance was followed by a reception, at which members of the Citizens Committee for the Hoover Report were hosts.

BUFFET supper preceded a discussion on "Farm Programs for Advertisers" by Maurice B. Mitchell, director of NAB's Broadcast Advertising Bureau. Following breakfast preceded the annual NARF business meeting, when committee reports were given by the following:

- Phil Alampi, WJZ New York, secretary-treasurer; Herb Plambeck, WHO Des Moines, chairman; Ed Lemen, Oklahoma A&M College, RFD-extension service relations; Charles Wor-...
TOWER CASE

FCC Closes Record of WOR

VOLUMINOUS record in precedent case involving bid of WOR New York to increase height of its towers was closed last week by Hearing Examiner James D. Cunningham following summary argument by the station and its opposition, CAA, Air Transport Assn. and Port of New York Authority. The latter consider the higher towers as hazards to air navigation. WOR is assigned 50 kw on 710 kc.

Duke M. Patrick, WOR counsel, explained that WOR has been trying for some 15 years to improve its service but has repeatedly run into CAA objections. He said the station has sought through all practical means to meet problems posed by CAA. In this case WOR seeks to increase the height of its towers to 638 ft., an increase of about 200 ft. The WOR counsel indicated that CAA's objections are not consistent since the agency's rules are not being uniformly applied to other air navigation situations in that area.

NAB counsel, Richard W. Jencks, emphasized the influence this case would have on the entire broadcasting industry since FCC standards, especially TV, require higher towers to meet greater performance specifications. He urged that the WOR request be granted since CAA failed to show the towers would affect airport usability.

Increased Hazard Charged

Dent D. Dalby, CAA counsel, charged that the towers would create increased hazard to itinerant flyers in the area as well as to the landing operations at Linden Airport and Newark Airport. Instrument patterns would have to be altered, he indicated, and this would increase burden to already overtaxed instrument facilities as well as increase pilot strain.

Air Transport Assn. of America counsel, Paul Reiber, contended that if FCC approved the higher towers and allowing changes in air navigation rules, the Commission would have to be responsible for the consequences. He indicated, however, that it wasn't in FCC's jurisdiction to approve or even consider such changes.

Port of New York Authority, which has supervision of long range development of New York area port facilities, including airports, vigorously opposed the WOR request because it would affect plans for development of the Newark field. Hazard factor also was stressed greatly.

Meanwhile, beforehand, the Commission granted petition of CAA to intervene in the hearing scheduled upon request of KOA Denver to install a new antenna with FM antenna mounted on top. No date for this hearing has been set.

CATCHING some Florida sun, Joseph H. McConnell, NBC president, and family, take a brief rest at the Ponte Vedra Inn, Ponte Vedra, Fla. July 21: Mr. McConnell, Mary Meade, Mrs. McConnell and Betty. A third daughter, Cathy, did not accompany the family to Florida. In an interview there, Mr. McConnell predicted television would not replace radio and that by the end of 1949, three million TV sets will have been installed in American homes.

WCAM SALUTE

Dedicates New Studios

THE CURTAIN was parted Nov. 22 revealing the new, modern studios of WCAM Camden, N. J., municipally owned, commercially operated station. Dedication ceremonies during a 20-minute broadcast were held at the studios on the 18th floor of New City Hall.

Willard C. Schriver, WCAM director, pledged himself to “make it (WCAM) serve Camden and the surrounding communities as a local station, toward the end that we may develop a strong community spirit.” Means toward that end, he said, would be “better programming, better script, better copy and better technique—all around better radio.”

In addition to Mr. Schriver, WCAM executives include Robert Swanson, program director; Morton Lowenstein, commercial manager; Mary Haines, woman's editor; John J. Kennedy, special events director, and Clarence E. Ones, chief engineer.

FCC approved a permanent and fulltime operations schedule for the station last July following the grant of a temporary license Jan. 22, 1949, and is still to give its approval for the construction of a new transmitter on a more favorable site that will increase the coverage with the same 250 kw power. WCAM launched fulltime operations May 1, 1949, and increased its staff from 5 to 23.

Speakers at the ceremonies were local notables including Mayor George E. Brunner of Camden; Howard C. Wickes, president of the Camden County Chamber of Commerce; Dr. Leon N. Neulan, Board of Education superintendent; Rev. T. Edwards, of the State St. Methodist Church and Rabbi Albert Lewis, of Audubon, N. J. Mr. Swanson was m.c.

SALES DINNER

KATE Accents Market Area

TO DRAW local merchants' attention to the sales appeal of the “market area,” KATE Albert Lea, Minn., held a dinner recently for 80% of the city's businessmen. At the “Turkey For Two Hundred” dinner on Nov. 1, radio's selling power was graphically illustrated.

Feature of the dinner was a realistic review by guest speaker John Crowley, of Wilson & Co., of the long association enjoyed by his company with KATE in the form of the Wilson Hour broadcasts. Placing emphasis on Wilson surveys of high rural listenerhip, Mr. Crowley suggested the merchants think in terms of market area more than just the city area.

This theme was enlarged upon by Anson Vann, KATE general manager, in describing the ability of his station to reach and sell the all important wide market area that circles Albert Lea. To illustrate this, a large map, depicting the newly-acquired power coverage of KATE, was displayed. NAB film, “How To Turn People Into Customers,” and a brief talk by Bennett O. Knudson, KATE president, rounded out the evening.

Station's sales department reports direct results with two merchants asking about radio time, several current sponsors asking about increased time, and others predicting an expansion of their radio budgets.

FIGURE THE ODDS... by KXOK

it's only 260 to 1 against your owning a plane by 1956

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

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

November 28, 1949 • Page 57
**ALREADY housed in new administrative building are these WDSU officials (1 to r): Marie Chaouvin, executive secretary; Stanley Holiday, program manager; Louis Read, commercial manager; Mel Leavitt, sports director and Roy Rich, production director. WDSU's new broadcasting center is the historic old Boulaurat Court Bldg., in the heart of the French Quarter. A new studio building, now under construction, will be adjacent.**

**RADIO TURNS FLOOD INTO SALES**

*Joske's Days Are Success Despite Rain*

Radio is credited by Joske's of Texas, radio-minded San Antonio department store, with rescuing a sales day from a cloudburst and disastrous flood and turning it into the third largest day in the firm's sales history.

A torrential rain deluged San Antonio 15 minutes after the store opened for a four-day Joske's Sale. The city was flooded. Two persons were drowned. Bridges washed away, bus service was suspended or re-routed on most lines, and streets around the store were water-filled.

No Joske's sale had ever had such a depressing start, officials reported.

But as the rain slackened, James H. Keenan, vice president and sales promotion director, called for all 50-word availabilities on five San Antonio stations, including two Spanish-language outlets. With Victor Short, the store's radio di-

RADIO STARS Mary Margaret McBride, of WNBC New York, Martha Deane, of WOR New York, Kate Smith and Jinx Falkenberg are among contributors to The Time-Reader's Book of Recipes published by E. P. Dutton & Co., New York.

**When It's BMI It's Yours**

*Another BMI "Pin Up" Hit—Published by Michael*

**HUSH LITTLE DARLING**

*On Records: Perry Como—Vic. 20-3586; Denny Falligant — MGM 10555; Dick Haymes—Dec. 24803; Eddy Howard—Mer. 2; Kay Kyser—Col. 38634; Curt Massey—Lon. 2.*

*On Transcriptions: Shep Fields—Langworth; Michael Douglas—Standard; Kay Armen—Associated.*

**BROADCAST MUSIC INC.**

**360 FIFTH AVENUE**

**NEW YORK • CHICAGO • HOLLYWOOD**

**NEW YORK 18, N.Y.**

**BROADCASTING • Telecasting**
**AFRA TERMS**

**Skinnell Sees Censor Danger**

RIGID contract terms between stations and the American Federation of Radio Artists conceivably could bar a V. S. Senator or Representative from broadcasting of program nature, Julian F. Skinnell, WLBR Lebanon, Pa., operations manager, has charged in letter to NAB's Employee Relations Dept.

Content of the letter was disclosed to Broadcasting last week by Mr. Skinnell who contested the "power of censorship" which he declared was implied in terms of the station's previous AFRA contract. The contract has been re-negotiated since and corrected because of union recognition of the implications, he said.

Kunkel Incident

Mr. Skinnell explained that Rep. John C. Kunkel (R. Pa.) had been presenting weekly news reports from the nation's capital to people of the Ninth Congressional District, which includes Lebanon, over WLRB. But in the face of the contract provision "reserving exclusive jurisdiction over persons delivering news reports," Mr. Skinnell's letter continued, "it was necessary for the station to contact the union for clarification.

"When I first approached the union about this specific case, I was told that the Congressman should join AFRA. On second thought, the union agreed to make an exception in this case," the letter said.

Recently, Mr. Skinnell told Broadcasting, the AFRA local and WLRB renegotiated the contract to permit "any outside person" to make broadcasts but prohibiting any station employee, other than an AFRA member, from the air. However, he said, "the issue is still whether AFRA shall have the power of censorship."

**Equivalent Power**

While acknowledging AFRA did not wish to bar the Congressman from the microphone, Mr. Skinnell told the NAB the power to waive this jurisdiction is tantamount to the power to enforce it, and the latter is tantamount to the power of censorship. The station, he said, was willing to assign an AFRA staff announcer to every program to protect AFRA's rights.

To this the NAB agreed but said this arrangement does not preclude that program personalities must belong to the union. And on the principle of censorship, the NAB gave its position as resisting the infringement whether from the FCC, the union or any other source.

**WBT LIBEL SUIT**

**CIO is Charged**

LIBEL suit for $500,000 damages was filed last week by WBT-AM-FM-TV Charlotte, N. C., against the CIO [CLOSED CIRCUIT, Nov. 21]. The action culminates several months of union activities in which efforts have allegedly been made to drive business away from WBT [BROADCASTING, Oct. 17].

In the suit filed in Superior Court, Mecklenburg County, WBT charges that since Oct. 27 the CIO "has wilfully and maliciously slandered and libeled" it by writing and publishing, through its North Carolina directors, letters charging suppression of free speech and anti-union activities.

WBT states in its suit that it "has been zealous and careful to give labor groups, including CIO, fair chance to present their views on the air. The station brands as false the charge that it has not shown good faith in dealing with IBEW (AFL). It said it had never broadcast a single word as to its views in the labor dispute with technicians. This answers an inference that the station can 'propagandize' its views on its own facilities without giving the union a chance to give the other side. WBT has not made a 'vicious attack' on IBEW, as claimed by CIO, according to the suit. The station said 10 of its technicians were discharged last Sept. 4 because they 'were doing all within their power wrongfully to injure and destroy' WBT's business. CIO is alleged to have charged the station discharged the technicians for 'peaceful picketing.'

The suit asks $250,000 damages.

**Allen Speech**

OFF THE CUFF speech by newly-appointed U. S. Ambassador to Yugoslavia George V. Allen made in the Old Dominion state Nov. 10 was recorded by WMBG Richmond, Va. Allan Phaup, WMBG newsman, presented an exclusive account for NBC's News of the World program that night at 7:15 p.m. Ambassador Allen formerly was Assistant Secretary of State for Public Affairs charged with supervision of the State Dept's Voice of America unit.

**CORN HUSKING**

WMT Revives Old Custom

AN OLD American custom, National Corn Picking Contest, has been unwrapped and revived successfully this autumn by WMT Cedar Rapids with modern modifications. Mechanical corn pickers replaced traditionally famous husking events.

The station reports more than 20,000 spectators swarmed the fields of the Riley Slocum farm to watch 24 contestants from four Midwest states compete for $250 prize money. Contest was divided into four sections, one 20-minute period allowed for each of the four different types of mechanical pickers. Contestants were judged on their total load, less deductions for corn left in the field, shelled corn and husks in the load and improper safety measures.

Chuck Worcester, WMT farm service director, says the contest—first in which mechanical pickers were used—was a hit both in value and interest. He adds that plans are underway for a contest to be held next year with six stations scheduling preliminary state contests prior to the national finals plus $250,000 in punitive damages. Suit was filed for the station by Cochran, McClenehan & Miller and Pierce & Blakeney, counsel.
Radio Tax Battle
(Continued from page 13)
assumes added national importance when the National Institute of Municipal Law Officers meets Dec. 5 at the Muehlback Hotel, Kansas City.

At that time Thomas J. Gentry, Little Rock city attorney who first imposed the tax, is scheduled to address the institute. At the 1948 institute convention he told in detail how the city had adopted its tax ordinance and how it offered a revenue source for all cities. Now that he has the backing of a U.S. Supreme Court decision he is expected to start the city radio tax ball rolling.

Lophole Attempt Charged
NAB went into the history of the tax in its petition to the Supreme Court. A brief filed by Don Petty and Richard Jencks, as NAB attorneys, reminded the court that the Little Rock tax is an attempt to find a loophole in the Fisher's Blend decision.

“It is the result of a studied effort by the National Institute of Municipal Law Officers to devise a tax which would not be subject to the infirmities which had led to the almost uniform invalidation of taxes previously attempted to be laid by states and municipalities upon the privilege or occupation of radio broadcasting,” NAB says in its brief.

Charles S. Rhyne, general counsel of the municipal institute, told the broadcasting institute does not plan to file a brief in connection with the broadcasting rehearing petitions.

As NAB general counsel, Mr. Petty issued a statement to the membership reciting in considerable detail what the association had done in the Arkansas case. The NAB board at its Nov. 15-17 meeting in Washington had adopted a resolution calling for the statement. Mr. Petty had given the board a chronological account of NAB's activities.

NAB’s first step was taken Dec. 6, 1948, in NAB Reports when the general counsel’s office told broadcasters of the need for constant vigilance in the field of state and local taxation. This warning was inspired by Mr. Gentry’s speech to the municipal law institute. At the NAB reported aid to broadcasters and their attorneys when confronted with this problem.

The general counsel’s chronology lists a further warning and recites contacts made with Little Rock stations as well as legal help given by his department.

NAB's Supreme Court brief, filed last Tuesday, went into the Crutcher case, asserting it is “authority for the invalidation of the tax, not for sustaining it; the privilege of engaging in interstate commerce cannot be taxed.”

NAB says the dismissal leaves the broadcasting industry, along with state and city tax officials, “in doubt as to which of two propositions of law the court considers settled: Whether broadcasting to listeners both within and without the state can be called intrastate commerce, or whether the generation of electromagnetic waves is a local incident which may be constitutionally taxed.”

Also questioned by NAB is the Little Rock device of taxing the generation of electromagnetic energy in the broadcasting process. This is not “of independent value and cannot be sold by the producer and transmitted by someone else, as in the case of electric energy,” NAB remarks.

Indiscriminate Taxing Cited
Another NAB point is based on the statement that the Supreme Court has never held that mixed interstate and intrastate activity which is physically inseparable from interstitial commerce, or whether the identical acts constituted doing business both interstate and intrastate commerce.

The Arkansas stations raise the point that all intrastate regulation of radio is thrown into confusion because the highest court failed to reach a decision explaining the rejection. The court had merely

MEMO . . . To:  Noel C. Breault,
WICH Sales Manager
Effective December 1, 1949
RATE CARD #5 ONE RATE

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Remember to tell all national timebuyers one low rate day and night for good effective coverage in a market of $35,000,000,000 retail sales where business is good.

John Dema, Pres.
Eastern Connecticut Broadcasting Co.

WICH
NORWICH, CONN.
FULL TIME—1400 KC

* You'd be surprised at our coverage in New London
Apt Pupil

CHARLES S. RHYNE, general counsel of National Institute of Municipal Law Officers who is credited with finding a loophole in the Fisher’s Blend case that opened the way for city taxing of radio station, learned law at Duke U. as a pupil of Dean Justin Miller, new NAB president.

issued a one-sentence order citing the Crutcher case and holding no federal question was involved.

KGHI and KEX in their re-hearing appeal noted that the case involves the validity of a city privilege tax as applied to broadcasting, a business long recognized as being engaged in interstate commerce.

In contending the court was wrong in holding there is no substantial Federal question, the Little Rock station said the taxes impose a direct burden on interstate commerce contrary to the spirit and letter of the Constitution’s Commerce Clause.

Radio has been recognized since 1913 as an instrument in interstate commerce, the stations argue, as evidenced by the federal laws controlling broadcasting. Were it not for such recognition, how could the Federal Communications Act and the Wage-Hour Law apply, the brief suggests.

In support of the brief cites the Fisher’s Blend decision which holds that radio by its very nature transcends state lines and is national in scope and importance, “it is difficult to understand why no substantial federal question is involved in this appeal,” the brief states.

The Little Rock ordinance is the first instance in which such a tax has been levied, the stations believe.

Since the Crutcher case held a state tax invalid against an interstate carrier, the Little Rock stations ask, “How then can it be said that the Crutcher case is authority for holding that there is no substantial federal question involved in this appeal?”

“In answer to this last the court apparently (is) either (1) abandoning the theory that radio is an instrument of interstate commerce, or (2) that any state or local privilege (tax) is valid against that interstate commerce.”

In either case, it is argued, such a drastic change in the state of the law warrants a detailed opinion so “the true intent might be better understood by those affected.”

C. OF C. SURVEY

Bellingham Rates Radio High

Broadcast advertising rated well above newspapers and road signs in giving the public “the required information,” according to a survey conducted by the Bellingham (Wash.) Chamber of Commerce.

Radio attained first place in all five of the geographical areas covered by the local company’s research project and ran a close second to newspapers in a poll of chamber members.

The Bellingham C. of C. study was based on 5,000 questionnaires sent into Whatcom County environs of Bellingham last Aug. 23 by its Trade Promotion Committee, under chairmanship of Stannard T. Beard. The committee figures are based on 777 replies (15.54%) which were received in time for analysis.

Rated Good by 45.7%

In Bellingham City, radio advertising was rated good by 45.7%; average by 41.5%, poor by 13%. This compared to 40.1% good, 49.4% average and 15% poor for newspapers. Road signs ran far behind radio and newspapers in all areas.

The Bellingham C. of C. rated radio 41.4% good, 44.8% average and 13.8% poor; newspapers, 46.8% good, 40.5% average and 15.1% poor.

Bellingham rural routes—radio 52.4% good, 42.9% average, 4.8% poor; newspapers, 42.9% good, 42.9% average, 14.3% poor.

Ferndale, Blaine, Custer, etc.—radio 47.1% good, 40.2% average, 12.7% poor; newspapers, 43.1% good, 44.1% average, 12.7% poor.

Lynden area—radio 55% good, 50% average; 5% poor; newspapers, 37.2% good, 51.2% average, 11.6% poor.

Eastern Whatcom County—radio, 58.8% good, 35.3% average, 5.9% poor; newspapers, 54.7% good, 34% average, 11.3% poor.

COLUMBUS—A COMBINATION OF INDUSTRY, STATE GOVERNMENT AND EDUCATION

The situation of Columbus is unique in the nation. Though the industrial output of the city is between $300-million and $400-million, its population of 225,000 is an important part in the cultural and business life. Industry, government, education, all give to the economy of Columbus and Central Ohio a balance that is profitably favorable to those who sell in this rich market.

CARULIE’S FURNITURE STORE—70 YEARS IN COLUMBUS—25 YEARS ON WBN

Carulie’s are old in years but young in ideas. It was only natural then, that they should be among the first to use the facilities of WBN when this station started broadcasting 25 years ago. W. A. Carulie installed a studio in the store and invited the public to come in and watch this novelty called “Radio.” The response ran into the thousands...and they have been coming to Carulie’s ever since because this store has continued to use WBN as one of its principal mediums of advertising.

WBN IS THE MOST IMPORTANT RADIO SALES TOOL IN CENTRAL OHIO

If you desire to do a profitable selling job in Central Ohio you must include WBN in your program. This is easily explained by a look at WBN programming and coverage figures. 165,550 families in this area are WBN listeners. The programs of this station have been built to fit their needs and wishes. Test after test has proven that they respond to WBN advertising...and respond in a big way, much to the delight of sales and advertising managers.

BROADCASTING • TELECASTING

45.0

"HOOPER"

* (average 5 periods, Winter, 1940)

proves the best buy in DANVILLE, VA.

is WBTM 5kw ABC 1kw

(d) (u) Rep: HOLLINGER

November 28, 1949 • Page 61
BUFFET dinner sponsored by local stations Nov. 12 was the occasion for this get-together of agency, radio, television and advertising executives between sessions of the 17th annual convention of the Southwestern Assn. of Advertising Agencies meeting at Tulsa. The group includes (1 to r): Les Häger, vice president, Watts-Payne Advertising Agency, Tulsa; Dale Rogers, advertising manager, Mid-Continent Petroleum Corp.; Gustav K. Brandborg, commercial manager, KVOS Tulsa, who served as host for the event; Russell H. Clough, Dallas representative, Edward Petry & Co.; Ralph Nimmons, assistant manager in charge of sales, WFAA Dallas; Mike Roberts, commercial manager KSTP-TV Minneapolis-St. Paul, and George Ketcham, promotion manager, KTUL Tulsa.

**PEARSON-JONES INCIDENT**

"Saturday Evening Post" Gives Account

THE current (Nov. 26) issue of The Saturday Evening Post contains an article by Kenneth G. Crawford in which the Post writer gives a detailed account of "Col-umnist Drew Pearson's attempt to discredit a government official." The official is FCC Commissioner Robert F. Jones, lawyer and former Congressman from Ohio.

In his article, Mr. Crawford points out that Mr. Jones' case never became a cause celebre, as other Pearson campaigns have done, but did provoke senatorial hearings [Broadcasting, July 7, 14, 1947]. The columnist had stated that Mr. Jones, then a Congressman, was unfaithful to serve on the FCC after being nominated by President Truman. He claimed Mr. Jones' father had been a member of the Ku Klux Klan and Mr. Jones himself had been a member of the Black Legion.

Mr. Crawford goes on to state that testimony given by four witnesses procured by Mr. Pearson was entirely refuted. Ushout of the hearings, Mr. Crawford writes, was that members of the Senate committee expressed their opinion of the Pearson evidence by voting unanimously to confirm Mr. Jones.

**Roberts Studios**

OPENING of Roberts Radio, Television, Stage & Screen Studios in New York has been announced by Bob Levitt Roberts, president, former producer at WABD (TV) New York and WINS New York. Mr. Roberts said over 500 ft. of space with complete facilities including direct line broadcasting equipment has been taken at 180 Seventh Ave. Jack Lacy, WINS disc jockey and quizmaster, is under Mr. Roberts' personal management. Mr. Roberts added that he has several TV shows to go on the air.

MBS' children's show, Straight Arrow, has reached "Top Ten" in daytime listening according to A. C. Nielsen Radio Index.

**FOR SALE**

200-Ft. Self-Supporting LEHIGH STRUCTURAL STEEL TOWER — Perfect Condition — Radio Institute of Chicago 165 N. Michigan Ave., Chicago A809-3 0502
Feature of Week
(Continued from page 11)
lobby was jammed for a block with people on their way. From 6 to 7 a.m., the station reports it was virtually impossible to hail a cab in the city and early-morning buses were loaded.

Ninety-three towns were represented in the attendance, according to a tabulation of the station of the registration list. Some people came out with the dawn from the farthermost Iowa corners "and even out of state." The vanguard knocked on theatre doors as early as 4:30 a.m.

No sleeper, the affair proved to be a wide-awake event. The station executives managing the party were themselves shocked by the early morning turnout. And the early-bird radio fans were not disappointed, the station adds.

Audience participation stunts and party-fun contests were added to Mr. Bell's usual morning platter-chatter formula and humorous ad lib. KRNT says the Don Bell's Third Anniversary Jamboree-Broadcast "actually was three-hour audience participation broadcast of network calibre."

Stage Adornments

The huge stage was adorned with a carnival-like atmosphere including Don Bell's "Birthday Concession Stand." Twin turntables of operator Lois Vanderhoof were mounted on a riser near the equipment of Engineer Ralph Reynolds, regular off-stage "character" on Mr. Bell's shows. Complementing the morning staff was organist, Don Miller, and announcer-song leader, Larry Davis. Producer of the broadcast was Program Director Chuck Miller. Overall staff required to conduct the show on stage was 18 with 18 additional people handling the crowd and theatre details.

Adding to the stage appearance and show attraction, a lineup of refrigerator, washer and radio were prize features. The Birthday booth was loaded with smaller prizes ranging from record albums and players to electric toaster and coffee maker. Transcribed salutes from various ABC stars and recording artists were aired during the program and several congratulatory telegrams from important figures were read.

The Bell remote was followed by Bill Riley's Hey Bob Show broadcast from the Paramount Theatre where 1,800 kiddies screamed their tribute to the morning man in a pickup a few minutes beforehand.

Advance promotion, according to KRNT, was heavy for the two-week period preceding the program with ads appearing in newspapers, handbills, and extensive radio plugging. As a follow-up, newspaper publicity was given the show and a four-page folder picturing the party's success mailed to local and national advertisers, prospects and agencies.
SCHAPIRO WINE
Expands Radio Budget

SCHAPIRO'S KOSHER WINES, New York, is expanding its previous advertising budget, reportedly the largest in its history, and has appropriated $100,000 for a drive.

Plans call for use of a 15-minute program on a foreign language (Yiddish) New York station, spot announcements on both foreign and English language stations, and possibly spot video announcements. Agency is Bliss & Marcus, New York.

The Latin Way

AGENCY men, station representatives and others in the broadcasting business might take a leaf out of the contract book of our good Latin neighbors. In France it is wine and fashions. In Montevideo, however, CX16 features "the contract room" where business is transacted in the proper atmosphere. Completely equipped bar not only is well liquified but also has toaster, waffle iron and coffee maker. Modern CX16, which has the latest in technical equipment, also has a mixture of seasoned, traditional Latin decor. Beautiful two flight staircase of ancient design and artistic grill work with carpeted stairs greet studio visitors.

AL VINSON, formerly with promotion department of San Francisco Chronicle, operates Al Vinson Promotion Service, 1352 98th Ave., Oakland.

LARRY FINLEY Productions, Los Angeles (transcribed radio shows), plans opening of office in Portland, Ore., as distribution center for stations in Pacific Northwest which handle his shows.

WORLD BROADCASTING SYSTEM, New York, announces contract renewals and extensions for its transcribed library service by following stations: WZJF Providence; WLAB Lawrence, Mass.; WSB A York, Pa.; WPEN White Plains, N. Y.; WOPT Oswego, N. Y.

RADIOZARK Enterprises, Springfield, Mo., and ABC have completed negotiations for airing of "Saddle Rockin' Rhythm," Saturday, 6:30-7 p.m. CST.

LUNAR LEAGUE of San Francisco announces series of transmissions, "California Stepping Stones," produced with cooperation of State Audio Visual Dept. and Stanford U.

Equipment

DALE E. PHILLIPS, formerly with West Virginia Radio Corp., appointed director of engineering and research for Market To Music Inc., Storecast Corp. of America affiliate in Pittsburgh area.

PROCTOR SOUNDEX Corp., Mt. Vernon, N. Y., announces new "Floating Disc Drive" playback unit. Unit has speed setting which is continuously variable 30 rpm.

JOHN KUHAYEK and ALBERT J. FRANZAK named assistant treasurer and assistant controller, respectively, Zenith Radio Corp., Chicago. Mr. Kuhayek joined firm in 1928 and has been auditor since 1940. Mr. Franzak has worked for Zenith since February 1945 except for 10 months when he was assistant treasurer of Rauland Corp., Zenith subsidiary which manufactures TV picture tubes.

HENRY T. KILLINGSWORTH, formerly general manager of AT&T's Long Lines Dept., elected a vice president of company, to take charge of that department. CHARLES E. WAMPLER, assistant vice president in company's Personnel Relations Dept., appointed general manager of Long Lines Dept. to succeed Mr. Killingsworth. Mr. Killingsworth replaces FRED R. KAPPEL, who becomes vice president in charge of AT&T operations and engineering, succeeding CLEO F. CRAIG who is now vice president in charge of finance.

RCA VICTOR, Camden, N. J., distributing illustrated booklet timed to assist dealers in selling RCA's new "Lancaster Series" 16-inch television receivers.

DuMONT Cathode-Ray Instrument and Tube Divisions, Clifton, N. J., announce type 292 Cathode-ray Oscillograph, supersedes type 164-E. New instrument is easily portable, weighing only 21 lbs., and has increased sensitivity and minimum optical distortion, firm claims.

FRED D. WILSON elected president of board of directors of Capehart-Farnsworth Corp., domestic television and radio manufacturing subsidiary of International Telephone and Telegraph Corp., New York. Mr. Wilson previously was with RCA Victor in various capacities, among which was operating vice president and national sales manager. He succeeds ELLERY W. STONE who continues as member of board.

A&P CONTROVERSY

Segal Suggests Use of Radio

SUGGESTION that The Great Atlantic & Pacific Tea Co. use radio advertising in its monopoly controversy with the government was made by David M. Segal, president of KTFS Texarkana, Tex., in a letter to John Hartford, A&P president.

Mr. Segal called attention to the fact "that the radio industry now has the express permission to comment on the issues of the day and to be biased in many instances." He said A&P has used extensive newspaper promotion in bringing its case before the public and he felt the radio industry could do a good job for A&P.

TESTS are now being conducted by Ithaca College FM educational radio station, WITI, pending application for license from FCC. Operated by staff of students from Dept. of Drama and Radio, 10-w station has frequency of 88.1 mc.

CAI NF . NETWORK
FM To Service AM Outlets

A NEW network of AM stations serviced by FM originations has been organized in California by KSBR (FM) San Bruno. Though similar networks are in operation in the East and Midwest, the California Network, as it's been officially named, is the first of its kind in the West.

At present 25 stations have affiliated with the network and others are reportedly considering joining. Most of the affiliates are small AM independents. A few also are affiliated with the Don Lee network. There is one affiliated station outside of California—KWN-AM-FM Reno, Nev.

Time on the network is sold to advertisers at a rate equal to the combined rate of all affiliated stations airing the advertiser's program. Advantage to the advertiser lies in opportunity to blanket the state with his sales message through a single contract with less book-keeping and related time and expense items if the network stations were contacted individually.

Programs designed for network release are picked up by affiliates at an arranged signal from KSBR and immediately rebroadcast on the AM frequency of each member station. KSBR's height (4000 feet) and power (550,000 w) enable it to beam programs over 300 mile radius.

CJOR Rolls Log

METHOD of placing promotion where the radio listener is most likely to see it is reported from Vancouver, B. C. CJOR, of that city, plugs one show with red overprint on the daily program log in the Valley Sun. Legend reads: "CJOR, Kate Atken, 9:30 a.m." The type of radio promotion is unusual and created much talk in the area, although CJOR reports the device was introduced more than a year ago by a paper in Florida.

FRIENDS

"To make a friend, you must be one." Twenty years of service to farmers in Kansas and adjoining states have made us their friend.

WIBW The Voice of Kansas In Topeka

Page 64 • November 28, 1949
Radio Aids Drives

Wind up by RED

BROADCASTING

Tello-Test' Jackpot

Another Philadelphia contribution was that of WPEN which turned over the jackpot of the

Tello-Test program to the campaign. The station received a large stack of letters and cards nominating the Red Feather Campaign as the worthy cause to which the Jackpot should be donated.

Roy Neal, producer and m.c. of the Open House telecast over WPTZ for the Corn Exchange Bank, alternated with WYU disc jockey, at the series of luncheon meeting stage shows demonstrating the actual services of the Community Chest for the benefit of volunteer workers who made their reports at these luncheons. Based on the We, the People format, the shows featured interviews with individuals of every age, aided by Red Feather agencies, who portrayed the services in action on the stages of the Bellevue Stratford and Benjamin Franklin Hotels. Facilities for demonstrating the services, through visual and dramatic aids, included an X-ray viewing box, paraphernalia for bathing an infant, weaning looms, upholstery and other equipment.

WVUN(FM) Efforts

Through the efforts of WVUN (FM) Chattanooga, Tenn., listeners in that area were apprised of the need for contributions to the Community Chest and its worthwhile cause. WVUN and the Council of Community Forces got some 200 listeners to record a series of 150 spot announcements. All six local stations — WAGC WAPO WDEF WDOD WDKB and WVUN — used the transcribed spots. Recorders were taken into factories for statements by workers, some of whom had been helped by the Community Chest's agencies. Another highlight was dramatization of actual case histories by WVUN's Cooperative Theatre of the Air. These dramas also were aired by WAGC.

In Boston, local stations gave the campaign impetus with a series of special programs. WBZ-TV presented a half-hour live show for the fund's 30,000 solicitors preceding the all-network show which opened drives all over the country. A pool broadcast of all Boston stations was aired Oct. 16 from 12:30 to 1:15 p.m. In addition to talent and music, a documentary was featured.

WCP Boston scheduled plugs in every station break throughout the entire Kate Smith Calla show which was presented Oct. 10 in cooperation with the Community Fund of America. On Nov. 10, WCP aired the Red Feather Report show which was eneved by Edward B. Hannify, chairman of Boston's Red Feather drive. Program included speeches by representatives of the 12 money-raising divisions of Greater Boston. Reports, as they came in, were chucked up on a large tally board in the WCPU studio.

In Johnstown, Pa., WARD Announced a Drive, Shellenberger conducted a Red Feather talkathon. He spoke 83 hours and 18 minutes on the air while receiving pledges. The non-stop oration began Oct. 12 at 4 p.m. and continued until he could no longer hold his eyes open and signed off "in favor of a bed, with or without a red feather mattress."

Buffalo, New York's lagging drive received a needed shot in the arm when WEBR held a radio auction from 11:30 p.m. Saturday, Oct. 21, to 8 a.m. Sunday, Oct. 22. Some 20,000 telephone calls were placed to the station during that time and about $3,500 was collected for the fund. Over 95 prizes, worth $5,000 and donated by local merchants, were put on the block by WEBR's disc jockeys, George Walker, Jr., and Ed Tu-cholka. Talent was contributed by local and national entertainers including Hildegarde and Elliot Lawrence.

Charade Contest

In Seattle, Tom Herbert, an executive of the Seattle Chamber of Commerce and m.c. of Stage 11, charade contest show telecast weekly over KING-TV Seattle, proved a generous giver in a novel way. When the Seattle area campaign goal of $1,738,375 was set, Mr. Herbert pledged a full year's income from his video show. Accordingly, his weekly check for an entire year—less only his AFRA dues and whatever Internal Revenue may insist on—will go to the Chest. Mr. Herbert received the Community Chest "Oscar," highest achievement award of the Chest, for his contribution.

Helping promote their community's campaign, three WBYS Canton, Ill., stations offered services in various ways. Program

CHRISTMAS FUND

WOR Aids N. Y. Hospitals

WOR New York's annual Christmas Fund this year will serve 19 New York City hospitals, three New Jersey municipal hospitals and Grasslands, a hospital in Westchester. In addition, the station will provide 4,150 maternity ward mothers in 51 voluntary hospitals in New York with layettes. The fund, procured from contributions from the listening audience which last year donated $27,190.64 to the cause, will buy toys, clothing and other essentials for ward children and infants.

Fund committee is directed by Edythe Meserand, assistant director of WOR's news and special features division, and is composed entirely of station staff volunteers.

November 28, 1949
**First 15 Program Hoopenings—Nov. 15 Report**

<table>
<thead>
<tr>
<th>Program</th>
<th>No. of Stations</th>
<th>Sponsor &amp; Agency</th>
<th>Hoopen</th>
<th>Year Age</th>
<th>Hoopen + or - Pos.</th>
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<tbody>
<tr>
<td>Radio Theatre (CBS)</td>
<td>173</td>
<td>Procter &amp; Gamble</td>
<td>900</td>
<td>1941</td>
<td>1941</td>
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<tr>
<td>Godfrey's Talent Scouts (CBS)</td>
<td>154</td>
<td>Lever Bros.</td>
<td>100</td>
<td>1942</td>
<td>1942</td>
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<td>Jack Benny (CBS)</td>
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<td>Lever Bros. (CBS)</td>
<td>0</td>
<td>1943</td>
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<td>Added by 2nd broadcast</td>
<td>7</td>
<td>Procter &amp; Gamble (Fred &amp; Heavy)</td>
<td>9.5</td>
<td>1944</td>
<td>1944</td>
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<tr>
<td>My Friend Irma (CBS)</td>
<td>154</td>
<td>Lever Bros. (BBDO)</td>
<td>0</td>
<td>1945</td>
<td>1945</td>
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<tr>
<td>McGee &amp;1 Mally (CBS)</td>
<td>165</td>
<td>Lever Bros. (CBS)</td>
<td>0</td>
<td>1946</td>
<td>1946</td>
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<tr>
<td>Walter Winchell (ABC)</td>
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<td>Lever Bros.</td>
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<td>1947</td>
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<tr>
<td>Original broadcast</td>
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<td>Procter &amp; Gamble</td>
<td>15</td>
<td>1948</td>
<td>1948</td>
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<tr>
<td>Clark Gable (CBS)</td>
<td>190</td>
<td>Lever Bros. (CBS)</td>
<td>0</td>
<td>1949</td>
<td>1949</td>
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</tbody>
</table>

**FAO Coverage**

ANNUAL conference of UN's International Food and Agricultural Organization, which went underway in Washington, D. C., last Monday, was slated for radio-televisual coverage late last week. CBS aired a simulcast of its Capital Clockroom, Friday, 10:30 to 11 pm featuring FAO’s director-general, N. E. Dodd, U. S. Dept. of Agriculture spots on NBC's National -Farm & Home Hour Saturday and addresses by officials of American farm organizations on NBC Sunday, at 1 pm, also were aired.

**CANADIAN MUSIC**

**CBC Unfair—MacMillian**

CANADIAN BROADCASTING Corp. and other government bodies using copyrighted music came in for criticism by Sir Ernest MacMillian, who is the composers, Authors and Publishers Assn., of Canada (CAPAC), the Canadian ASCAP, at the Nov. 17 sitting of the Royal Commission on Arts, Letters and Sciences. Sir Ernest stated that the CBC along with other government bodies were unfair and exploited copyright musical works, that the CBC claims “what it pays for performing rights is paid only as a matter of grace and not as a matter of obligation, and therefore the amount awarded should not be too large.”

He said the CBC also “maintains a doctrine of a prerogative right of the crown to take the property of the citizen without any control by law, which has not been upheld... since before the days of Blackstone and which was not acceptable to the framers of the Magna Carter.” He asserted the ultimate object of CBC was to acquire a reserve of works free of performing rights claims.

**FAO Report**

Outlet Silenced After Strike

WTNB Birmingham, Ala., MBS outlet off the air since July because of labor difficulties, was told by FCC fortress ago to resume operation within 16 days or relinquish its license. WTNB had requested extension of authority to remain silent for another 30 days.

FCC reported it had received affidavits concerning the conflict from both the union and the station. The Commission indicated Stanley L. Hawkins, member of Local No. 283, IBEW, and chairman of the negotiating committee, stated in essence that all demands and requests made to the union by WTNB had been granted or agreed to by the local, whereas Roy Hofheinz, president and 49% owner of WTNB, reported in essence that “the matter is still a subject of dispute.”

The Commission further said the union's affidavit stated the local had been employed by John Stevens, attorney for Mr. Hofheinz, to dismantle WTNB's studio equipment since the lease expired Oct. 1 and had not been renewed although the premises were under the management and control of W. B. Leedy & Co., of which Thomas N. Beach, 51% owner of WTNB, is chairman of the board.

If WTNB cannot fulfill the functions for which it was licensed, FCC indicated, it would not be in the public interest to grant further extensions of authority to remain off the air. FCC noted the studio had been dismantled and equipment removed without authority from the Commission to move the main studio and cited this as evidence the station could not fulfill these functions.

**Literary Effort Awards**

ABC radio and video series on American literature, Author Meets the Critics, will make awards for the best novel of the year, and the best non-fiction work of the year, based on a vote of some 60 literary critics. Awards will be announced during the AM and TV programs the first week of December.

**Druce Cited**

OLGA DRUCE, director of Mutual’s House of Mystery, has been cited by the government of Haiti for her debunking of unexplained Haitian mysteries and superstitions. Consul General of Haiti Regor Dorsinville, presented the citation to Miss Druce at a special luncheon Nov. 16 held at New York's New Yorker Hotel. The program is sponsored by General Foods Inc., through Benton and Bowles Inc., N. Y.
Famous Couple Interviewed
VIC E PRESIDENT Albany W. Barrley and his bride, the former Mrs. Carleton S. Hadley, were interviewed diretly after their wedding ceremony in St. Louis by Bruce Barrington, news director for KXOK St. Louis. Interview was aired All ABC through KXOK facilities. Description of couple as they entered and left church besides eyewitness description of ceremony itself by Helen Hennessy and Al Brandt, KXOK-ABC news, reporters, also was aired by network through KXOK.

Races Filmed
OFFICIAL film of each of eight daily races at Fair Grounds in New Orleans is developed, flown to KBTV (TV) Dallas and put on air less than six hours after races are run. Film is that used by track officials and is taken from every vantage point, thus allowing televisers to see race from every angle.

Salute to Radio
CIVIC, religious, and trade union leaders in Seattle, Washington, in special series of telephone-recorded salutes to radio on occasion of National Radio and Television Week, Oct. 30- Nov. 5. Salutes were one-minute in length, and used by KJKI Seattle during week celebrated. All ABC through rebroadcast Nov. 5, tied together with commentary by John Condon, staff announcer. Idea was originated by Roland Bradley, station's program director.

University Format
SERIES of educational telecasts planned by Creighton U., Omaha, to be seen via WOW-7V-7V that city every other Wednesday afternoon. Shows will present different phases of academic life.

Topical Discussion
RACIAL DISCRIMINATION in Chicago was described by three "victims of the minority situation" in "An Open Letter to Mayor Kennelly" on Oct. 31, in Chicago last week on WMOR (FM). Half-hour uncensored documentary, produced by News Director Robert Schanke, featured Al-derman Archibald Carey reasserting that "discriminatory housing means bad housing for everybody. " Union official described a riot in front of his house after union meeting there which was attended by Negroes. Jack Geiger, formerly of International News Service was co-producer.

Programs


Voices of Experience
DONATION day appeal for Crippled Children's Hospital over WTBF (TV) Richmond, Va., featured two "graduates" of hospital itself. Aaron Freeman, who had entered hospital years ago with club feet and spinal injury, hitch-hiked 110 miles to appear on show. Second guest, Arthur Seward, had been polio patient for 12 years in hospital. Their joint appeals and appearances aided immeasurably in station's efforts. Sound portion of show was recorded and rebroadcast over WMGB and WODD (FM), both Richmond, later same evening.

Children's Chapel
CHILDREN of Otilie Orphan Home, Jamaica, N. Y., Organist Lowell Pat- ton, Otilie chaplain, Rev. Dr. Donald W. Ruth, and "Aunt Byrte" Ladd, CBS, contralto, make up staff of Chapel WWRL Woodside, N. Y. Vested children's choir furnishes music and Rev. Ruth delivers five-minute sermons. Show is being prepared for transcription service on public service time from coast-to-coast early next year by its producer, Tom Wallace Productions, and WWHL.

Early, Easy Shopping
WITH eye to seeing that Los Angeles does its Christmas shopping "easily, conveniently and wisely," KFWB Los Angeles is sponsoring its own Santa Claus in five weekly 45-minute pro-grams. "Santa Claus" offers helpful hints for Christmas shopping, interviews guest personalities and plays records.

Children's One World
WASHINGTON children learn international relations the easy way due to program carried by WOIC (TV) Wash- ington every Sunday afternoon. One child from a foreign legation meets with local children in theatre and discusses customs, costumes, speech, songs and occasional youthful pranks of children of his homeland. Show is sponsored by Home Appliance Co. and RCA Victor and titled Your Junior Reporter.

Last Minute Arrangements
SCHEDULEd broadcast for North Texas State Teacher's College and U. of Houston football game at Denton, Tex., recently found KCNR Fort Worth unable to get telephone lines from playing field. Undaunted, Manager Lewis Love and Harvey Boyd, special events director, arranged with local flying school for two planes to fly from Denton airport with tape recorded play-by-play description of each quarter of game. Reels were rushed to airport, flown to Fort Worth, and dropped to KWBX transmitter. Playback had only hour's lag behind actual game.

Dennis Day
Dear Hearts and Gentle People
I Have Must Have
Done Something Wonderful

Dennis Day

Sammie Kaye
Echoes
Careless Kisses

Wayne King
The Light in Your Eyes
Vienna, My City of Dreams

DJ-805

DJ-805

DJ-807

THE PICK OF THE NEW HITS!
on special "DJ" plotters

RCA VICTOR RECORDS

**DJ" disks are special plotters for disk jockey and radio station use!

November 28, 1949 • Page 67
Situations Wanted (Cont'd)

If you're looking for a record man whose primary interest is in selling and who enjoys a varied and active life, we are looking for a good all-around all-morning, all-afternoon or all what-have-you record man. He will be the major market that can stand salary of $500 or more a week. Want to talk? Write Box 252D, BROADCASTING.

$6.60 weekly invested in my annuity will make you a millionaire by the time you are 65. I will mail $125 weekly to any operator, no questions asked. Send a letter with snapshot. Box 252D, BROADCASTING.

If you are an engineer, experienced in vacuum tube work, or any phase of broadcasting equipment, you'll be interested in the following: For a position with a large eastern station, a well known agency is in the market for an experienced engineer, to design a new installation. If you are interested, please send your résumé to Box 252D, BROADCASTING.

Situations Wanted (Cont'd)

If you have just pulled a 1 kW out of the red and into the black, Didn't do anything exciting, just phoning in, mouthin', meaningless phrases, but by gum, I think I did a better job. I'm ready for next step. Am willing to tackle anything, just give me a chance, where personal position and salary excel. Box 252D, BROADCASTING.

Manager

Situation in community. Highest

Salary. Estate operator, six to eight

years experience. Salaries up to $5,000

per year. Box 252D, BROADCASTING.

Salesmen

Salesman, new station in small town,

with territory. No other stations in

town. Earnings unlimited. Salary, draw

and commission. Box 252D, BROADCASTING.

Box 302D, BROADCASTING.

Announcers

New England net affiliate seeks per-

manent all-round man with news and

traffic background. Prefers college

graduate. Box 252D, BROADCASTING.

Rural independent 5 kW now planning

to double output. We are interested in

having a full time man to announce and

sell. Address Box 252D, BROADCASTING.

Experienced license combination man

with emphasis on good board operation.

Salary, split. Box 252D, BROADCASTING.

Production-Programming, others

Combination copywriter-tape girl for

Florida ABC affiliate. Must be accurate

on typing, supply own machine. Good

salary, good working conditions.

Address Box 252D, BROADCASTING.

Situations Wanted (Cont'd)

Topannouncer, fine network caliber

voice, former with Mutual affilia-

tes, midwest. Desires position with

first class station. Box 252D, BROADCASTING.

Exciting opportunity for young and

ornamental. Any location. Box 252D,

BROADCASTING.

Can you maintain a fine program every

week? Send letter, with snapshot.

Box 252D, BROADCASTING.

Experience in advertising and sales.

Good opportunity. Box 252D, BROADCASTING.

Want to talk? Write Box 252D,

BROADCASTING.

Technical

Wanted, two transmitter operators for

new local, midwest kilowatt daytime

time. Directional antenna experience
desirable but not necessary. Send full

qualifications and letter. Box 252D,

BROADCASTING.

Experienced combination man with

emphasis on good board operation.

Salary, split. Box 252D, BROADCASTING.

Engineer-announcer for full time

Mutual station. State salary and back-

ground. Kansas, South Dakota.

Production-Concerts, others

Program director for southern Cal-

ifornia. Experience in both local and

network stations. Announcing emphasis.

Desires full time, attractive package. Box 252D,

BROADCASTING.

announcing lady, completely experienced in

all phases of radio desires position with

prestigious station. Box 252D, BROADCASTING.
For Sale (Cont'd)

Equipment, etc.

RCA 6HC distortion meter, excellent condition, $225.00. Box 291D, BROADCASTING.

For Sale


For Sale

One 3 kw GE FM transmitter 59.1 mc B-3100. One 2 kw GE FM circular antenna type BY-B-2; one 278 ft. self-supporting American Bridge tower with 22 ft. antenna support. Complete with A-A-3 lighting unit and 400 ft. 12’’ Seal-O-Flange transmission line and dry air compressor. Make us an offer. Station WOSD, Oneonta, N.Y.

For sale, 250 ft. extra heavy IDECO reference tower, Fair condition. Very reasonable. A. James Ebel, Radio Station WMBD, Peoria, Ill.

For sale—RCA 1 kw transmitter, Fair condition. Very reasonable. A. James Ebel, Radio Station WMBD, Peoria, Ill.

For sale—Two RCA 44BX microphones with desk stands, used few times only. New less than year. Original cost $500.00. Price for both $210.00. Collins 12H console, has new relays and excellent condition. $250.00. Contact Chief Engineer at WYOP, Telephone 2577, Vidalia, Indiana.

Gates 28 Co limiting amplifier used 5 days $100.00. Collins 11H console has new relays and excellent condition. $250.00.爲 Contact Chief Engineer at WYOP, Telephone 2577, Vidalia, Indiana.

2 Presto 6N recorders and 1 9A amplifier in portable carrying cases. Excellent condition. Alan Higgins, 8250 S. Limestone St., Springfield, Ohio.


Wanted to Buy

Stations

Interested buying local or regional if priced right. Supply sufficient information in confidence. Experienced Station Manager at Box 231D, BROADCASTING.

Equipment, etc.

will trade on used kilowatt AM transmitter. Write Box 306D, BROADCASTING.

Wanted—One recording turntable with mechanisms and head; associate amplifier, filters, accessories. Radio Station WJTL, Niagara Falls, N. Y. Phone 3966

For Sale Equipment

1 Model 121 Winchagger 500 foot tower including lighting equipment and base insulator.


BROADCASTING  Telecasting

Television

Production-Programming, others

Station manager—We can give you economical, complete, programming with an experienced television team. Box 256D, BROADCASTING.

For Sale

Stations

For sale, New York area city AM station $125,000; $500,000 for FM station. Box 281D, BROADCASTING.

Radio stations of the most powerful in the south, 10,000 watts. Earning power tremendous, no good offer required. But, figuring on value recovery, it is tended here. Advertisements available. Address all inquiries to P. O. Box 1643, Birmingham, Ala.

WOMEN who represent cooperative selling enterprise by two businesses—real estate and radio—inspect one of the Gordy & Son's homes developments in Wilmington. They are (1 to r): Ralph Gordy and Edward Gordy, builders; Jack Dougherty, sales representative, and Gordon MacIntosh, president, WTXU Wilmington.

ONE-MINUTE radio spots were turned out almost as fast to promote the sale of homes to veterans in the medium income bracket over WTXU Wilmington, Del., facilities. And in 14 weeks through last spring and summer, the houses sold as fast as the proverbial breakfast food.

The success story, as compiled from facts supplied by Howard R. Robinson, WTXU general manager, is this:

From 10 to 12 spots were aired daily, particularly in the afternoon.

The builder, Gordy & Son Co., used only radio for its advertising and WTXU as the only outlet. The homes sold at a price ranging from $7,000 to $8,000. About $15,000 was spent by the firm for the spots.

The result of the promotion is best shown by the statement contained in a letter from the firm president, E. S. Gordy, to WTXU, which speaks for itself: "We have sold 350 homes, amounting to a gross sale of $2,250,000. Four out of every five people who purchased homes were directly traceable to radio advertising on station WTXU. We feel that in the short period of 14 weeks this has been the biggest selling job ever done in real estate in Delaware and very probably the biggest selling job radio has done for any advertiser."

The real estate company thought it had enough homes to last until next year. But the entire output was sold and it is now starting a new development. Gordon J. Mac-Intosh is president of Fort Frere Broadcasting Co. which operates WTXU.

WRCO DEDICATED

New 250 w Fulltime Outlet

FORMAL dedication of WRCO Richland Center, Wis., was held Nov. 6 in the Richland Center City auditorium. More than 500 at tended, Guest speaker was Sen. Alexander Wiley (R-Wis.). Other speakers included Rev. Owen Mitchell, Rev. Charles Hubanks, Mayor Vernon Thomson, Kenneth S. Gordon, general manager of KDKH Dubuque, Iowa; WRCO General Manager Thomas R. Kelley and Robert J. Bodden, program director.

WRCO went on the air Oct. 18. Owned and operated by the Richland Broadcasting Corp., WRCO operates on 1450 kc with 250 w fulltime.

Situations Wanted

Announcers

The name is Van Charles. The show is a D.J. Hoopseeings jumped from 5.0 to 7.0 at 9.0 to 11.0 to 25.0 to 40.0 in the last 10 years. The show now is a D.J. Howes and his crew. He leaves present employer. Network caliber. Highest references. Will start announcer now O. D. show, sustaining, until sold. Single, 30, will go anywhere for right offer. Box 312D, BROADCASTING.

November 28, 1949  Page 69
CENSUS DATA
Marketing Aid—Hauser

RADIO and television set data in the 1950 U. S. decennial census will provide important material to aid marketing, according to Phillip M. Hauser, acting director of the Census Bureau.

Addressing the Market Research Council meeting in New York Nov. 18, Mr. Hauser said significant changes among U. S. populace and institutions as a result of the war will be shown by combined data produced by the decennial and the current censuses of manufacturing and business.

The Bureau does not make any systematic attempt to get information relating to advertising media, Mr. Hauser said, but "two fundamental important types of data on this character will be available as by-products of the other census objectives."

"Statistics will be made available as usual on the distribution of radios throughout the land (including both AM and FM although they will not be shown separately). Also, for the first time statistics will be available on the presence of television in American homes. The availability of these statistics in relation to the size and characteristics of consumer markets and channels of distribution needs little elaboration from the standpoint of marketing research potential," he said.

Plans Quality Checks

Mr. Hauser explained the bureau will provide quality checks measuring the degree of completeness of the enumeration, and various analyses of the importance of the results. He said the new bench mark statistics for population, housing, agriculture, business and manufactures also will increase the opportunities for the widespread services to marketing groups.

Tons of Sausage

THERE'S a butcher in Huntington, W. Va., who really sold on radios. During the recent strikes which stymied business, he decided to do something about giving it "a shot in the arm." Jake Brumfield marked his sausage down from the average 40¢ lb. to a special 25¢ lb. and then told everybody in town about it by sponsoring a Friday night football game over WPLH-AM-FM Huntington.

By noon Saturday, his entire stock of sausage—three tons—was sold. When Jake's market closed that evening over a better than half and the three hams were left. Demand for the sausage continued during the next few days, Mr. Brumfield prepared and sold six more tons.

BLOOD APPEALS
D. C. Outlets Aid Co-worker

PROMPT action by WRC Washington, followed by complete cooperation on the part of radio and television stations in the nation's capital Nov. 17, probably saved a life.

Ed McGinley, WNBW (TV) engineer, developed complications while undergoing an operation at Garfield Hospital. Transfusions were ordered. Mr. McGinley had received over a gallon of blood, when the hospital started to run out of the rare type needed. WRC, where Mr. McGinley had been a recording engineer, was informed. WRC's newsroom and announcing staff immediately contacted other stations in Washington with a plea for station break appeals for blood donors.

So effective were bulletins and personal pleas from disc jockeys that switchboards at stations were all but swamped. WTOP received a volunteer call from Connecticut. WRC and WMAL each received 70 calls. The following morning, the hospital reported Mr. McGinley out of danger. Washington area stations cooperating were WOL WWDC WMAL WINX WEAM WTOP WASH (FM) WRC WTG (TV) WOIC (TV) WMAL-TV and WNBW (TV).

FRANKLIN ELECTED
Is RWG President

PAUL FRANKLIN, Hollywood writer, was elected president of Radio Writers Guild to succeed Erik Barnouw at RWG membership meetings in New York, Los Angeles and Chicago Nov. 17. In New York, Sheldon Stark was elected regional vice president, succeeding Welbourn Kelley.


BOETTIGER & SUMMERS
NEWLY-FORMED Boettiger & Summers Advertising Agency, Charlotte, N. C., will include the handling of radio accounts, according to Audrey Summers, firm's partner. Miss Summers formerly was associated with WBT Charlotte as publicity director. Prior to the establishment of Boettiger & Summers, she was with Appliance Service Corp., affiliate of Southern Appliance, as sales promotion specialist. Mr. Boettiger was associated with Ayer & Gilbert, Charlotte advertising agency, for two and a half years following a seven year service in the army. Agency has its offices at 317 No. College St.

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SPECTRUM

A PLAN to set up a special government interdepartmental commission for the purpose of studying use of radio frequencies by various agencies is being launched under the direction of President Truman, it was learned last week.

The commission also would probe the field of international communications engaged in by private firms, it was understood. While no details were disclosed, it is believed the special group would comprise officials of government branches presently operating their own extensive communications systems.

Government use of spectrum space has evoked considerable concern among private users, especially the broadcast-TV industry which feels the government should be compelled to justify the use of frequencies which might otherwise be allotted to standard radio and television stations. A Congressional committee also has undertaken a probe of frequencies [Broadcasting, Oct. 17, 24].

The government plan, now in the development stage, reportedly would provide for a five-man commission, with personnel to be selected from government agencies directly concerned with radio communications. Key branches include the State Dept., FCC, Dept. of Defense, Army-Navy Air Force, Dept. of Commerce, General Services Administration and others.

A Senate Interstate Commerce communications subcommittee announced last month it would launch a probe of the whole spectrum sometime next January. In any event, some authorities feel the government action “at least” implements the decision of the subcommittee, headed by Sen. Ernest McFarland (D-Ariz.), to determine whether radio frequencies currently are being used to the best advantage.

Disclosure of the government’s plan to set up its own group is believed to be a followup to Congressional probe action, since the McFarland group has manifested keen interest in the use of frequencies by each agency. The five-man commission would seek out that information, according to reports.

The subcommittee also encompases an inquiry into the extent of government operation of communications systems in competition with privately-operated wire and telegraph companies.

Spokesmen said Sen. McFarland had not been officially apprised of the government’s plan to set up a special group. Personnel will be selected after the interested agencies and branches have first submitted suggestions and comments to the Bureau of the Budget, it is understood.

AIMS AT TOURISTS

EVER since radio went commercial, and that’s close to 30 years ago, stations have depended upon listeners in various regions they serve as their ultimate source of revenue. This remains true today. But a variation in this familiar pattern is a step taken by WYYE Wytheville, Va.

This “different” approach is an idea originated by WYYE’s Commercial Manager Erle Howery and Announcer Nick Carter and sponsored by the Wythe County Chamber of Commerce. It’s a new type program called Your Radio Tourist Guide, which is directed, not to the station’s regular listeners, but to tourists.

With an eye to increasing Wytheville’s share of the tourist trade, the program is sponsored year-round, 15 minutes daily across-the-board. The theory behind the show is to reach tourists when they are within 90 to 100 miles of Wytheville, at a time during late afternoon when most travelers begin to think about stopping for the night and when they are still within one or two hours driving time of Wytheville.

Featuring Wytheville’s attractions for the tourist, the program’s format includes soft music and tips on the “best” places to eat and sleep, and the best travel routes in Tennesse, North Carolina, West Virginia and Virginia, as recommended by the Chamber of Commerce.

The Texas Rangers

“AMERICA’S FINEST WESTERN ACT”!

The Texas Rangers, stars of stage, screen, radio and television, early this summer made a personal appearance tour in the Midwest. They are pictured here in Oklahoma City, when they were commissioned honorary Colonels of the State of Oklahoma by Governor Roy J. Turner.

The Texas Rangers transcriptions, used on scores of stations from coast to coast, have achieved Hooperings as high as 27.4. Advertisers and stations — ask about our new sales plan!

Wire, write or phone

ARTHUR B. CHURCH Productions
KANSAS CITY 6, MISSOURI

November 28, 1949 • Page 71
FCC Actions
(Continued from page 19)
Applications Cont.:
License Renewal
WMAL-TV Washington, D. C.—License renewal for commercial TV station.
License for CP
WMBR-FM Jacksonville, Fla.—License to continue operation of CP station KLMO Langlomot, Fla.—License to cover CP new AM station.
License for Aux.
K1T Yakima, Wash.—License to use old main trans. as aux. with kw on 1280 kc.
APPLICATION RETURNED
License for CP
WSFL Springfield, Mass.—Return application for license to cover CP new AM station.
APPLICATION DISMISSED
FM—97.1, 97.5 mc
The First National Bank of Montgomery and Margaret Covington Mil—executors of estate of G. W. Covington Jr., deceased, Gadsden and Selma, Ala.—DISMISSED Nov. 16 applications for new FM stations at Gadsden (91.1 mc) and Selma (89.5 mc).
November 23 Applications...
ACCEPTED FOR FILING
AM—1260 kc
WMPJ Daytona Beach, Fla.—CP change from 1450 kc 250 w unl. to 1260 kc 1 kw unl. NA.N.
KRMG Tulsa, Okla.—CP change from 10 kw to 25 kw.
Modification of License
WNAN Annapolis, Md.—Mod. license increase power from 500 to 1 kw on 1450 mc.
Modification of CP
KVLC-FM Little Rock, Ark.—Mod. CP new FM station for expansion of completion date.
WATQ-MT N. Y., N. Y.—Same.
WDAR-FM Savannah, Ga.—Same.
KFPY-FM Lubbock, Tex.—Same.
YOUR OWN CALL LETTERS
Hand-lettered in gold on luxurious MAROON SATIN
TIES
HAND MADE
$2.50
Pent Pal
No C.O.D.
Allow 2 weeks for delivery
Add 3% sales tax for Michigan residents.
Heckler's Men's Shop, Lobby, Hotel Statler, Detroit, Michigan.
Gentlemen:
Please send me......CALL LETTER TIES with the following call letters:
[Provide list of call letters here and total cost]
[Provide address where the item is to be shipped]
In check/money order.
Name ____________________________
Address __________________________

FCC ROUNDUP
New Grants, Transfers, Changes, Applications

Box Score

SUMMARY TO NOVEMBER 24

<table>
<thead>
<tr>
<th>Class</th>
<th>AM Air Licensed</th>
<th>CP</th>
<th>Grants Pending Hearing</th>
</tr>
</thead>
<tbody>
<tr>
<td>Total</td>
<td>2,075</td>
<td>2,032</td>
<td>199</td>
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<tr>
<td>FM Stations</td>
<td>744</td>
<td>480</td>
<td>321</td>
</tr>
<tr>
<td>TV Stations</td>
<td>92</td>
<td>25</td>
<td>28</td>
</tr>
</tbody>
</table>

CALL ASSIGNMENTS: KALG Alamogordo, N. M. (Otero Bestg. Assn., 1230 kc, 250 w); KCHI Chillicothe, Mo. (Cecil W. Roberts, 1010 kc, 250 w day); KFAN Denver, Colo. (Rocky Mountain Bestg. Co., 1230 kc, 250 w day); WCLB Coldskill, N. Y. (Chehachie County Community Service Bestg. Corp., 1240 kc, 1 kw day); WLKL Cloquet, Minn. (Cloquet Bestg. Co., 1450 kc, 250 w).

Docket Actions...

FIND DECISIONS
Announced decision granting application of Vito L. Langerme, Mich., to switch from 1420 kc 500 w D to 1320 kc 1 kw D.

APPLICATIONS DISMISSED
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WDAR-FM Savannah, Ga.—Same.
KFPY-FM Lubbock, Tex.—Same.

YOUR OWN CALL LETTERS
Hand-lettered in gold on luxurious MAROON SATIN
TIES
HAND MADE
$2.50
Pent Pal
No C.O.D.
Allow 2 weeks for delivery
Add 3% sales tax for Michigan residents.
Heckler's Men's Shop, Lobby, Hotel Statler, Detroit, Michigan.
Gentlemen:
Please send me......CALL LETTER TIES with the following call letters:
[Provide list of call letters here and total cost]
[Provide address where the item is to be shipped]
In check/money order.
Name ____________________________
Address __________________________

Deletions
Two AM and eight FM authorizations deleted by FCC. AM dropouts first of year total.

APPLICATIONS DISMISSED
WEBS Chicago—DISMISSED Nov. 15 application for new CP station to make changes in ant. and change trans. and studio site.

Radio-TV Panel
DR. WALTER K. KINGSON, head of radio division, UCLA, will be a member of a panel of speakers taking up various radio and television questions at the first public meeting of the Southern California Assn. for Better Radio and Television, today (Monday) at John Burroughs Junior High School, 1401 N. Angeles. Other speakers will include Dr. Richard Atkinson, lecturer, and Mrs. W. J. Armstrong, Rev. Clifton E. Moore, chairman of the Committee of Los Angeles Church Federation, is moderator. Among the questions to be discussed will be "do crime programs on radio and television have any effect on children?" and "how can radio be used for both show business and mass education?"

New Applications...

AM APPLICATIONS

THE END
**Lobby Probe**

**Hilmer May Head Group**

Selection of Lucil Hilmer, Washington attorney, to head the new House Select Lobbying Committee, was strongly indicated last week by spokesmen for Rep. Frank Buchanan (D-Pa.), chairman of the investigating committee.

Spokesmen confirmed that Mr. Hilmer probably will be named to direct the probe of lobbying activities of government agencies and private organizations (Closed Circuit, Nov. 14). No other attorney is under consideration for the job, they said. Rep. Buchanan, who returns to Washington this week, is expected to announce Mr. Hilmer’s appointment shortly.

Mr. Hilmer, a member of Hilmer & Davis, Washington law firm, has had wide experience in government and radio practice. He served with FCC from 1940 to 1948, most of the time as assistant general counsel. His successor at the Commission was Rosel Hyde, now FCC Commissioner. Mr. Hilmer entered government service in 1936, serving until 1940 as assistant counsel and later associate counsel to the Senate Interstate Commerce Committee. From 1942 to 1945 he supervised economic activities for the Board of Economic Warfare.

The House Committee will undertake the probe when Congress reconvenes in January after its staff determines the fields to be explored. Investigation is expected to cover failure of private and public agency personnel to register as lobbyists as required by the present registrants with the Lobbying Act. (Broadcasting, Oct. 3, 10, 17).

**D-F-S New Quarters**

DANCER-Fitzgerald-Sample, New York, presently located at 247 Park Ave., has signed a lease to occupy three floors, approximately 40,000 square feet in the Madison Ave. Bldg. Air Features Inc., and the Betty Crocker Office, both now in 247 Park, also will move to the new quarters. New offices will be air-conditioned and rebuilt to house the advertising agency. They are expected to be ready sometime in the spring.

**Attention**

**AM FM & TV Stations**

**London Library Service**

**FULL FREQUENCY RANGE RECORDING**

This exclusive recording process reproduces every sound audible to the normal ear and guarantees the finest in recordable music.

**THE COST...ONLY $30 PER MONTH**

For further details:

**London Library Service**

**ления**

**The London Gramophone Corp.**

16 W. 22 Street • New York 10, N.Y.

**Broadcasting** • **Television**

**K Tur’s Spirit of ’13**

**Pioneer Radioman Is Outlet’s First Sponsor**

Present as KTUR Turlock, Calif., switch is thrown are (1 to r): H. A. McMillen, station manager; Cecil Lynch, consultant; Emile J. Rome, Ray-thoen’s San Francisco sales engineer; Mr. Sanders (hand on switch); Maxon B. Sayre, chief engineer, and Carl Pendergraft, assistant engineer. Shown in inset, Mr. Sanders (r) as a young man sits at transmitter with another station operator, Emile Portal.

**• • •**

During the building of KTUR Turlock, Calif., which went on the air last month, station officials were approached by a prominent local resident with a request to be the station’s first sponsor. Reason for the request dates back to 1913.

At that time, the same man, then in his late teens, participated in the earliest transmission of voice and music by radio. Transmission occurred regularly between the National Wireless Telephone Co. in the Garden City Bank Bldg. in San Jose and a similar station in San Francisco. One of the operators was C. K. Sanders, now the Turlock Cadillac-Oldsmobile dealer.

Mr. Sanders realized his wish to be a sponsor and also was the **KNUZ Vote**

**Ordered by Labor Board**

National Labor Relations Board has ordered a vote among studio, transmitter and combination studio-transmitter engineers at KNUZ Houston, 250 w independent station, as to whether IBEW Local 715 shall represent them in collective bargaining negotiations. NLRB specified the customary 30 day deadline on the election.

The board’s finding said that, contrary to the contention of the licensee, Veteran’s Broadcasting Co., KNUZ is engaged in commerce within the meaning of the NLRB Act. A three-member panel has been designated by the board to handle the case. Other board findings: KNUZ obtains transcriptions from outside Texas at an annual cost of $2,240; pays royalties to ASCAP and two similar out-state organizations for use of copyright material; grossed $87,328 in revenue in 1946, of which about 4% accrued from sales of advertising to agencies outside of Texas.

**WIS Ceremonies**

**Mark New Bldg. Opening**

Dedication of WIS-AM-FM Columbia, S. C., new studio and office building was held the weekend of Nov. 19-20. Doors were thrown open to the public and Sunday afternoon NBC’s-Radio City Playhouse starring Jan Miner, was originated in the new studios. That evening, George Hicks presented from WIS his U. S. Steel messages to NBC’s Theatre Guild on the Air audience.

Producer-Director Harry W. Junkin offered “Deception” in the Playhouse origination, with Miss Miner supported by a cast of Columbians. Saturday night, Niles Trammell, NBC chairman of the board, was guest of honor at a dedicatory program and dinner attended by radio executives and advertisers. Also heard on the program were Miss Miner, Messrs. Junkin and Hicks, and Jay Jostyn, star of Mr. District Attorney. Other NBC staff such as Bob Hope, Everett Mitchell, Hugh Conover and Claudia Morgan, saluted the station on special broadcasts aired during Sunday. Studio tours continued through last week, WIS reported.

**Certificate of Achievement from Dayton Chamber of Commerce**

Certified as member of Chamber of Commerce honored WING Dayton, Ohio, for its public service program, This Is Dayton.

**DO YOU WANT TO DOUBLE MR. BOTTLER’S SALES! IMMEDIATELY!**

The copyrighted Silver Dollar Man program has done even better than this for me and my friends who have used it. I have been urged to make the Silver Dollar Man program available on a protected market basis to other bottlers because it puts soft drinks at the point of consumption . . . in the refrigerator . . . where the bottlers must have them.

Eighteen years of bottler sales experience is wrapped up in the packaged Silver Dollar Man program. It’s a natural. It’s a positive business builder. It’s the thing Mr. Bottler is looking for! The base program rate is $25.00! Write or wire for complete details now!

First Come! First Served!

R. A. “BOB” Perrott

Sales Promotion Counselor

Brunswick, Georgia

Telephone 1024

November 28, 1949 • Page 73
At Deadline...

'SWEEPING' NETWORK PROBE NOT PLANNED, SAYS COY

FCC CHAIRMAN Wayne Coy Friday denied published reports that he had discussed the possibility of "sweping" probe of networks with members of Congress. He reiterated FCC position that investigation is needed [BROADCASTING, Nov. 7] but said question is "when it will be able to present its staff to this task from other work in which the staff is now engaged." Text of statement:

My attention has been called to an article in the "Washington Post," dated today, Nov. 24, 1948, which says that the FCC is planning a sweeping probe of the networks next year if Congress will provide the money. The article goes on to say that Chairman Wayne Coy has discussed this with a number of Congressmen, who, he says, have promised support.

Insofar as this article purports to report what I have done, it is in error. I have not discussed this matter with members of Congress and do not have any promises of support from members of Congress for such a program.

The FCC has pointed out that no comprehensive investigation has been undertaken since 1941. The Commission has long felt that such an investigation is necessary to determine how the regulations are working with respect to standard broadcasting licensees and the problems of the stations and networks to talent bureaus and recording companies and also to examine whether the regulations in the FM and television field.

The sweeping probe, as the name implies, would be given to all broadcast regulations themselves were carried over almost bodily into the FM field. It is entirely possible that the conditions in FM and television are entirely different from those in AM. The Commission would like to determine any or other additional regulations are needed in this field in order to protect against monopoly.

The Commission faces the question of when it will be able to divert members of its staff to this task from other work in which the staff is now engaged. At the same time there is no such investigation under way.

IGNORING OF PETITIONS CONSTRUED AS 'DENIAL'

FCC's FAILURE to act on it is effective denial of five part-time stations' pending petition for relaxation of ban on after-hours operations [BROADCASTING, Nov. 29, 1948]. Commission has told in letter that "the first anniversary" of petitioning of WITC, Redwood, Calif., by WOR, New York, for permitting stations, said FCC inactivity deprives public of "programs in the public interest" and also denies rights granted petitioners by Administrative Procedure Act and FCC's own rules.

"If the Commission deserves to deny the prayer of the petition, it should act upon the petition and deny them rather than to continue to ignore them," he wrote. Petitioners: WOI, Ames, Iowa; WAKR, E. Lansing; WNAD, Nor- man, Okla.; WNYC, New York; WHCU, Ithaca.

TV POSTWAR PRODUCTION NEARS 3,500,000 MARK

TOTAL TV set shipments by RMA member companies (about 80% of industry production) since war amount to 2,209,724 up to Sept. 30, RMA announced Friday. Third-quarter shipments this year totaled 603,352 sets.

Adding at least 600,000 sets produced in October and November, plus an estimated 600,000 sets for non-members, brings total near 30,000,000 units.

RMA member shipments to New York-Newark area in third quarter totaled 113,897 TV sets, or 703,049 from Jan. 1, 1947, to Sept. 30, 1949. Los Angeles was second in third quarter shipments with 52,982 and Chicago third close with 52,906. Philadelphia fourth with 48,842 sets in third quarter.

WLIP BACK ON AIR AFTER UNION SETTLEMENT

WLIP Kenosha, Wis., went back on air Nov. 20 after completion of negotiations with American Federation of Radio Artists and Wisconsin Broadcast Engineers, Local 718, IBEW. Station now recognizes unions as exclusive bargaining agents for personnel affected by strike of three engineers and nine writers and announcers.

AFRA last Monday petitioned National Labor Relations Board to permit hold election for establishment of union shop. Station workers will vote on proposal within two weeks. Ray Jones, AFRA central division di-rector, and Herbert Mann, his assistant, handled talent negotiations.

IBEW represented by William L. Lipman, owner-manag- er, and his attorney, David L. Phillips.

CHICAGO FM PROTEST

ENDORSEMENT of proposed FCC ruling re- quiring AM stations owning FM outlets to broadcast as many FM as AM hours, and pro- viding increased minimum number of hours to be carried by FM-only stations was sent FCC last week by FM Broadcasters of Chicago-

land. "We feel such a ruling will be in the best interest of FM as well as of the entire indus-

try," said President Ralph J. Wood Jr.

UNION PICKET THREAT

United Scene Artists Union, Local 829 AFL, threatened Friday to begin picketing NBC next day, charging NBC-TV with hiring non-union men to replace scenic artists on strike in New York (see story page 36). Union said no picketing planned at ABC, CBS, Du-

mont or WPIX (TV) New York since those organizations have not yet moved to replace strikers. NBC spokesman denied network had replaced strikers but indicated it would if neces-
sary to keep on air.

NAB-ASCAP TV SESSION

NAB per program TV Music Committee met last week with ASCAP video committee but made little progress toward eliminating differ-

ences standing in way of agreement on per program licenses for TV broadcasters. At weekend, committee attorneys were exploring possibilities of arranging further extension of present ASCAP TV licenses which are due to expire Nov. 30.

WPIX (TV) EXECUTIVES SHIFT

B. O. SULLIVAN, sales manager of WPIX (TV) New York, has resigned for reasons of health. Scott Donahue, assistant sales man- ager, named acting sales manager. Mr. Sul-

livan will rejoin news advertising department.

WTTV (TV) JOINS CBS-TV

WTTV (TV) Bloomington, Ill., affiliated with CBS-TV Nov. 15, it was announced Friday. Total CBS-TV stations now 56. Station, also to be known as WTIV, owned and operated by Sarkes and Mary Tarzian with Mr. Tarzian as general manager.

STATE 'VOICE' WINNERS TO BE LISTED THIS WEEK

STATE winners in joint NAB-RMA-U. S. Junior Chamber of Commerce Voice of Dem-

ocracy radio essay contest to be announced this week. All 48 states plus District of Columbia, Alaska, Hawaii and Puerto Rico to be represented in national finals. Board of well-known people will judge state winners by transcriptions.

Estimates of joint contest sponsors now indi-
cate that between 500,000 and 1 million students have taken part in school and community phases of third annual contest. Four final winners to receive awards in Washington next February.

DOUBLE AM-FM NAB BALLOTS OPPOSED BY MASON

DOUBLE voting power in NAB affairs by sta-
tions having both AM and FM memberships encourages divisions within industry and asso-
ciation, Robert T. Mason, WMRN and WMNR-FM Marion, Ohio, has told NAB in commenting on current referendum on proposed by-law change covering station dues.

Mr. Mason said, "It would be just as silly to have an association of newspaper publishers and divide them into morning, evening and Sunday publishers."

NBC GETS AWARD

NATIONAL Council of Teachers of English Friday gave its sole annual award to NBC Theatre as program in 1948-1949 which did most to further many other things, "our literary heritage" and "raise ideas of good speech and writing." Award made at organiza-
tion's 39th annual conference in Buffalo NBC Theatre dramatizations of famous liter-

ary works with John Mahoney with Andrew C. Love director. Show broadcast Sunday 2-3 p.m.

EMERSON STOCK DIVIDEND

BOARD of directors of Emerson Radio & Phonograph Corp. declared special dividend in form of 10% stock dividend, payable Dec. 23 Stock dividend passed instead of cash to con-
serve funds for rapid TV expansion. Sales for year ending Sept. 31 were $40,500,000 com-
pared to $30,900,000 for preceding year and cash dividends for year ending Oct. 31 were $1.30 compared to 97% cents preceding year.

STORECASTING SHIFT

MARKET-TO-MUSIC Inc., Pittsburgh, affili-

ate of Storecast Corp. of America, has switched its "Music to Buy By" broadcasts in area from WKJF (FM) to KQV-FM Pittsburgh. Programs heard at home and at Thorofare, Giant Eagle and Sparkle supermarkets.

Closed Circuit

(Continued from page 4)

current by-laws change will show overwhelming support of revision giving board power to determine station dues without regard to calendar year.

REORGANIZATION changes expected soon at Newell-Emmett Co., New York.

CBS Sales Department trying to sell alternate weeks of Ed Wynn show on CBS-TV. Program currently sponsored weekly by Spiegel Corp. (without Vivien Leigh or United Artists' Cecil & Presbrey, but effective first week in January will sponsor show every other week.

BROADCASTING • Televcasts
Small wonder so many new products and advertising campaigns are launched over WLW. For its over-all performance is remarkable.

In four weeks, The Nation's Station reached FOUR-FIFTHS—80.7%—of all the 3,644,800 radio homes within the WLW Merchandise-Able Area between 6 a.m. and midnight. That's coverage!

Of all listening among all radio homes between 6 a.m. and midnight during an average week, WLW received six times MORE listening than the average of the nine major competitors. That's penetration!

Of the 258 stations heard in WLW-land, The Nation's Station received ONE-SIXTH—16.6%—of all listening to all stations. That's dominance!

And when you put coverage, penetration and dominance together...THAT'S IMPACT!

If you are planning to launch a new product or advertising campaign, talk it over first with The Nation's Station. Write or call any of the following WLW Sales Offices:

140 West 9th St., Cincinnati 2, Ohio
160 N. Michigan, Chicago 1, Ill.
630 Fifth Avenue, New York 20, N. Y.

*Nielson Radio Index, February-March, 1949

That's impact

when you want impact you want WLW

CROSLEY BROADCASTING CORPORATION
Now television is flashing visual entertainment, news, and educational material to millions. The "inside story" of its rapid growth is the history of some remarkable tubes. Inside these tubes, electrons are put to work—to perform, for your benefit, the miracle of long-distance vision.

The screen of your direct-view television receiver is actually the face of a tube—the kinescope developed by Dr. V. K. Zworykin and his colleagues of RCA Laboratories—on which electrons in motion "paint" pictures. A tube, too, is the "eye" of RCA's supersensitive Image Orthicon television camera, which can "see" by the light of a match.

And, since you asked for big-picture television, they developed projection receivers—also a way to "weld" glass and metal, thus speeding the production of 16-inch direct-viewing tubes... at lower cost.

To these basic "firsts," RCA scientists have added advance after advance, which are daily bringing television into the lives of more and more people.

How you profit
Advanced research in television tubes is just one way in which RCA Laboratories work for you. Their leadership in science and engineering adds value beyond price to any product or service of RCA and RCA Victor.

Examples of the newest advances in radio, television, and electronics—in action—may be seen at RCA Exhibition Hall, 36 West 49th Street, N. Y. Admission is free. Radio Corporation of America, N. Y. 20.