Every observed people watching a good TV Show?... Then you've noticed that their eyes and ears both are "at attention"... that a good TV commercial can hit them with the impact of a punch right on the button.

To make sure your TV punch reaches the greatest possible number of people, be sure to schedule Fort Industry's 3 TV stations: WSPD-TV (NBC, CBS & DuMont), Toledo; WJBK-TV (CBS & DuMont), Detroit; WAGA-TV (CBS & DuMont), Atlanta.

Get your guard up—call Katz for availabilities. Now—today!

THE FORT INDUSTRY COMPANY
WSPD, Toledo, Ohio   ·   WWVA, Wheeling, W. Va.   ·   WMMN, Fairmont, W. Va.
WLOK, Lima, Ohio   ·   WAGA, Atlanta, Ga.   ·   WGBS, Miami, Fla.   ·   WJBK, Detroit, Mich.
WSPD-TV, Toledo, Ohio   ·   WJBK-TV, Detroit, Mich.   ·   WAGA-TV, Atlanta, Ga.
National Sales Headquarters: 327 Lexington Ave., New York 17, Eldorado 5-2455
IN 1924 Mr. and Mrs. Charles K. Stembel, of Boswell, Indiana, had a carload of hogs ready to sell. Listening, as usual, to WLS market reports, they learned record hog receipts had dropped prices, so held their hogs to sell at a dollar a hundred higher—an extra profit of over $200—thanks to WLS.

The Stembel family have been daily listeners to WLS since the station went on the air 25 years ago. Chiefly poultry farmers (they've raised 85,000 chickens a year), the Stembels have kept a record of noon-time poultry quotations on WLS every day since the station started.

Besides market service, the Stembels hear the 5:55 a.m. weather report every day. More than 20 years ago, before hybrids, they saved their seed corn because of a WLS fall frost warning...the following spring a WLS weather report saved their baby lambs. Through WLS they heard of a new baby chick ration that helped raise their huge flocks cheaper than ever before!

Not alone for business do the Stembels listen to WLS. They heard the first WLS National Barn Dance in 1924, still tune regularly to this and other WLS programs.

A new generation has grown up in this typical Indiana family since WLS first went on the air, and they, too, enjoy the service and entertainment we bring them...the broadcasts about farming, homemaking, education, religion, and the good wholesome entertainment. "One of the family" in Midwest America, we enjoy their confidence and belief—a confidence that extends also to advertised products introduced to them by their old friend, WLS.
Announcing WAFM-TV

"Television Alabama"

The first television station in Alabama on the air June 15, 1949

On June 15, WAFM-TV ("Television Alabama")—first TV station in Alabama and one of the most powerful in the nation—began commercial operation.*

From an antenna towering nearly 1,000 feet above Birmingham, WAFM-TV brings to nearly 1,000,000 people the kinescoped programs of both CBS-TV and ABC-TV . . . plus selected films and local programs.

For rates and availabilities on WAFM-TV—operated by WAPI (Alabama's first AM station) and WAFM (Alabama's first FM station)—call your nearest Radio Sales Office.

*With 26,000 watts visual and 13,600 watts aural power, "rural" classification.

WAPI "The Voice of Alabama" • Alabama's first radio station
WAFM "Radio Alabama" • Alabama's first FM station

"Television Alabama" WAFM-TV

channel 13

Alabama's first TV station • Birmingham
NEGOTIATIONS virtually completed whereby WLDB New York will be sold by Dorothy Schiff Thackrey, publisher of New York Post-Home News, to group in which Morris S. Nevik, radio consultant and manager of WNYC New York under Mayor LaGuardia, is identified. Radio consultant Fredress for 1,000 watt-operating on 1100 kc limited time is in neighborhood of $175,000.

IF SENATE PLACES FCC over barrel by failing to confirm Comr. E. M. Webster for new term of seven years when his present term expires next Thursday, move may develop to name him interim chief engineer, post which has been vacant since George E. Sterling moved into Commissionship Jan. 2, 1948. Thereby, it's felt, Webster projects (i.e. technical consulting committee, State Dept. of Mobile and Safety Services, etc.) could be kept moving. Then he could reassume Commissionship status whenever Congress ratifies nomination or should President Truman give him recess appointment when Congress adjourns.

FOR WHAT It's Worth Department: Report rampant last week that Bennett P. Cottone, FCC general counsel, is next in line for any vacancy on FCC, including chairmanship. It's pointed out, however, that promotion would hardly occur when Fredress, 27.5 years on Commission since she also is New York Democrat. Cottone promotion would place Harry M. Plotkin, acting general counsel (Mr. Cottone in is Europe), in line for long coveted general counselship.

WHO GOADED Dept. of Justice into its investigation of “possible monopoly in broadcasting”? That's question being asked following disclosure by James E. Kilday, chief of anti-trust's transportation section, to Senate committee handling McFarland radio bill [BROADCASTING, June 20]. Some insiders are disposed to lay inspiration at door of FCC law bureau, but in other quarters it's thought that Gordon P. Brown, owner of WSAY Rochester, sparked it as sequel to litigation against networks alleging monopoly.

SUDDENLY called meeting of world TV committee meeting (CCIB) at Zurich, starting next week, is first round in battle to decide if U. S. or British video standards will prevail. Stakes are high for manufacturers eyesight equipment and receiver makers. Calling of meeting on short notice believed British maneuver.

IT WASN'T REPORTED on Washington’s calling calendar but delegation of 10 members of United Electrical Workers (OIO) called on FCC Acting Chairman Hyde last week to protest TV freeze, arguing that it is resulting in union layoffs. Mr. Hyde told them that FCC’s TV timetable was designed to thaw freeze as expeditiously as possible.

Upcoming


June 26–28: Spring Meeting of the West 46th annual convention, Hotel Vancouver, B. C.

June 27: NAB Radio News Committee, Drake Hotel, Chicago.

June 27-29: NAB Program Directors’ Clinic, Northwestern U., Chicago.


(Other Upcomings on page 38)

Bullets

GROVE Labs., St. Louis, to sponsor The Shadow on more than 400 MBS stations effective Sept. 11. This in addition to sponsorship of series in selected eastern markets by DL&W Coal Co. for Blue Coal. Grove agency is Harry B. Cohen Adv. Co., New York. Program aired Sunday 5-5:30 p.m.

CFC Would Ban WHAS Sale to WLW

COMMON OWNERSHIP of 50-kw clear-channel WHAS Louisville and WLW Cincinnati would violate FCC rules and policy against concentration of control, FCC Examiner Leo Resnick ruled Friday in tentative denial of WLW-owner Crosley Broadcasting Corp.’s $1,925,000 stripped bid for WHAS properties.

In initial decision which under new procedure will become final in 40 days unless principals take exception and ask for oral argument before full Commission—which seemed foregone conclusion—Examiner Resnick concluded:

...The control of WLW and WHAS would be so complete, the overlap of signals so continuous throughout the round-the-clock operation in effect at WLW and proposed for WHAS, the overlap areas and populations so vast, and the competitive service to the nighttime overlap area so restricted that it affirmatively appears that the public interest would not be served by the multiple ownership proposed.

Indeed, to permit a single corporation to own and control these two powerful stations, which operate on two of the nation’s 24 most desirable clear-channel frequencies, and which serve, to a considerable extent, the same vast areas and populations, would be to render Sec. 335 [monopoly rule] a nullity and to abandon the Commission’s long-established policy in favor of competition and against concentration of control.

Decision did not deal with request of Courier Journal and Louisville Times, WHAS owner, for additional time to complete WHAS-TV, though this application was heard with transfer case [BROADCASTING, March 7, 14, April 18]. Decision on this is in preparation.

Though transfer denial not final, there was immediate speculation on next step if it’s not reversed by Commission. Spokesmen for Barry Bingham family, which own WHAS properties as well as newspapers, have made it clear that sale was occasioned by expansion of other interests and desire for “complete financial self-containment.” Accordingly it was felt other proposals for sale or partial sales would be entertained if acquisition by Crosley does not go through.

Overlap was “crucial” question of transfer case. Mr. Resnick noted there is none of consequence between WHAS-FM and WLWA (FM), and that not all broadcast band between WHAS-TV and WLWT (TV). But, he found, AM stations’ primary service overlaps in area representing 28.7% of combined unduplicated areas during daytime, and about 18.6%.

Mr. Resnick thought this would be less significant if listeners in overlap areas had “abundance” of service from other stations, particularly 1-A clear-channel stations. However, he found that “6,070 square miles in the nighttime overlap area (34% of the total nighttime overlap area), containing a population of 282,346, receives no other primary service at night and is thus wholly dependent upon WHAS and WLWT for AM primary service.” Further, he said, separate network affiliations of WLW (NBC) and WHAS (CBS) tend to enable them to retain or secure more listeners in the overlap areas than if they had the same network affiliation.

Decision cited Crosley’s interpretation of clear-channel service as requiring region-wide rather than strictly local appeal, and pointed out that WLW’s so-called “merchandisable areas” includes “not only practically all of the areas within WLW’s primary service, day and night, but also practically all of the areas to which WHAS renders primary service, day and night.” WHAS is on 840 kc; WLW 970 kc.

Business Briefly

MATHES NAMED Capehart-Farnsworth Corp., now IT&T subsidiary, names J. M. Mathes Inc., New York, as agency. Firm will continue radio-TV set production. Advertising plans nebulous but likely to include TV and possibly radio.

NU-ENAMEL AGENCY Nu-Enamel Co., Chicago, names Mitchell-Faust, same city, as agency. National AM spots to be used, and TV spots are planned in fall. Earl Sproul is account executive.

WALLPAPER PLANS United Wallpaper Co., Chicago, names Rothrauff & Ryan, same city, to handle advertising for all divisions—United Wallpapers, Nancy Warren Wallpapers, Varlar Inc. and Trimz Co. Radio and TV expected to be used.

SHOE SPONSORS International Shoe Co. (Roberts, Johnson & Rand branch), St. Louis (children’s shoes), Aug. 17 starts sponsorship of Howdy Doody on NBC-TV, Wednesday, 5:45-6 p.m. Agency, Henri, Hurst & McDonald, Chicago.

Page 4  June 27, 1949
This Is Why
KRLD
Is Your Best Buy

"Proof of the Pudding..."

MASON'S CHICKS, INC.
P.O. BOX 173
PLAINFIELD
NEW JERSEY

June 2nd, 1949

Mr. Clyde Rembert
Radio Station KRLD
Dallas, Texas

Dear Mr. Rembert:

Our baby chick season has now ended, and we wish to take this opportunity to thank all of you at Radio Station KRLD for the fine co-operation and the splendid job you have done for us in selling Mason's Baby Chicks.

In going over our sales record for the past five months, we find that 1,576,300 baby chicks were sold through KRLD which places your station among the top ten, 50,000 Watt Stations using our chicks. It is always interesting to learn that our 100,000 radio stations throughout the country, and all our 150,000 salesmen, have tested Mason's Baby Chicks and vouch for their quality. It has been our policy to develop the finest product possible, and we have found that Mason's Baby Chicks are very satisfactory.

It has been our custom to include your station in our schedule for the coming season. Very truly yours,

Ruth Mason, President

MASON'S CHICKS, INC.

Studios
DALLAS and
FT. WORTH

KRLD
The TIMES HERALD Station
* CBS *

50,000 WATTS
Day and Night

BMB DAY 692,670
NIGHT 842,560
KRLD-TV
Now Under Construction

The Branham Company
Exclusive Representatives
15 years ago Tappins Stores, retailers in Jewelry and Optical Goods in the Philadelphia area, started buying time on WIP. They have been with us—52 weeks a year—for over 15 years since. And they have just renewed for another year.

**Example # 15**

**WIP**

Philadelphia Basic Mutual

Represented Nationally by EDWARD PETRY & CO.
MEET Roy Jackson and his North-westerners! Plenty of Pacific Northwest people do meet Roy, both at KEX studios and at countless personal appearances throughout this vast market. That's why advertisers get such a tremendous "bonus" in sponsoring Jackson programs!

Each Friday night at 9:30, the Jackson gang hits the air with a fun-packed western musical show, now in its third year of continuous local sponsorship. And every weekday afternoon, the boys keep listeners happy with a solid half-hour beginning at 1:00 o'clock.

This live, lively afternoon program—an ever-popular show on Oregon's most powerful station—is an ideal vehicle for your sales story. For availabilities, check Eldon Campbell at KEX, or Free & Peters.

PORTLAND, ORE.
50,000 WATTS
ABC AFFILIATE

KEX

WESTINGHOUSE RADIO STATIONS Inc
KYW • KDKA • WBZ • WBZA • WOWO • KEX • WBZ-TV

National Representatives, Free & Peters, except for WBZ-TV; for WBZ-TV, NBC Spot Sales
Interest Appreciated

EDITOR, Broadcasting:
Thank you . . . for sending me a tear-sheet of . . . the Dr. Pepper-Tracy Locke story. You handled it nicely in the interests of both concerns. We appreciate your kindly interest in us. . . .
Raymond P. Locke
Tracy-Locke Co. Inc. Adv.
Dallas, Tex.

* * *

Topflight Job'

EDITOR, Broadcasting:
I want to take this opportunity to tell you what a topflight repor-
torial job TELECASTING is doing for
the entire television industry. It's
coverage of West Coast video, in-
ducing activities of the Television
Producers Assn. and the Academy
of Television Arts and Sciences, is
always alert and distinguished
by good judgment. Both Broad-
casting and TELECASTING are basic
reading for everybody in the trade.

Mal Boyd
President, Television Pro-
ducers Assn.
Public Relations chairman, Academy of Television
Arts and Sciences
Hollywood

* * *

Advice to Graduates

EDITOR, Broadcasting:
This is in partial reply to . . .
A. A. Wisgardie (BROADCASTING,
June 6), re: Mr. Williamson's sur-
vey of the personnel requirements
of stations. In the first place, if
Mr. Wisgardie would take the trou-
ble to really read the article in
question, he will find that it had
to do with radio stations only, TV
was not mentioned. . . .

Mr. Wisgardie wants to know
"how to get experience"—there is
only one way—and that is to
WORK for it. This is distasteful
to the majority of graduates of
these so-called courses in radio
and/or TV (most of them taught
by people who never worked suc-
cessfully in commercial stations
of either media). These graduates
and I speak from experience — ex-
pert to take "a 72 week course,"
and come out knowing all about
everything—and to step into a re-
sponsible (if not an executive) job
immediately.

. . . both radio and TV are, in
the final analysis, show business—
and no one ever learned that from
books! In short, what Mr. Wis-
gardie should do is: (1) Get a
job where he will learn something
about the theatre, music or motion
pictures (regardless of the capac-
ity), or, (2) get a job in a small
station—and a small job, at that.
. . . I am not trying to say that
study . . . is not of great value.
But . . . people should first do some
of the work . . . establish their
aptitude and ability, and then
study. There are a number of
extension courses . . . which are
top notch. . . .

W. H. Lanston
Radio and TV Director
Jackson & Co.
New York

* * *

'Quit'—A Strong Word

EDITOR, Broadcasting:
Reference is made to Frank Silversmail's article on Page 20 of
the June 13 edition of BROADCAST-
ing.

He says "Broadcasting tells me
that in 1948, 8 AM stations folded,
49 gave back their construction
permits, and 132 FM stations quit.
So far in 1949, only 15 AM sta-
tions have folded or given back
their permits, and 96 FM stations
have quit." I think it is appropriate to
emphasize that of the 132 FM sta-
tions that "quit" in 1948 and the
96 FM stations that "quit" in
1949 only a very small proportion
(I believe it is under five, but
this may be checked with the
FCC) were actually on the air.

It should be pointed out that
applications for new FM stations
are still coming into the FCC
office each week and people who
put an application in for anything
now generally mean business as
opposed to the immediate post-war
influx of applications.

Edward A. Wheeler
President
WEA W (FM) Evanston,
Ill.

* * *

Editorial Discussion

EDITOR, Broadcasting:
Congratulations on the fine edi-
torial [stencil shdli] in the June
13 issue.

I especially compliment you on
the common sense discussion of
the Commission's ruling on editorial-
izing. . . .

R. T. Mason
General Manager
WMR N Marion, Ohio

* * *

Appreciate Effort

EDITOR, Broadcasting:
We realize how much you have
done during the past many
years to improve the art of broad-
casting. We expect you to do just
(Continued on page 11)
How are your sales in...

Increase your sales in this six billion dollar market. Hitch your sales curve to WGAR . . . and watch it soar!

and here's why:

*WGAR is consistently the leader in regular audience reports . . . WGAR ratings exceed national averages . . . WGAR is the only Cleveland radio station to have gained listeners over last year . . . WGAR has nine of the top fifteen daytime programs . . . WGAR has eight of the top fifteen evening programs . . . more than all other Cleveland stations combined!

Add to this the fact that WGAR has the strongest, most listenable signal in Cleveland, in Akron, and in Canton! Here you have an open door to an assured audience in a rich market area. To sell them . . . simply tell them your sales story through Cleveland's Friendly Station.

WGAR 50,000 WATTS Cleveland

* Cleveland Winter-Spring Hooper Report Dec. '48—April '49

Represented Nationally by Edward Petry & Co.
WTAR delivers more listeners per dollar, too!

in the Big, Able, and Eager-to Buy Norfolk Metropolitan Market

Yes, most folks in the Norfolk Metropolitan Market listen most of the time to WTAR. WTAR delivers more listeners per dollar than any other Norfolk station, or any combination of Norfolk stations. Any Hooper report you look at shows this consistent, overwhelming preference for WTAR. And on the basis of listeners-per-dollar... WTAR is an even better buy.

So, for bonus audience and extra sales, let WTAR sell for you in the Norfolk Metropolitan Market.

P.S. You may be missing extra sales if the Norfolk Metropolitan Market isn't included in your radio plans. This amazing market—Norfolk, Portsmouth, and Newport News, Virginia—continues to grow.* Mote the mighty potential of this big market with the buyers' preference for WTAR, and watch your sales soar and profits more to.

The transmitter that has the reputation in the 1 kw AM field

Here are some of the reasons why the Collins 20T 1,000 watt AM transmitter is held in such high esteem by broadcasters who are using it and the many engineers who have examined it:

- Sound, modern design throughout
- Finest components, conservatively rated
- Roomy cabinet construction
- Complete accessibility; easy maintenance
- Forced air ventilation
- Dust covers and filters
- Door interlocks and shorting switches for personnel protection
- Full a-c and d-c overload relay complement
- Constant voltage regulation on filament circuits
- Wiring coded for quick circuit tracing
- Fused high voltage capacitors
- Three cycle overload reset
- Dual plug-in oscillators
- All monitor connections provided
- All stages metered
- Complete front-of-panel tuning
- Pull-to-start, push-to-stop switch
- Automatic sequence starting
- Instant power change
- Individual modulator bias adjustment
- Continuous operation rating at 100% modulation
- Triode tubes in audio system
- Feedback for audio stability

Are you planning a 1 kw AM station, or intending to modernize your present station? By all means, write us for more information about the 20T.

FOR THE FINEST IN BROADCAST EQUIPMENT, IT'S ...
RADIO is an excellent medium for launching new products, George J. Abrams, advertising manager of the Block Drug Co., Jersey City, N. J., told Broadcasting. Its merits were proven again early this year when his company opened its $2 million campaign to introduce their new ammoniated dentifrice, Ammanident, with impressive results in a series of test cities.

The campaign, launched in February, skyrocketed demand to the extent that production had to be increased 4,000% in 90 days and brought output to a point where one day's production equaled total sales in January. Spot radio, newspapers and magazines were used.

Scope of Campaign
Radio alone was used in Columbus and Fort Wayne in the form of eight announcements a day. In Philadelphia and Pittsburgh 58 announcements were used during the first week on all major stations, in addition to participation programs. Comparable schedules were set up for St. Louis, Milwaukee, Minneapolis, Seattle and Detroit.

The New England and Yankee networks also were brought into the schedule, and in New York the company co-sponsored Mary Margaret McBride and Margaret Arlen over WNYC and WCBS.

Sales Volume Rises
"Excellen results were obtained," Mr. Abrams said. "Sales volume is showing a steady increase. Results were less instantaneous than those from newspaper advertising but better sustained."

In addition to the schedules indicated above, all of which were devoted to promoting Ammanident, the Block Drug Co. bought time on more than 200 individual stations in connection with other products during the past year. The Ammanident campaign, too, is continuing steadily in a number of cities.

Geci & Freshbey, New York, is the agency.

Mr. Abrams

**Feature of the Week**

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**On All Accounts**

His first introduction to radio resulted in a 10% wage reduction before even going to work. This might have deterred a less stouthearted citizen, but not Marvin Young.

And proof of his ability to stay with it is tersely reflected in his current status as Hollywood head of radio for Ruthrauff & Ryan. Originally he joined the agency in May 1947 as business manager and was promoted to his current job in July of the following year.

The pay cut which preceded any actual performance occurred at NBC San Francisco in late 1934. Marvin went to work at NBC as a writer-producer; and as he recalls it there was no work letup corresponding in any way to the pay cut, for he was busied with the writing and/or producing of 20 shows weekly. The writing ranged from dramatic material to continuity for musical and variety formats.

In fact one of these shows involved a young man named Hal Peary in songs and patter; later this chap blossomed as "Gilder-sleeve." Among the programs produced, the youthful Mr. Young had a hand in shows for such advertisers as Chevrolet, Folger's Coffee and Cardinet Candy.

About a year after joining NBC in San Francisco, he was transferred to Hollywood operations as production manager. As such he assisted in the starting of such programs as Kraft Music Hall and Bob Hope Show. On the latter show, he recalls it was at first difficult to round up an audience for the then little-known comedian. And it was necessary to lead people from the exit of the adjacent studio to the Hope studio, thereby insuring an audience.

In 1937 he was named assistant program manager of NBC Western Division and continued in that capacity until entering the service as a major in July 1941. As such he organized from the beginning the entire live entertainment program of, and for, the Army, Navy and Marine Corps.

This included supervision of all USO Camp Shows, domestic and overseas stars and entertainment units. He organized a soldier show entertainment program which included the training of over 80,000 enlisted men in providing their own entertainment. Marvin also or

(Continued on page 74)
QUESTION: What radio trade publication has the largest paid circulation?

ANSWER: We do... over 15,000 copies.

QUESTION: Do you maintain, according to the "readership projection formula", that each copy is read by an average of four people?

ANSWER: We do... it means a total readership of over 60,000.

QUESTION: Do you have a convenient circulation breakdown which shows the types of radio people your magazine reaches?

ANSWER: We do... Broadcasting reaches them all. These figures are from our sworn circulation statement of June 27, 1949.

<table>
<thead>
<tr>
<th>Category</th>
<th>Number</th>
</tr>
</thead>
<tbody>
<tr>
<td>Radio Advertisers (National and Regional)</td>
<td>2,904</td>
</tr>
<tr>
<td>Advertising Agencies (National and Regional)</td>
<td>2,305</td>
</tr>
<tr>
<td>Station and Network Personnel</td>
<td>5,695</td>
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<tr>
<td>Representatives and Services</td>
<td>759</td>
</tr>
<tr>
<td>Others</td>
<td>3,775</td>
</tr>
<tr>
<td><strong>TOTAL</strong></td>
<td><strong>15,438</strong></td>
</tr>
</tbody>
</table>

QUESTION: Do you find, from impartial sources of information (lineage figures, for instance), that Broadcasting is considered the finest advertising buy in the field?

ANSWER: We certainly do.
Open Mike
(Continued from page 8)
as much for TV in the future as
you have done for AM and FM in
the past and will continue to do
during the years to come. ... 
Clair McCollough
President
WGAL AM-FM-TV
Lancaster, Pa. 
* * *

Misplaced Travis
EDITOR, BROADCASTING:
Paramount Pictures will hate you. In your recent Milwaukee
Survey, you correctly reported that
I was the first general manager
of Milwaukee station WMIL but in-
correctly added that I am now with
Paramount. Since my resignation
from WMIL (WMLO) I have been
in radio advertising.
Your report also said I was with
WMIL three months. Correction:
nearly eight months. Considering
hours and effort, I can join the en-
tire original staff in saying we all
did a good year’s work in a very
short time, putting the station on
the air months ahead of sched-ule. ...
I can ... appreciate the tre-
mendous job done for WMIL by
Jerome Sill, the station’s present
manager. ... 
William Travis
Director, Radio-TV Dept.
The Chernow Co., Inc. Adv.
New York
* * *
A Prediction
EDITOR, BROADCASTING:
I see by BROADCASTING, June
13, the moon gal, Kate Smith, is
going to do a two-hour network
disc jock show. This reminds of
flipper Paul Whiteman made as a
record flipper on this same net-
work not so long ago. ...
Making Kate a member of the
Dee-Jay profession is comparable
to asking her to be prexy of the
Union Pacific Railroad. ... 
So—ala Drew Pearson—I pre-
dict: Kate Smith, the disc jockey,
will last no more than 26 weeks.
... Kate Smith, the good cause
kid, will last and last and last.
Jack Davis
Disc Jockey
WQUA Moline, Ill.
* * *
'Only One'
EDITOR, BROADCASTING:
A recent employer once asked
me which of the trade magazines
I considered most important. The
question surprised me, just as
much, I believe, as my answer sur-
prised the boss. I simply stated
that there is only ONE trade mag-
azine: BROADCASTING.
All this of course took place be-
fore you started augmenting your
service with your very complete
TELECASTING section, something
every broadcaster may not be
ready for, but is certainly very
interested in. If I am ever asked
that the same question, my answer
would still be the same if not a
little stronger. There is only one
radio trade magazine: BROADCAST-
ing. The only magazine I anxiously
wait for every week.
Bill Sinor
Sales Mgr.
KGO Missoula, Mont.
KANA Anacoda, Mont.
* * *

Popularity Proved
EDITOR, BROADCASTING:
The popularity of BROADCASTING
has certainly been proved by the
many telephone calls and letters
I have received in regard to the
article about me contained in the
[May 30] issue. ...
Herman E. Fast
Manager
WKRC Cincinnati
* * *

'Key to Magic Reading'
EDITOR, BROADCASTING:
... it’s your magazine that
"they" scramble for at this sta-
tion, as much as ever. Even
though there are six of us who
subscribe, we still have to keep
the prize reading under lock and
key else it “drifts away.” You
certainly have the key to magic
reading. ... In fact, Monday is
the cat’s night out, and my night
in to read BROADCASTING. ... We
often find program changes in your
magazine before it comes from the
New York office! This assists
us in our long range planning.
Thanks for the work you put into
it to meet that weekly deadline.
Here’s trusting you will continue
to keep mention of “the little pe-
ant” and the local retailer. ...
Lou Peneguy
Program Director
WARD Johnstown, Pa.
* * *

Comments on FM Ads
EDITOR, BROADCASTING:
I have been reading BROADCAST-
ing from cover to cover for the
past 15 months, and have found it
to be full of interesting articles
about everything in the field of
broadcasting. My one complaint so
far has been the lack of articles
on FM stations. ...
May 30 ... you published an
article, “Zenith Target”, that
is obviously a misrepresentation
... you criticize Zenith for using
newspapers and magazines in ...
advertising ... they should use
every available medium. ... In-
dependent FM stations do not be-
grudge the advertising in news-
papers and magazines because it
will reach many people who do not
have FM sets ... We received
one of the Zenith Major FM sets
and are delighted with its sensi-
tivity. ...
Roger L. Dyer
Chief Engineer
WFML Washington, Ind.

We’re BIG
Within a radius of 50 miles from
WBIG’s 5,000 watt transmitter
live over 1,075,000 people who
spend over $500,000,000 an-
nually in retail sales. WBIG has
been serving this area faithfully
for 23 years.

greensboro, n. c.
5000 w. day & nite
columbia affiliate
gilbert m. hutchison.
genral manager
represented by hollingbery
1949 is the Silver Anniversary for KOA, the Silver State's only 50,000 watt station. KOA is the first in Denver with 50,000 watts and 850 kilocycles.

Program Schedule

FOR MONTH OF JUNE, 1949

All KOA Programs are Broadcast Simultaneously Over KOA-FM, 95.3 mc.

SWAN SONG!

This will be the final KOA schedule to be produced in this form. Effective June 20, the schedule of NBC's owned and operated Denver outlet will appear bi-weekly in a new publication, RADIO TIME.

RADIO TIME has been acclaimed by busy time buyers in the nation's leading advertising agencies as filling a long-felt need. It will circulate to approximately 4,000 agency buyers, advertisers and representatives every two weeks. KOA's program schedule will be included in RADIO TIME along with schedules of most of the nation's stations, in one convenient, standardized publication. Regional distribution of RADIO TIME will be handled by KOA, and all forms now receiving this KOA schedule will be mailed RADIO TIME hereafter.

Thank You KOA!

REPRESENTED BY NBC SPOT SALES

RADIOTIME, INC.

53 WEST JACKSON BLVD.

CHICAGO 4, ILLINOIS

June 27, 1949 • Page 15
JIM LUCE

Time Buyer,
J. WALTER THOMPSON COMPANY

In addition to assisting on network time buying, Jim buys all spots on the following accounts: P. BALLANTINE & SONS, GENERAL CIGAR COMPANY, J. B. WILLIAMS and FORD DEALERS' FUND. Jim is now a full-fledged Patron, having been presented by the Rambeau rep with a membership scroll and the deed to a tract of land in the heart of the Patron country. A happy, prosperous Patronship to you, Jim.

**PATRON
Aristocratic
Landholder
of the
Hudson Valley**

Advertisers have confidence in WPTR because the station does not cut rates, double spot or make back door deals, and most important of all, WPTR sells merchandise.

**SOON**

50,000 Watts
Night and Day

Represented by RAMBEAU
ALBANY—SCHENECTADY—TROY

PATROON BROADCASTING CO., ALBANY, N. Y.

**New Business**

RICHFIELD OIL Corp., Los Angeles, June 28 goes into its first television campaign with eight-week series on nine Pacific Coast TV stations. On that date firm starts one-minute film spots on KFI-TV KNBH KTLA Los Angeles; KPIX KGO-TV San Francisco, KRON-TV Seattle, KFMB-TV San Diego; June 29 begins three weekly ten-minute newsreel on KTLA Los Angeles; July 1 starts half-hour weekly Pantomime Quiz on KTV Los Angeles. Spot films prepared by Polaris Radio & Television Productions, Los Angeles. Agency: Hixson & Jorgensen, same city.

WHITEHALL PHARMACAL Co. (division of American Home Products Corp.) appoints Duane Jones Co., New York, to handle Anacin special radio campaigns. Agency will continue to handle advertising and promotion of Hill's Cascar Quinine cold tablets and Soothol suppositories.

BURDETT COLLEGE, Boston, appoints L. Richard Guylay & Assoc., New York, to handle its advertising. Radio plans, which are still indefinite, call for a student-teacher-businessman program, slanted toward vocational guidance. Programs to originate in Boston, will probably be transmitted for transcription on stations in New England market, with concentration on area within a 40 mile radius of Boston. No stations have been selected as yet, but further details are forthcoming in August. Gar Schmitt is account executive.

M. J. B. Co., San Francisco, through BBDO New York, launched campaign for its M. J. B. coffee using participations on video programs on four Los Angeles stations. Programs, times and stations are: Designer for Women, Thursday, 8:30-8:50 p.m., KNBH; Tricks and Treads, Tuesday, 7:15-7:30 p.m., KTLA; It's a Neat Trick, Monday, 7:45-8 p.m., KTTV; and Kay Mulvey's Open House, Thursday, 7-7:15 p.m., KDOC-TV.

LINNEN MART, Wilmington, Del., appoints Weightman Inc., Philadelphia, to handle its advertising. Radio will be used.


H. R. HASFORD Co., San Francisco distributor electrical supplies, appoints Beaman & Hohman, same city, to handle advertising. Radio and television will be used.

VERONICA OIL Co., Oakland, Calif. (Panther Peanut Oil), appoints Brooke, Small & Gauthreaux, same city, for promotional campaign. Radio will be used.


CAPITOL MILLING Co., Los Angeles, June 20 started schedule on four stations for promotion of ready-mix tortilla preparation among Spanish-speaking population of Southern California. Firm running quarter-hour weekly recorded music program on KXCM Tijuana (Mex.) for 12 weeks and month's series of daily spot announcements on KYOE Santa Ana, KVVY Ventura, and KIPM Pomona, Calif. Agency: Milton Weinberg Adv., Los Angeles.

Network Accounts • • •

WHITEHALL PHARMACAL Co., New York, appoints Benton & Bowles, same city, to handle newly-purchased video property, Armchair Detective. Show is emanating from KTLA (TV) Los Angeles. Anacin, Kellogg and Bisodol will be the sponsoring products on a CBS network.

MINNESOTA VALLEY CANNING Co., Le Sueur, Minn. (canned vegetables), renews Fred Waring Show on full NBC network for 52 weeks from July 16, (Saturday, 9-9:30 a.m. CDT). Firm's current sponsorship of Friday morning segment on five-a-week show will cancel July 11 to make way for Welcome Travelers (Procter & Gamble). Agency for Canning Co. is Leo Burnett Co., Chicago.


**The Fact of the week**

Advertisers have confidence in WPTR because the station does not cut rates, double spot or make back door deals, and most important of all, WPTR sells merchandise.
TO OVERCOME TODAY'S INCREASED SALES RESISTANCE USE KXEL

THE STATION THAT'S CHANGED LISTENING HABITS IN IOWA

- Let's not kid ourselves—it takes real "KNOW-HOW" selling to meet and overcome the increased sales resistance of today's buying public.

- That's why your clients need the "Buying Public Acceptance" of KXEL—the most dominant advertising medium in all Northeast Iowa—bar none. KXEL makes the sales—Northeast Iowa is the market—and, there's proof of this acceptance—but plenty!

- The proof is the 165 local and regional accounts—not counting national accounts—who use the extended facilities of KXEL (over 100 miles in all directions from transmitter). Many of these advertisers are now in their 8th year of consecutive advertising on KXEL. These smart merchants use KXEL continuously because KXEL floods this great Northeast Iowa Market of people and dollars with unbeatable sales impact . . . TO OVERCOME TODAY'S INCREASED SALES RESISTANCE.

- Before you make up your fall list, see your Avery-Knodel representative. Call him today.
SIMULCASTS (AM FM TV) of U. of Minnesota home football games this season will be carried by WTCN Minneapolis-St. Paul under the sponsorship of Chevrolet Dealers Assn. of the Twin Cities. Completing arrangements are (1 to r): Seated—Bud Grossman, dealer; Chester R. Roan, assistant to athletic director at university; Jack Finch, dealer; standing—Rollie Johnson, WTCN WTCN-TV sportscaster; F. Van Kyenneburg, stations' vice president and general manager, and Sam Kaufman, Bozell & Jacobs Advertising Agency.

HONORED guests at opening of new KWK St. Louis studios are (1 to r) Adolf N. Hult, MBS Chicago vp; Robert T. Conway, KWK pres. and gen. mgr.; St. Louis Mayor Joseph M. Durst and C. Arthur Weis, board member of Globe-Democrat and KWK.

CHIEF BATTER Philip L. Graham, president of WTOP Inc., Washington, and president and publisher of Washington Post, gets into swing of scrub game at annual picnic of WTOP personnel. WTOP staffers welcomed Post personnel.

PINNING flowers on Janet Ross, KDKA Pittsburgh's Shopping Circle director, as she leaves for month's assignment in London and Paris, is Joseph E. Baudino, KDKA mgr. On hand for occasion is Norman Klages, Pittsburgh Ad Club pres.

FRENCH Medal of Liberation is presented CBS Correspondent Larry Lasueur (r) by M. Robert Betoland, Minister of War Veterans, during decoration ceremonies for former war correspondents visiting Europe on VJ-Day.

CHECKING inventory with Walt B. Davison (l), general manager; Transcription Div., Capitol Records Inc., is Adrian K. Robert; division's new eastern and middle western representative, former with firm's New Orleans office.
Looking for the winner?

New York's winning afternoon show is WCBS' "Hits and Misses"

For the six-month period since its return to the air, "Hits and Misses" averages a higher rating than any other local program broadcast between 12:00 Noon and 6:00 PM on any of the four New York key stations!

AVER. 3½ HOUR RATINGS, NOV. '48-APRIL '49

<table>
<thead>
<tr>
<th>Program</th>
<th>Rating</th>
</tr>
</thead>
<tbody>
<tr>
<td>Hits and Misses</td>
<td>3.8</td>
</tr>
<tr>
<td>Program B</td>
<td>3.3</td>
</tr>
<tr>
<td>Program C</td>
<td>3.3</td>
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<tr>
<td>Program D</td>
<td>3.0</td>
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<tr>
<td>Program E</td>
<td>2.9</td>
</tr>
<tr>
<td>Program F</td>
<td>2.2</td>
</tr>
<tr>
<td>Program G</td>
<td>2.1</td>
</tr>
<tr>
<td>Program H</td>
<td>2.0</td>
</tr>
</tbody>
</table>

(All others below 2.0)

Represented by Radio Sales
In the Public Interest

Missed Person
CROWNING glory so far in WWJ-TV Detroit's program Bureau of Missing Persons came when the picture of a gentleman whose disappearance had been under investigation for four days was flashed on screen. A customer in a local tavern, who had been watching the feature half-heartedly, sat up with a start. "That's me," he cried, and retired to his home.

Cancer Marathon
WHEN KIOA Des Moines learned that city's cancer drive had bogged down short of its $30,000 quota, station staged a 24-hour marathon to raise funds. Officials of Cancer Society "kicked off" the broadcast from then on, KIOA reports, station "rocked" to constant parade of name bands and professional entertainers applied to supper clubs in Des Moines. Local merchants contributed merchandise prizes to be auctioned off, including Holstein calf. At conclusion of marathon nearly $7,000 had been raised for the fund.

WCVI Sparks Drive
WCVI Connellsville, Pa., last month presented a two-hour Cancer Drive Program. Program featured local talent plus leading business and professional men. In two-hour period show was aired, over $500 was raised, more than one-sixth of total goal of $3,000 set for city.

WLAT's Aid
WLAT Conway, S. C., through several public service spots, succeeded in bringing comfort and aid to the Wilson family of Little River, S. C. The Wilson family was struck by fire which resulted in loss of two lives, two expected to die, and several seriously injured. WLAT reports that as result of its announcements, the citizens of Horry County came to aid of this family.

All Out Effort
WJNI Wilmington, N. C., went all out in its effort to aid American Cancer Society fund drive when the station aired 17½ hours of continuous programming for fund raising campaign. Local Dickie and Paul Porter, disc jockeys-announcers, spent entire time "chattering" to raise funds. Station efforts in raising the $2,000 were praised in an editorial in Wilmington News and letter from the Cancer Society.

Over the Top
CREDIT for a successful 1949 cancer-fund-raising campaign in Nassau County, N. Y., to be the first division in nation to surpass its quota was attributed to all-out effort given drive by WLIR and WHLI-FM Hempstead, L. I., N. Y., station reports. Stations carried 18 special programs, including a pre-campaign "radio workshop" for 300 cancer canvassers, plus daily spot announcements.

Good Neighbors
WRNL Richmond, Va., joined in local "good neighbor policy" recently with a Virginia farmer—whose family of seven was made homeless by fire—now has a new house, complete with furniture and filled pantry. Hearing of family's plight and move by neighbors to come to rescue, Polly Dafton, WRNL's women's commentator, and Mike Novelno, m. c. of Matlin program, devoted their shows to telling listeners the story.

On-the-spot broadcasts were aired, a "Parade of Pennies" was started, and food, clothing, building materials and skilled labor were donated to give family new start.

Hospital Campaign
WITHIN five days, WCSS Amsterdam, N. Y., reports that it logged total of 47 hours, 33 minutes of free public service time in behalf of that city's half-million dollar building fund campaign for St. Mary's Hospital. Schedule included daily remote broadcasts from downtown store windows, sports, baseball, band, music, dramatic shows and musical programs.

Reunion Through Sports
SPORTS broadcast on KSD St. Louis led to reunion between a Scottish newspaperman and two American relatives—a brother in Milwaukee who had not seen in 40 years and a niece in St. Louis whom he had never met. Archibald Wilson, sports editor of Glasscock, Tenn., said he was in St. Louis for an exhibition game between Scotland's championship soccer team and a St. Louis all-star aggregation. During his visit he participated in a KSD broadcast under his pen name, Alan Brecq. His niece, Mrs. Robert Glass, who heard the program, recognized the program as that of her uncle. Mrs. Glass telephoned station and then telephoned her father, Mr. Wilson's brother, in Milwaukee and he immediately entrained for St. Louis. The result, an unexpected family reunion.

Picnic Time
SOME 1,000 orphans from British Columbia had a day of music, fun, food and prizes galore, when CKNW New Westminster held its Orphans Picnic. Special busses picked up youngsters, who then boarded a steamship to Bowen Island for their day of fun.

Disc Show Dollars
AS RESULT of two, four-hour telephone request shows WIDE Biddeford, Me., raised $500 for local Red Cross chapter.
HIGH in quality...

LOW in cost

23C SPEECH INPUT EQUIPMENT
for AM and FM Stations

HERE is a complete, compact, high-quality Amplifier and Control Assembly—available at minimum cost!

The Western Electric 23C Speech Input Equipment serves either one or two studio layouts, in either AM or FM stations—can be used as part of a larger system, with outputs switched in a master control room.

The 23C incorporates four microphone input circuits with pre-mixing amplifiers and one input circuit for incoming program lines—all combined in a 5-channel mixer. Three-stage amplifier boosts signals to level needed for outgoing program lines or output switching systems. Also includes independent monitoring amplifier.

The 23C will handle 8 studio microphones or low-output-level transcription turntables; 4 remote lines or other medium-level inputs; control room announce and talkback mike. Controls are conveniently arranged, easily operated.

Get the full facts on the 23C from your local Graybar Broadcast Representative—or write Graybar Electric Company, 420 Lexington Avenue, New York 17, N.Y.

—QUALITY COUNTS—

Western Electric
Since KVOO's establishment in 1925, farm programming has been of prime importance. A 240-acre Demonstration Farm is operated by KVOO. Sam Schneider, KVOO Farm Editor, is active in local, state and National Radio Farm activities.

KVOO farm radio listeners in 16 states recently sent 23,422 letters, containing 23,422 dimes, to the KVOO Farm Department for a package seed offer.

All announcements featuring the offer were made on Farm Department programs during February, 1949. No other promotion was used.

Such gratifying response is powerful evidence of the large and faithful KVOO Farm program audience. Each letter received is proof that our listeners know any offer made by KVOO is a good offer.

Programming such as the KVOO Farm Department offers "in the money" farmers and ranchmen in the Southwest, will pay you big dividends, too!

For more facts on one of the Southwest's oldest and best known radio farm departments see your nearest Edward Petry & Co. office or phone, wire or write KVOO.
NAB DISSECTED

By ROBERT LUCE

JUSTIN MILLER, NAB’s president, ran consistently ahead of his ticket, the NAB itself, in the results of a TRENDS Survey, just completed by Broadcasting’s Research Dept. A 58% majority of station managers gave Judge Miller’s work an “excellent” rating.

The poll was designed to determine the opinion of broadcasters about their trade organization, the National Assn. of Broadcasters, and was sent to members and non-members alike. It is the 20th in a

series of Broadcasting Trends Polls.

Overall opinion of the work of the NAB showed a majority describing it as “average.” More than half (54.5%) said they would rate the job NAB is doing as “average,” while a quarter of the station managers (26.7%) said the job was “excellent.” At the other end of the scale, 17% said NAB’s work was poor. (See Table I.)

Among NAB member stations the opinion of the organization and its president is higher. More member station managers rated NAB “excellent.” Nearly a third (30.4%) described the overall job NAB does in these terms, while 56.7% said NAB’s work was “average.” Fewer members rated NAB “poor.” The total of answers from members who fell in this category was 11.5%.

Judge Miller’s “excellent” total was higher among members than among total respondents. He rated 61.7% “excellent” among those in the organization, 27.9% “average,” and 5.8% of the members said his work was “poor.” Only 4.6% said

TABLE I

Which of the following best describes your opinion of the overall job NAB is doing?

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As the reorganization situation stood Friday morning, the committee was confronted with two basic types of remodeling: The first type, as outlined above, was a vertical approach in which aural and visual departments or divisions would utilize the specialized NAB services. Last Friday the board authorized creation of a television section within the NAB structure. NAB President Justin Miller has offered the difficult job of heading this section, or whatever structural unit eventually handles NAB’s video

(Continued on page 24)
Trends

(Continued from page 23)

the NAB, according to broadcasters, is its labor relations work. On this good was checked by 80.8% of the respondents, and only 3.6% rated labor relations work as “poor.” (See Table III.)

On the other end of the scale, the category of programming advice was thought to be “inadequate” by 39.1% of the respondents, and “good” by only 14.3% of broadcasters. The remainder checked it off as “average,” or had no opinion about this work.

Other departments which rated on the “good” side included legal affairs, which received a “good” rating from 84.3% of the respondents, 28% checked “average,” and 10.9% said the legal affairs function of NAB was “inadequate.”

NAB’s research department was endorsed as “good” by 82.3% of the respondents, and an equal number thought it was “average”; 21.1% thought it “inadequate,” and a rather large group (14.3%) had no opinion.

Publicity and public relations received more “good” opinions than “inadequate,” but the plurality of votes was in the “average” category. Opinions were divided as follows: 29.9% “good”; 34.1% “average”; 28.1% “inadequate,” and 7.8% “no opinion.”

There was no distinction made in this question between the two separate functions of this department—publications and publicity—so it is difficult to discover which of the two functions was being rated most often when broadcasters filled out their ballots. In general, it should be taken as a rating of the department as a whole, rather than the publicity or publications work separately.

The poll was launched before NAB’s new Broadcast Advertising Bureau had a chance to get into operation, and the responses indicated a dissatisfaction with the past work in promotion and advertising which may be obviated by the work of BAB when it gets into full operation. Only 16.2% indicated they were satisfied with the NAB’s work in this field, and 43.7% declared it “inadequate.” About one third (33.5%) said it was “average” and 6.6% had no opinion.

Broadcasters often commented on this phase of NAB’s operations in marginal notes, expressing hope that BAB would remedy the situation, and that NAB would concentrate more on radio promotion than it has in the past. Changing business conditions have made this a more pressing problem, according to many station managers, and they urged speed in launching the work of BAB.

Legislative and lobbying work was also categorized as below average by the broadcasters. In this phase of the NAB’s operation, the responses were divided as follows: 24.2% said “good”; 29% “average”; and 37.3% checked “inadequate.” The proportion of “no opinion” responses was 9.4%. This aspect of NAB’s operations was classified, then, as slightly below average because the percent of those who checked “good” was not quite as high as the percent marking “inadequate.”

Engineering Service Rated NAB’s engineering service was endorsed as “good” by 57.2% of the broadcasters, and “average” by 41.5%. It was rated “inadequate” by a relatively low percentage (8.5%) of respondents. About 13% said they had no opinion of the work NAB is doing in this field.

Women’s activities were apparently unfamiliar to many broadcasters, and 34.5% marked “no opinion” in this section of the ballot. Among those who did venture an opinion, 36% said “average”; 16.1% said “good,” and 13% said “inadequate.”

Total returns on this survey were high—about 70% of those who received ballots. The matter of the industry’s trade association and its performance is obviously one of interest to most broadcasters. The percent of ballots returned with additional comment on them was higher than usual, also. Many broadcasters accompanied their ballots with letters, amplifying their opinions as expressed in the form balloting.

The sample of station managers was carefully selected to represent AM, FM and TV, regional location, class of station, and membership or non-membership in NAB. The sample was selected at random within the indicated limits of the sample design.

The total number of ballots received was 211.

Next week, the second part of this series will discuss station managers’ opinion about network membership in NAB, the balance of power within NAB, the NAB annual budget, and what type of structure NAB should adopt in terms of TV and FM stations.

Luckies Buys Time

AMERICAN TOBACCO CO., New York (Luckie Strike cigarettes), through its agency BBDO, New York, effective early in September, will take over the 7-7:15 p.m. program across the board time on NBC recently released by Chesterfield. It was understood that American Tobacco would place Frank Sinatra in the period and contracts were drawn up and all but signed late last week.

* * *

Note: Totals will not necessarily add to 100% because of rounding.

* * *

BMB Deadline

Aug. 15 Set for Broadcasters

BROADCASTERS who have not yet subscribed to BMB must do so by Aug. 15 if they wish to receive the study early on. That date has been set as the deadline for final assembly of data to be included in BMB’s second nationwide study of station and network audiences by Kenneth H. Baker, acting president of the Bureau.

The deadline is necessary, Dr. Baker said, so that tallying of information in former departments of thousands of ballots returned by listeners from every county in the country may be completed in time to assure delivery of the report in the fall. “We have all of the material in our shop now,” he said. “We intend to process it in the following sequence: First, subscriber data; second, non-subscriber data asked for by subscribers.

“Because of the vastness of this task, it will be able to interrupt the flow of material on the production line for insertions of post deadline subscribers. Those whose subscriptions are received after this date is past, consequently, will not get their reports until all other data requested by subscribers, advertisers and agencies have been completed.”

The matter of publishing full reports for advertisers and agencies, and the question of how much information on non-subscriber stations should be included in such reports, if published, are still undetermined. However these matters are settled, it is certain that to insure his audience data being included in the original reports a broadcaster must get his subscription to BMB by Aug. 15.

Surf Account

Lever Invites Agency Bids

LEVER BROS., Cambridge, has asked four advertising agencies “other than those already handling Lever products” to submit presentation bids on Surf, a $2 million account.

The agencies—BBDO, N. W. Ayer & Son, and McCann-Erickson—have submitted presentations, it was understood. Kenyon & Eckhardt also was invited to participate in the bidding but turned down the offer.


Decision as to which of the agencies will be appointed to handle the account is expected within the next 10 days.

Bright Joins Mogul

BOB BRIGHT, head of his own radio and television package agency, Bob Bright Productions, and previously commercial manager of WDAR Savannah, has joined the Emil Mogul Co., New York, as director of radio and television.

THE END OF THE RIDDLE TRENDS
NAB's first steps

NAB's new Broadcast Advertising Bureau, moving swiftly into its job of merging efforts of competing media, underwent official scrutiny last week and prepared to expand operations with a staff of 200.

The sales promotion agency of NAB was scanned before two association groups—the NAB Policy Committee and the Sales Managers Executive Committee. These two sales-promotion committees have interlocking membership and functions.

Under chairmanship of Robert D. Enoch, KTOK Oklahoma City, the policy committee looked into the whole BAB setup at its Wednesday session. The committee approved BAB's transfer from Washington to New York where it has taken over much of the office space at 270 Park Ave., where BMB is located. The two agencies are sharing space, BMB having greatly curtailed its front-office force.

'Hard-Hitting' Operation

"BAB will be a hard-hitting sales operation," Mr. Enoch told Broadcasting after the joint meeting. "It will promote all branches of the industry and will take a strictly positive approach. We propose to sell radio's power to move goods and services rather than merely to attack competing advertising media." Mr. Enoch was the original sponsor of the BAB idea at the NAB's board meeting last April.

After the all-day policy meeting, BAB was discussed again Thursday at a joint meeting of the NAB sales managers executive committee and the policy group. Chairman John J. Gillin Jr., WOW Omaha, of the sales managers committee, also is a member of the five-man policy committee. Chairman Enoch, in turn, is NAB board liaison meeting chairman of the group along with John F. Meagher, KYSM Mankato, Minn.

It was the first meeting of the newly appointed SMEC. Much of the Thursday session was devoted to a review of BAB operations by BAB policy committee members.

Among steps taken by the policy group was decision to restrict a new BAB slide-film sales pitch to BAB members. The oral portion of the slide film was previewed by Maurice Mitchell, director of BAB. The presentation is to be used at all types of meetings and functions as well as in direct-selling efforts. It presents radio as the pre-eminent advertising medium and can be used to sell individual stations.

BAB will copyright the film, as well as all other material it publishes or distributes, under policy committee instructions.

Distribution of the new version of the NAB's dealer cooperative advertising project was approved. The study is based on returns from manufacturers themselves and the facts about their cooperative campaigns will be distributed on six-inch file cards for easy station reference. Originally the cooperative data were published in booklet form and were based for the most part on information from stations.

Two spokesmen for national representatives appeared at the policy meeting, Frank Headley of Headley-Seed Co., and Eugene Katz of Katz Agency. They offered suggestions for BAB's sales promotion drive.

Next meeting of the policy committee will be held July 29 in New York. By that time the sales and advertising files of NAB, along with personnel, will have been moved to the New York offices.

Taking part in the policy meeting Wednesday and the joint meeting with SMEC Thursday were Chairman Enoch; Frank U. Fletcher, WARL-PM Arlington, Va.; Mr. Gillin; Howard Lane, WJJO Chicago; G. Richard Shafro, WTS Columbia, S. C. All but Mr. Gillin are board members.

Participating for NAB were President Justin Miller, C. E.

Arney Jr., secretary-treasurer, and Mr. Mitchell.

The SMEC Thursday agenda centered around indoctrination into BAB functions. President Miller explained to the new committee its exact duties. Gordon Gray, WIP Philadelphia, president of the All- Radio Presentation, traced progress of this industry movie film project, soon to go into actual showing.

Planned for Friday consideration was appointment of SMEC subcommittees, including one covering television. Also on the agenda was discussion of plans for sales session during the autumn series of NAB district meetings.

Attending the SMEC meetings were these committee members: Chairman Gillin; John M. Outler, WSB Atlanta; Mr. Gray; Eugene S. Thomas, WOIC TV Washington; Arthur Geibel Jr., KEZ; Seattle; Pete Schloss, WWSW Pittsburgh; Simon R. Goldman, WJTN Jamestown, N. Y., with Messrs. Meagher and Enoch as board liaison.

NAB staff officials taking part included President Miller; Mr. Mitchell; Charles A. Batson and Lee Hart, assistants to Mr. Mitchell.

Gregory Joins Durstone

SHERMAN GREGORY, formerly with Campbell Soup Co. and before that with Schenley Distillers, has joined the executive staff of Roy S. Durstone Co., New York.

Affiliations

ABC has proposed revisions of its affiliation contracts to require stations to carry, without compensation, network programming from the network, 252 hours of commercial network programming per year rather than the 208 they are now obliged to broadcast.

Representatives of the ABC station relations department have been visiting numerous stations with the proposal, broadcasting learned last week, and some stations are said to have accepted it.

The endeavor of ABC to increase its revenue from commercial time marks the first wholesale change in the basic financial relationships between the networks and its stations since the FCC imposed its network option time limitations in 1945 [Broadcasting, June 14, 1945] and the major networks revised affiliation agreements.

The new agreement which ABC is seeking from its stations will require the affiliates to waive compensation for all hours of network programming per calendar month, or a total of 252 hours per year.

The former ABC agreement, which the new one is intended to displace, provided that stations waive compensation for 16 hours of such programming each 28 days, or a total of 208 hours per year. Thus the network would be able to retain the revenue from 44 more hours of commercial time per year—without splitting it with its stations—than it has in the past.

It was understood that ABC representatives had made the proposal on the grounds that a change from the 28-day period to straight calendar months compensation would be in accord with most station accounting systems. Further, they said they were have explained, the network needed the added revenue to defray its expenses in television.

Reaction Unknown

Whether the latter argument had been received with universal warmth was not known.

No other network is contemplating any change in its station compensation system, a survey of executives disclosed.

Mutual and NBC require their affiliates to take 16 hours of network commercial time per 28-day period, a total of 208 hours per year.

If ABC succeeds in revising its station compensation, the network commercials carried by its stations without compensation will be slightly less than the amount carried by affiliates of CBS.

CBS Provision

It has been a standard provision of CBS affiliate contracts that the network broadcast five hours of network time per week without payment from the network, or a total of 260 hours per year.

The number of stations approached by ABC with its new proposal could not be learned, although it was believed it was considerable. It was said that all stations now under contract were satisfied to renewal within the near future were involved.

No official comment was forthcoming from ABC headquarters as to the state of the contract negotiations, but the fact that the network intended to pursue its proposed revisions vigorously was indisputable.
If one had taken seriously some of the things printed about the future of radio during the past few months—utterances by the prophets of doom—he would have done two things: First, he would have quit the radio advertising business right on the spot—conf vined that it had no future. Then he might have dressed himself in his most ministerial black, and con ducted a memorial service—you might call it a mock funeral.

He could have set up a tombstone with this inscription: HERE LIES AM RADIO. BORN 1922, DIED 1949, THE VICTIM OF TELEVISION. Over that tombstone he could have said a little prayer: "AM radio made an awful lot of noise in its lifetime, O Lord. Nevertheless, may its soul rest in peace."

Of course, there are some people who think there should be twin tombstones. The second one would have read: HERE LIES TELEVISION, DIED IN CHILD BIRTH, 1949, THE VICTIM OF A PRO TRACTED DELIVERY. And over that tombstone he could have said another little prayer: Forgive the country's advertisers, O Lord, for they know not what they do. By failing to support it sufficiently, they killed the embryonic television medium before it was born.  

However, he is not concerned with the comparatively small group of pessimists who doubt that advertising will be sufficient to maintain the costly television broadcasting business.  

A Desperate Pitf Instead, he is going to devote his attention to the more frequently heard—and more publicized predictions— that AM and FM radio will not be long in this world. According to the pessimistic oracles, conventional broadcasting is in stage three of a process that now the only way it can hold its audiences is with a rope.

To explain "the faith that is in him—that is, why he believes AM and FM radio—and radio advertising—will continue indefinitely, let him first recall to mind some of the more ominous predictions that have been made about the chief pessimist—among the radio-is-about-to-die oracles—probably Deac Aylesworth, a former network executive who used the April 26 issue of Look Magazine to predict that "Radio  

Is Doomed." Mr. Aylesworth prophesied—No sound radio within three years.  

Then along came another crystals ball gazer—Wayne Coy—Chairman of Turner Broadcasting, who forecast the demise of AM and FM radio within the next five years. Mr. Coy's prediction slightly modi ed the conditions under which sound radio would pass on. And if he made the statement truer—it had been credited to him in the press, he flatter predicted—"Five years from now most Americans will be better informed of their broadcast,” education and enter tainment from television.

However, it is a popular belief that five years from now most Americans will be better informed of their broadcast, education and entertain ment from television.

"Television will glitter brilliantly, but radio will also continue to shine."

Those are the conclusions reached by Charles Hull Wolfe, director of Radio and Testing Bureau of Batten, Barton, Durstine & Osborn and author of the book, "Modern Radio Advertising." His reasoning is set forth in this article which is based on a talk made by Mr. Wolfe before the Baltimore Advertising Club.

Mr. Wolfe  

It's Here to Stay—Wolfe  

(Continued on page 98)
JUSTICE DEPT. officials kept strict silence on their announced monopoly investigation of broadcasting last week, while reports circulated that Attorney General Tom Clark had discarded knowledge of it.

The Senate Commerce Committee, which conducted the investigation, has asked the department, although it is patiently waiting for a reply, to make all its files public soon. Mr. Clark has been charged with obstructing the Senate Commerce Committee with respect to the investigation.

Mr. Clark said he had never been consulted about an investigation of possible monopoly in radio and indicated he was not pleased with the tack taken in the department's testimony.

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FCC Studies Policy

Meanwhile, FCC reportedly was pondering whether to attempt to establish an overall policy toward anti-trust violations, or approach the question on a case-to-case basis. Although there appeared to be no disposition on the part of the Commission to hold up action unnecessarily, it seemed unlikely that action would receive any official word from the department, although Sen. McFarland had asked for written confirmation of the statement submitted by department witnesses.

FCC's Monopoly Power

As it is, the FCC is practically a brotherhood of professionals, with a common goal of efficiency and fairness. And it is hoped that the new or changed policies of the FCC will not be seen as an attempt to circumvent the law or to gain an unfair advantage over competitors.

Mr. Hume did not agree, though, under Sen. McFarland's question- ing. He admitted at one point that "I wish I did, right now."

The "real purpose" of the anti- 

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The "real purpose" of the anti-
FREELANCE contracts

FREELANCE radio writers last week had their first contract with agencies, sponsors and independent package producers initiated.

Wielding the pen for the management was M. Fisher, while the union, Roy Langham, national executive secretary of Radio Writers Guild, performed the honors.

Under the terms of the agreement a schedule of minimum fees to be paid for programs was set up. This minimum is exactly the same now governing half-hourly paid programs on religious scripts, physical culture copy, lectures, forums and writing of government employees.

Air credits are required on all contracts and must be paid weekly. Air credit is to be extended once weekly to each writer. On all other shows, the producer has the right to give the show if he feels it warranted by the importance of the writer's contribution. This clause does not apply to unit series programs. On all shows, the union will decide allocation of the air by-lines. It is not necessary, however, to give air credit to a writer "where special characteristics of the work makes it essential not to reveal that the show was written by any person or persons other than the performer." The language is vague and open to interpretation, and it was decided to leave it as is.

As soon as the agreement is ratified by both sides, RWG will proceed with NRLB certification and election on a national basis. When the certification and election are completed, the agreement will become retroactive to Nov. 4, 1948.

Lengthy negotiations resulting in the agreement date back to last fall. On the Nov. 4 date, RWG threatened a strike which would have tied up about 140 of the nation's top shows. A mediator got the parties together after the guild was actually in a bind, due to a refusal to start work on a series of programs [BROADCASTING, Nov. 1, 1948].

Under the schedule of fees set up by the agreement, a once-weekly program of five minutes or less calls for a minimum of $35 sustaining and $200 weekly, when done on a six-time weekly basis. A 15 minute show on a once-weekly basis calls for $75 sustaining and $120 commercial. If on a six-time weekly basis, the program calls, $250 sustaining, $400 commercial.

A 30-minute show on a once-weekly basis calls for $75 sustaining and $120 commercial. If on a six-time weekly basis, the fee is $445 sustaining, $710 commercial.

All the fee schedules are based on program units. Thus, if one writer was employed on a once-weekly 30-minute show, his fee would be $150 sustaining, $250 commercial.

If two writers were employed, the minimum sustaining fee would be $150 sustaining and $250 commercial. The contract permits the payment of fees above the minimum, but not under the minimum.

Writing covered by the contract is primarily dramatic and comedy material. Specifically excluded are religious scripts, physical culture copy, lectures, forums and writing of government employees.

One-time shows and unit series programs generally become the property of the writer after the original broadcast, but he can not use the script for television until 13 weeks after the original airing for AM or FM until 44 weeks after the original performance.

In the case of serials, where the writer owns the series, full ownership in the script vests in him 60 days after the original broadcast. Where the producer owns the serial, the writer may with the producer's consent use one extra material under conditions set forth.

Where serials are re-used for radio or television, a second minimum must be paid, which would be the same as if the material is used as is. Where the material is adapted or rewritten, the original writer is entitled to 10% of the minimum fee.

Writers also are entitled to subsidiary fees, in accordance with schedules and formulae provided in the contract for such re-uses of the script or its material for phonograph records, book publication, comic strips, legitimate theatre and motion pictures.

The agreement is admittedly complex and to rule on the matters, sure to come up under it, a joint adjustment board consisting of three members appointed by the union and three by the employer is provided. So, too, are arbitration clauses.

Negotiations of the minimum fees also is provided on the initiative of either party on Nov. 16, 1949, 1951 and 1953. It is expected that on such reopenings, the RWG will continue to work toward obtaining uniformity with the agreement between freelance writers and radio networks.

GILL EXPLAINS

AN EXPLANATION of the methods used in his controversial survey was released by Sam Gill, director of research, Sherman & Marquette, New York, last week.

The survey which has caused so much comment showed that AM listening in TV homes jumped back almost to its former level of 9 to 13 listeners since AM TV was first installed. The survey was confined to the five boroughs of New York, and was conducted over a period of six months [BROADCASTING, June 6].

The survey showed daily AM listening per home was 4.13 hours before buying a TV set; 2.14 hours 3-5 months after purchase; 2.92 hours 5-6 months after purchase; 3.56 hours 6-9 months after purchase; 3.97 hours 9-12 months after purchase.

Conclusions Challenged

Mr. Gill's conclusions were challenged in some industry quarters which claimed the study was defective. With his explanation of methods issued last week, Mr. Gill said he had no further comment to make.

He declared that his original sample included 2,106 homes, which averaged 10.1% were TV equipped. The survey employed the diary technique, with participants keeping separate logs for listening and for viewing. His explanation follows, in full:

The Effect of Television Ownership On a Sample of Radio Homes

The objective of this study was to attempt to measure the effect of television ownership on a sample of radio equipped homes, both in listening habits and general purchase behavior.

The philosophy upon which this study was based was outlined as admitting that television ownership would undeniably change the way of living, the radio listening, reading, entertainment habits and other phases of the average home life. Therefore, such a study should be undertaken early enough to trace the effect on the television ownership would have on family activities.

In 1953, as television ownership and television transmitting stations were, at the time this study was planned, largely concentrated in a few large metropolitan areas, it was decided to confine the scope of the study to the five boroughs of New York City.

The study originally planned in September-October of 1953 was put into the field in November 1947.

The original sample was in excess of 2,000 homes in New York City area (2,106) chosen by the probability sampling technique.

These homes were at that time all radio equipped but the sample has currently been reduced to 727.

Two hundred and eighty-seven, or somewhat in excess of 13%, of the original sample are now television equipped.

In cases where an AM station is no longer covered by the survey and not known whether it is still owned, the station has been placed in the sample. All data from this report is based on the panel method. That is to say, of the original sample each home was called upon the average every 10 days so that it was possible to trace the listening and living habits week by week of each member family of the panel.

No member family of this panel has been compensated in any way for its cooperation in this study.

To obtain information on listening habits the printed roster technique was used throughout the study. One roster covered AM listening and a second covered television listening. Data on the general living habits of the family were secured from personal interviews at the time of the call. In the majority of cases all interviews were conducted in the evening between 6 p.m. and 9 p.m. in order to interview any member of the family as possible.

Over the 18 months of this study the percentage of total calls made in this 6 p.m. to 9 p.m. period total slightly better than 62%.

Details of sample composition, both original AM sample and current homes within the sample, are available upon written request.

Method in Survey
Night and day, WHO is the most "listened-to" station in Iowa. The 1948 Iowa Radio Audience Survey* gives "listened-to-most" figures for each of Iowa's 99 counties. WHO gets the highest nighttime rating in 70 of these counties, the second-highest in 15, third-highest in 8.

Daytime figures of course follow the same general pattern.

Outside Iowa, WHO scores a remarkable "Plus"—has a daytime BMB audience in 130 additional counties in 8 states and pulls year-'round mail from listeners in 46 states.

This overwhelming listener-acceptance is proof of WHO's inspired and public-spirited programming. Ask us or Free & Peters for all the facts.

* The 1948 Iowa Radio Audience Survey is a "must" for every advertising, sales, or marketing man who is interested in the Iowa sales-potential.

The 1948 Edition was the eleventh annual study of radio listening habits in Iowa. It was conducted by Dr. F. L. Whan of Wichita University and his staff, is based on personal interview of 5,224 Iowa families, scientifically selected from the city, town, village and farm audience. As a service to the sales, advertising and research professions, WHO will gladly send a copy of the 1948 Survey to anyone interested in the Iowa radio audience and its listening habits.

WHO

+ for Iowa PLUS +

Des Moines . . . 50,000 Watts

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

FREE & PETERS, INC.
National Representatives
**MARISTANY**

Carlos Maristany, who headed Cuba's delegation to the Interim NABRA Conference in Washington in 1947, made clear last week that he intends to appear in the same role at this fall's NABRA session and "defend Cuba's rights as vigorously as I have done in all previous similar meetings, whether this is liked or not."

The conference is to get underway in New York in September to draw up a new North American Regional Broadcasting Agreement. The previous NABRA expired March 29, but the various nations reportedly had indicated they would abide by its principles pending negotiation of a new one.

Mr. Maristany's assertion was made in a letter taking exception to the word "deposed" in a story on his demotion from Minister to Under-Secretary of Communications of Cuba [Broadcasting, June 6].

Text of the letter:

**EDITORS, **Broadcasting:

It is customary in Cuba for newspapers and magazines to publish the replies of public officials object of their criticism in the pages used to express them.

Assuming that this fair democratic procedure is also followed in the United States, I would accordingly ask you to kindly insert my reply to the comments appeared on page 7 of your June 6 issue under the caption "MARISTANY Deposed in Cuba," as follows:

**MARISTANY'S REPLY**

Not "Deposed"

I have not been "deposed" as minister of communications. My return to my former department position of director of information, in charge of the high administrative part of the department, after a brief period of minister, clearly shows that I continue to enjoy the confidence of the president, the Honorable Dr. Carlos Prio Socarras. In fact, it was at my personal request that I filled the position and serve for a few years, and for a number of years including past administrations.

It was precisely due to the deep ties of understanding and mutual respect existing between the chief executive and myself that he did not hesitate in calling on an old friend to leave the minister's position to make room for Congressman Dr. Illas in a moment of political crisis.

Said crisis was coincident with my struggle with certain powerful interests which belittled the advantage of the opportunity to ally with political foes to make it appear that I had been "deposed."

You are right in assuming that I will be sent to Montreal in the near future to attend the Inter-American NABRA Conference, where I will defend Cuba's rights as vigorously as I have done in all previous similar meetings, whether this is liked or not.

Regarding my position as director of the Inter-American Institute, I was named by the President of Cuba in appointing me merely complying with provisions of the 1937 Inter-American Radio Convention and in line with the 1940 Cuban Constitution which authorizes public officials to discharge whatever special missions our government entrusts.

It is to be regretted that this appears to be in conflict with the "status quo" viewpoint of the United States of America, which is but one of the American Republics which are part of said 1937 Inter-American Agreement.

Carlos Mortany

**NAB STANDARDS**

Enforcement Group Named

NEW committee to promote enforcement of the NAB Standards of Practice was named Thursday by NAB President Justin Miller in Washington in accordance with a directive issued by the board at its April meeting.

Chairman of the group is Eugene Crow, WNBC, Canyon, Ohio, representing medium stations. Other members are Robert T. Mason, WMRN, Marion, Ohio, small station; G. Emerson Markham, WGY, Schenectady, New York, representing stations; William E. Ware, KFPM (FM) Council Bluffs, Iowa; Eugene Thomas, WOIC (TV) Washington, TV; Lawrence W. McDowell, KFOX, Long Beach, Calif., affiliates; William B. Quarton, WMT, Cedar Rapids, Iowa, board liaison.

Advisory members are: George Brett, The New York Times, agency; action and representatives; George Ogie, AAA, agencies.

Serving for the NAB staff are: Mr. Fair, Program Dept. director; J. Jenkins, attorney; Robert K. Richards, Public Relations & Publications Dept. director, for public relations.

Still to be named are a network representative and advisory member for advertisers.

Supplementing previous committee appointments, Judge Miller announced the membership of the NAB-Radio Mfrs. Assoc. Liaison Committee: Leonard A. Asch, WPTR Albany, N. Y.; L. E. Pettit, General Electric Co. Named to the FM Executive Committee is Ray A. Furr, WIST, Charlotte, N. C. New member of the Public Relations Executive Committee is R. A. Borel, WBNB Columbus.

**SPEND FOR PROFIT**

Hill Advises Meeting

Advertising is "probably the most important of all means of spending," said James Hill, Jr., president of Sterling Drug Inc., said last Monday following a three-day meeting of the company's sales committee held at the Greenbrier Hotel, White Sulphur Springs, W. Va. "At this time we see no reason why our advertising appropriation should not be the same next year as this year." Mr. Hill continued. "We do not propose to cut any appropriations for 1950 which we believe may help to maintain our future profits."

Business must continue to "spend for profits" even though present conditions require more than usual avoidance of extravagance, Mr. Hill told the salesmen.

He drew a sharp distinction between what he described as the "ordinary accepted economy wave" and "job of money made in the light of possible profits." He emphasized that "we are not and should not be in an economy wave, but need less expense must be found by eliminating funds to finance projects to keep business moving ahead." Advertising, he pointed out, is an important expenditure.

**NAB STUDY ENDORSED**

Expansion of NAB study of station job classifications and continued research on operating costs were endorsed last Monday by the NAB-Employer-Employee Relations Committee, meeting at NAB Washington headquarters.

The wide range of labor relation problems facing the company was reviewed in detail. The committee reviewed a current study of station operating costs by Richard P. Douthwaite, NAB head, and Dr. Kenneth H. Baker, research director [Broadcasting, May 30].

This project covers all types of operating costs, with emphasis on labor, and reflects current economic trends for all classes of stations in all regions. It is described as the most extensive analysis ever made of the economics of broadcasting.

The committee reviewed the Boston personnel study being conducted by Massachusetts Institute of Technology. The MIT research covers seven stations and evaluates station jobs. Tentative draft of the study was discussed.

Current labor discussions in the industry were analyzed by the committee. A review was submitted of the Taft-Hartley labor legislation in Congress.

NAB President Justin Miller met with the committee and joined the discussion of labor services provided stations by the association. (For list of those present see photo on this page.)

**ZIV, WORLD**

Show, Library Sales Made

PURCHASE of three of Frederic W. Ziv shows was announced last week by the New York and Cincinnati producer of transcribed programs. The Guy Lombardo Show was purchased by the Queen City Brewing Co., Cumberland, Md., for sponsorship in Cleveland, Fredericks- burg, Staunton and Winchester, all Virginia, and Fairmount, W. Va.

WTP Philadelphia purchased the Wayne King and Harry Wood shows on long-term contracts.

World Broadcasting Co., a Ziv subsidiary, announced the signing of Larry Potine, former partner for Vaughn Monroe and his orchestra, under a long-term contract, with recording for the company's library service to start this week.

The library service reported, too, that the following stations had subscribed to its facilities: WCAE Pittsburgh, WFWL Chicago, WCBC Washington, WDEL Wilmington, Del., KDKO Monterey, Calif.; WCNB Connersville, Ind.; WJPA Washington, Pa.; KAND Corso- na, Tex.
EVER SEEN A KUDU?

You're looking at a picture of one now. And those big horns of his were to help him fend off trouble as he roamed the deserts of Abyssinia.

There's a good way for you to fend off any sales troubles you may be having in Baltimore. You just buy W-I-T-H, the big independent with the big audience.

W-I-T-H regularly delivers more listeners-per-dollar than any other station in this rich, competitive market. That's why you can get such big results from so little money on W-I-T-H.

So if you're interested in getting low-cost results from radio in Baltimore, call in your Headley-Reed man and get the full W-I-T-H story today.
do you have butterflies?

HARRY STONE, GEN. MGR. • IRVING WAUGH, COMMERCIAL MGR. • EDWARD PETRY & CO., NAT'L REPRESENTATIVES
In these days of changing times, with sales fluctuating on both old and new products . . . when it seems the cream is gone . . . do the butterflies invade your interior? Are you wondering what next? And, more important, where the next sale is coming from?

Consider WSM's millions of loyal listeners. They live in cities and towns, and on farms in one of the nation's most stable markets — the Central South . . . a section rich in agriculture and growing in industry.

WSM's staff of 200 can produce for you a network quality show that will sell your products in this section as we have for hundreds of other advertisers for many years.

What's more, the merchants under the big 50,000 watt clear-channel umbrella of WSM's signal are cooperative, too. They are ready to help sell goods backed by the power they know resides in WSM's deep, intimate relationship with this market.

All this can add up to a sure way to still the butterflies.

KEY TO SALES IN THE CENTRAL SOUTH

50,000 WATTS • CLEAR-CHANNEL • 650 KILOCYCLES • NBC AFFILIATE
IN COLUMBUS, Ga., the management of the evening Ledger and morning Enquirer has joined the dwindling ranks of short-sighted papers charging for program logs.

Columbus has been a four-station market. But on the heels of the program log charge has come news that the newspapers will buy WFRAC's AMRS affiliate; drop the 1 kw day assignment on 620 kc for their station WGBA, and take over the fulltime WSAC 1 kw on 1460 directional while retaining the WGBA call letters. A consolidation, by the way, which comes in the wake of the WMOB Mobile sale [BROADCASTING, June 20] and may portend a trend to consolidation in over-stationed markets.

The Columbus papers are in for a tough fight as the log fees will cost them $2925 per year for the two remaining stations. WDAK and WRBL are manned by radio stalwarts who will battle until the bitter end. Jim Woodruff Jr., of WRBL, is a past NAB director and Allan M. Woodall, of WDAK, is newly elected to the same post. Both say they will not pay for the logs.

In assessing the charge, Columbus papers have ignored the storm of protest which has followed proposed CIO labor management. The station management has attempted to barter program logs, one of their best read and highest rated features, for more advertising revenue. Other papers have made negative and often disastrous experiences in attempting to negotiate a legal experiment.

Last January the three San Antonio newspapers capitulated to reader demand and restored program logs to their columns after the stations had prevailed. In a city where the experiment has been attempted there has been an instantaneous demand that the logs be restored. In a few areas stations have been forced to pay up. But it is a tribute to the sagacity of newspaper management that in the vast majority of cities the logs are running as an editorial service, along with sports, theatre and other local news.

We feel that the Georgia case will be another where the newspaper quest for the golden glitter of radio dollars will produce no revenue but only the usual shower of complaints from irate subscribers who look to their papers for a listening guide.

Edward Seayers Whitlock

IT WAS over ten years ago that "Eddie" Whitlock got into radio by accident. An acknowledged expert in the electrical appliance field, he happened through Richmond while on a vacation trip, was told that station WRNL needed a sales manager, and decided to take the job.

After one year as sales manager of WRNL, Edward Seayers Whitlock was then appointed general manager of a mushrooming operation—a post he holds today. Mr. Whitlock is sketchy about his early jobs, dealing with radio from the angle of the power company, the appliance store, the distributor. His interest in broadcasting as such was to seek its own level only in the late '30's after a beach vacation and a few calls on friends—and then inadvertently.

Eddie Whitlock was born in Prince Edward County, Va., Sept. 14, 1901, and was reared in the county seat at Farmville, where he attended high school. During World War I he joined the electrical engineering department of the duPont Co. in Hopewell, Va.—but only after he had just given up hope of employment there.

"Due to age and young appearance," Mr. Whitlock recalls, "it is estimated that I wore out three pairs of trousers sliding up and down the benches in the duPont employment office before I was employed.

After the war he was connected with an electrical contracting firm in Newport News, Va., as assistant to the president.

Other jobs followed from 1920 to 1938 with the Hobbs Electric Co., Suffolk, Va. (the world's largest peanut market), and the Virginia Electric & Power Co. With the latter, he served as Norfolk sales supervisor, then sales manager. A department store—Thalhimer Bros., Richmond—then hired him as merchandising manager of its appliance and radio division for seven years. From there he moved to A. K. Sutton Inc., Charlotte, N. C., Philco distributor, to become general manager for two years.

It was at this point, Mr. Whitlock points out, that it "can be said truthfully a man got into radio broadcasting by accident." After leaving the Sutton firm, he promised his family he would take a three months' vacation, since he hadn't had one in 10 years.

The Whitlocks perched themselves along the Virginia coast for a real rest. While enjoying the vacation, Mr. Whitlock received a letter from a former Thalhimer official who asked him to visit Cincinnati and see the president of the...
How Shelley would have loved us! He dreamed "of some world far from ours, where music and moonlight and feeling are one." And today, to find that world, he would have only to turn the dial of his radio to WQXR and WQXR-FM. That's what more than half a million New York families do every day. And they keep their dials glued so constantly to WQXR and WQXR-FM, no other stations can reach them so effectively. Choice families, these are...who love good things as they love good music, and can afford to buy them. Advertisers know them as one of the choicest markets within this biggest of all markets. Let us show you how to mix music and moonlight and feeling into more business for you.

WQXR
AND WQXR-FM
RADIO STATIONS OF THE NEW YORK TIMES
poses, and less difficult for the members of the Commission to get at the correct engineering facts before making decisions of grave policy importance.

Others who gave broad endorsement to the measure in letters on file last week included Theodore C. Streibert, president of WOR New York; and vice chairman of Mutual; James A. McKenna Jr., president of Crosley Broadcasting Corp.; James A. McKenna Jr., of the Washington law firm of Hale, McKenna & Wilt, Washington, D.C., Dept legal expert; Paul Raibourn, vice president of Paramount Pictures, television licensee and applicant; E. J. Hudson of Paramount's United Detroit Theatres Corp.; and U.S. Comptroller General Lindsay C. Warren. NBC President Niles Trammell had endorsed the bill in a letter entered earlier.

Hita Reallocation

Renewing his long-standing criticism of FCC's reallocation of FM from the 60 mc area to its present 88-108 mc band, Dr. Armstrong declared:

My experience indicates that it is purposely important if the Legal Bureau of the Commission be reduced to its proper stature. Specifically, I am disturbed over the position that that bureau has taken in some of the proceedings in which I have been involved. As I have observed it, it has been the tendency of the Legal Bureau to take the positions of advocacy, and to go at the arguments that are illustrated by the scientific facts—the laws of nature and the accepted conclusions. The result, in a number of important instances, has been to has been induced to make, and to assume, conclusions. In fact, concerning radio phenomena, which were not the observations of those scientists and experimenters who have been working in the particular field, and contrary to the best engineering advice that the Commission could get from some of those findings or assumptions were later proved to have been totally wrong—too late, however, to undo the harm that was caused. In other cases, the Commission having taken action on erroneous premises.

Under such conditions it has been impossible, in the past, and in the future, to carry on sound and honest work before the Commission in the field of radio communications.

Dr. Armstrong reiterated his charge that television that television is "unwarrantably engineered," and should be in the 500 mc region. To try to establish it in the 50 mc area, he said, is "like trying to run 20-ton trucks over country lanes."

He cited the Commission's imposition of a freeze on certain television channels, within four and a half months after his testimony on television's "engineering trouble," as an example of the "who correctly presented the engineering facts to the Commission and to the committees of Congress."

Dr. Armstrong charged that Raibourn, stating that "we are the first in the industry"—has been permitted by FCC to "run away with the ball."

Reviewing the past 10 or 12 years, he said "it seems fair to [conclude] that the Commission has bent over backward into the detailed matters of organization and operation included in the bill."

Comptroller General Warren, reviewing the argument against one of the bill relating to FCC expenditures for rent, etc., found no objection to the measure.

LISTENERS in general seem to be sure of the fairness of the new the results of radio, but not of the adequacy of its local coverage.

This was one of the conclusions reached by a third annual

-26

radio announcers, and one that was on the air in December 1948-January 1949 Christmas holidays. It covered 23 Indiana communities, 11 U.S. communities outside Indiana and one Canadian city. The students' total of personal interviews and telephone calls for purposes of the survey was 1,957 (200 in Indiana alone.

On the question of fairness of radio news, professional people and residents of large cities seemed less sure than other groups, Mr. Skornia reported. In the occupational classification, 83.5% of professional people interviewed answered "yes" to the question: "Do you feel that radio is generally fair in the presentation of news?" Average of all occupational groups answering "yes" to the question was 87.7%.

The percentages of "yes" replied to the question: "Are you satisfied with the amount of local news you get?" were lower. Least satisfied was the agriculture-forestry-fishery group, with 61.0% replying "yes." Average of all occupational groups answering "yes" was 75.9%.

Farmer Satisfaction

Commenting on this phase of the survey, Mr. Skornia said, in part: "Could the farmers, informed with the amount of local news available, be thinking of farm and market news? What do the other groups report? And in the occupational classification, 'local' or to what extent are their replies colored by their liking for, or interest in special types of news?"

Mr. Skornia believes that "considerably different methods from those commonly practiced must be developed before radio stations have wholly reliable data, either on listening to the radio or the impact of radio on listeners. ""Until more reliable techniques are developed," he says, "'competitive stations in the same town are likely to continue to buy and use for sales purposes contradictory survey complications. It would be simpler to use less confusing to spend money and broadcasters alike if there were only one survey, but unfortunately such simplicity is not always true."

The latest Indiana U. survey took up other questions, including commercials. An average of 61.6% of all occupational groups interviewed answered the question: "Are there radio commercials you find enjoyable?" Population group listings showed residents of cities of more than 50,000 finding the least enjoyment in commercials.

The question, "Are there any products you refuse to buy because of what you consider bad commercials, or commercials with offensive language?" Mr. Skornia, "seem to be found most likely of all groups to boycott products with radio commercials," he adds: "Not so expected was the discovery that farmers, who made up all but about 20% of the agricultural-forestry-fishery classification, were second highest in this regard."

In the professional group 16.8% said there were products they would refuse to buy because of what they considered 'bad' commercials. The percentage for the agricultural-forestry-fishery classification was 16.0%.

The student interviewers also asked the question: "Do you own a receiver to enable you to hear FM?" An average of 26.5% in the occupations for which specifications used in the survey said they did. Included in Mr. Skornia's observations about FM, an extending an example of the survey results, was this statement: "Although certain Indiana areas with FM stations were found to have as high as 60% ownership, some inside Indiana areas with FM stations a year or more old had below 20%. FM stations in low-owner FM areas would seem to be leaving something to be desired, irrespective of the merits of FM or AM, if they arouse no more curiosity than about this FM."
Florence Doubleplay
FACED with the problem of broadcasting a baseball game at 8 p.m. Wednesday, and the Walcott-Charles fight at 8:30, Manager Joe T. Van Sandt of WJOI Florence, Ala., bought time from WMPT Florence to carry the baseball pickup from 8:30 to conclusion. WJOI listeners were told they could take their choice of two live WJOI programs through WMPT's cooperation.

A. J. FELMAN
Denied Relief by Court
ARTHUR J. FELMAN,onetime owner of WJOL Joliet III., last week was denied relief by the U.S. Court of Appeals for the District of Columbia from a revised proposed decision of FCC which would grant license renewal to the station's present owners.

FCC had proposed the renewal only on grounds that WJOL sever its time reservation contract with Mr. Ferman, a condition of the sale which occurred in 1967 [BROADCASTING, Feb. 7]. The court had no opinion in its denying order.

Meanwhile there still is pending a suit by Mr. Ferman against FCC in the U.S. District Court of Northern Illinois directed against the new FCC rules which prohibit time reservation clauses in station sale contracts and which provide for termination of existing reservation pacts. The suit seeks to have the rules set aside. The Illinois court is not expected to convene until next fall.

4-A's Officers
PAUL DULLZELL was re-elected president of the Associated Actors and Artists of America at the annual meeting of the organization's international board. George Heller, AFRA national secretary, was re-elected first vice president. Others re-elected: Reuben Guskin, second vice president; Ruth Richmond, treasurer; and Florence Marston, executive secretary.

TAFT-HARTLEY
THE FATE of the controls imposed on union welfare funds by the Taft- Hartley Law was still unsettled last week, as the Senate completed its third week of debate on a proposed new labor law.

The administration's Thomas Bill and reenact the National Labor Relations Act of 1938. Current restrictions on union welfare funds would be removed altogether, and limitations on secondary boycotts would be eased. Teeth removed by the repealer, however, would be restored to a substantial degree by a substitute drafted by Sen. Robert A. Taft (R-Ohio), which has the backing of Republicans and at least some Southern Democrats.

Debate has not yet reached the question of welfare funds.

The Senate Labor and Public Welfare Committee, giving a favorable report to the administration bill earlier this session, cited the 1948 dispute between the recording companies and the musicians' union as evidence of the complications and delays that may arise under Taft-Hartley's provisions governing health and welfare funds.

Minority members of the committee—Sens. Taft, H. A.berts (R-Mo.), and Forrest C. Donnell (R-Mo.)—condensed that "no one regards the present provision on welfare funds as perfect," but held that "with more than 3,000,000 employees now having part of their earnings diverted into such funds and the practice growing, some protection against misuse of such funds to the detriment of the employees seems imperative."

Sen. Taft's substitute measure proposes several changes from the present law on this subject. Most important, perhaps, is a provision which would require approval of the trust fund by the Secretary of Labor. The fund would have to meet the requirements currently in the Taft-Hartley Law. The employer, however, would be permitted to waive his right to representation in the administration of the fund, whereas the employer must now be represented equally with his employees.

WABT-HARLEY Welfare Funds Not Yet In Bill Debate

WMIE MIAMI
INVESTIGATION of the present and proposed ownership of WMIE Miami, Fla., was to begin today (Monday) in Miami by FCC Hearing Examiner Leo J. Resnick. WMIE is assigned 10 kw, 5 day night on 1140 kc.

The inquiry centers upon a proposed transfer of control of the station whereby Lincoln Operating Co. ceases trusteeship functions and Sun Coast Broadcasting Corp. assumes direct ownership of WMIE. The hearing was ordered simultaneously with the Commission's revocation of the permit of WTVJ (TV) Miami on grounds of ownership and financial misrepresentation. Certain of WTVJ, were reported identified with both operations [BROADCASTING, Aug. 2, 1948].

The Commission, however, has reported an initial decision of Comr. Paul A. Walker to set aside the revocation and which found Wolfson-Meyer Theatre Enterprises Inc. qualified to acquire control of the television outlet [BROADCASTING, Jan. 10]. Wolfson-Meyer is 46% owner of Lincoln Operation Co. which is 10% owner of Sun Coast.

FCC also has reported that it wished to determine in the WMIE inquiry "whether Arthur B. McBridge and Daniel Sherby, stockholders in the proposed assignee, are legally, financially and otherwise qualified to be stockholders in a radio broadcast station." The Commission has ordered the hearing to commence in Miami and then be recessed to Cleveland for further testimony. Paul M. Segal and David C. Tolman, Washington counsel for WMIE, left the capital last Thursday to prepare for the case.

Mr. McBridge and Mr. Sherby are chief owners of Sun Coast and also own WINK Fort Myers, Fla. Mr. McBridge also has cab company interests in Ohio.

Officers of Sun Coast, according to FCC records, include: Mr. McBridge, chairman of the board; Mitchell Wolfson, principal officer of Wolfson-Meyer Theatre Enterprises Inc. qualified to acquire control of the television outlet; Robert G. Venn, WMIE general manager and one time chief owner of WMIE; Walter J. Brown, vice president; J. Allen Brown, treasurer, and Otis Spencer, secretary. Lincoln Operating and Sun Coast merged their interests in the Miami venture after FTC had ordered a comparative hearing upon their respective individual applications for new AM stations in Miami and Coral Gables.

Mr. McBridge holds 795.5 shares common in Sun Coast, of total 2,000 authorized, while Mr. Sherby holds 745.5 shares, FCC files indicate.

26 Television Stations Now Use ZOOMAR LENSES for STUDIO and REMOTE PRODUCTION

WMAR-TV, Baltimore
WBKB, Chicago
WNBN, Chicago
WENR, Chicago
WGN-TV, Chicago
WLWT, Cincinnati
WCPO, Cincinnati
WBNM, Columbus
WLWC, Columbus
WLDY, Dayton
WBAP, Fort Worth
KTSU, Hollywood
KKFI-TV, Los Angeles
KTLA, Los Angeles
KNBH, Las Vegas
WTMJ, Milwaukee
WNTX, New York
WBCS, New York
WJZ-TV, New York
WPIX, New York
WFTL-TV, Philadelphia
WPTZ, Philadelphia
KGO, San Francisco
WHAI, Washington
WXWZ, Detroit

292 Madison Avenue
New York, N. Y.

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No Requiem for AM
(Continued from page 22)
ship will reach 5 million sometime in 1960—10 million about the end of 1962.
Yet even if this prediction of 10 million TV sets in 1962 comes true—which it very likely will—
it has been reliably estimated that television's share of audience would be only 20% of the total radio audience, at which figure television would be approximately as great a factor as a second-viewing radio network. In other words, by this time the effect of television will be that of a fourth major network.

However, in considering the audience which any individual television program may have, one should bear in mind that there will probably be four TV networks—as well as independent TV stations—competing for this share of viewing.

It should also be borne in mind, when considering the size of TV audiences, that figures now greatly exaggerate the effect of television on radio audiences. Today, about 85% of all television sets are located in those cities in which five or more are gathered—and the ratio of television to radio homes is 1 in 17, as compared to 1 in 57 nationally. Remember also, that a great deal of an audience may often be lost to television due to lack of knowledge about television cutting into radio ratings. This condition will exist as long as television set ownership remains concentrated in the major markets.

While considering rating services, it should be remembered that while almost all of the TV audience is measured, a big part of the radio audience is not measured—that is the thousands of persons who listen every day to radio in business places, groceries, drug stores, barber shops, beauty parlors and so on.

Room for More

Taking this data into consideration one concludes that there is room for more than one star in the broadcasting skies of the future. Television will glitter brilliantly but radio will also continue to shine.

Finally, what does the future of radio and television hold for the “home listener or viewer”? There is no doubt that one will receive more—and perhaps better—home entertainment in the next 10 years than you have ever enjoyed before.

Sooner or later, many more people will buy television sets. With quantity to warrant, existing set are more perfected and television programs have improved. Others will buy TV sets right away—and take their chances with set reception and the quality of programs.

But whether one buys a television set sooner, later—or not at all—the point is that radio and TV will always have some entertainment and informative programs in the years ahead.

Even the most ardent television fan will soon find that there are some times—especially in the morning, afternoon, and late evening—when either there is no television program on the air, or at least not the kind of television program that he personally enjoys. In that event, he'll turn back to radio—to his set—as a familiar friend that still has a lot to offer.

Again, even if a very enjoyable television program is on the air—a program which one prefers to anything on the radio at the moment—he may often find himself in a position where he is unable to look at the television set. The person may be shaving, or sewing, or driving a car, or off on a picnic, or at the beach. And while his TV set is left behind in his living room, he still can enjoy a portable radio.

And so, in summation: Television is no longer “just around the corner”—it is here—now. But radio is here, too—and it is very likely here to stay.

THE ASTOR THEATRE, New York, has donated Donahue & Co., New York, as its advertising agency. Theatre uses spot announcement campaigns.

FM CAMPAIGN
Aids Providence Set Sales

WPJB (FM) Providence, owned by Providence Journal Co., is using more than 600 columns of newspaper advertising over a two-month period to proclaim advantages of FM and spur set sales. In addition to the newspaper ads, the theme, “Radio authorities say you need FM for the best in radio,” is being carried on bus cards, window-streamers, counter displays and truck posters.

The WPJB newspaper ads are to include pictures of many of the 150 distributors and dealers. Each advertisement proclaims some superior feature of FM reception in an endorsement by one or more who picture is used. The WPJB signature cut provides the station tie-in.

An FM set display has been placed in the Journal Bldg. lobby for the duration of the campaign, and one of the sets is tuned constantly to WPJB. H. William Konrad, manager of the WPJB sales department, says sales check on progress of the campaign indicate dealers are experiencing a marked pickup in demand for all kinds of FM models.

Facelifting
(Continued from page 25)

functions, to A. D. Willard Jr., executive vice president. As Broadcasting went to press, Mr. Willard had not yet announced if he would undertake the assignment.

Pending the outcome of reorganization moves, Mr. Willard has made changes of TV stations in several cities to find out what type of service they desire from a trade association. Last fall Mr. Willard announced a plan by which Television Broadcasters Association would have merged with NAB and operated as an entity through interlocking officials and directors.

Video Owners’ Views

The attitude of TV stations becomes important as these expanding industry units face the decision whether to join NAB as an all-industry association or TBA as an association devoted directly to the promotion of television. TBA has been as anxious to increase its membership base as NAB has been to attract budget and hire Wayne Coy, FCC chairman, as president. This plan would be based on financial aid from radio manufacturers.

The division scheme at NAB takes another form—three-way set-up of AM, FM and TV units. These would be headed either by vice presidents or division directors. As with the specialized NAB division plan, they would come closely within the control of NAB management, with the specialized NAB services report directly to the president.

Second basic form of NAB reorganization is built around the federation or guild idea. It is based on the theory that the growth of TV and FM have made the vertical association impractical and unable to serve the diversified industry elements.

The top federation would handle problems of all segments—AM, FM and TV. These segments in turn would have their own associations and hold their own meetings. This would be the structure of the industry convention. NAB’s specialized departments would serve all associations, which would have proportionate representation on the NAB board. The three associations would be staffed to handle their own sales problems.

Multiple Problems

Any of the various versions of the vertical and federation reorganization plans involve dozens of problems centered around specific functions as well as apportionment of dues. All these issues faced the Structure Commission as it convened Friday morning.

Members of the committee are: Clair R. McCollough, WAGL Lancaster, Pa., chairman; Campbell Arnoux, WTAR Norfolk, Va.; Everett Dillard, WASH (FM) Washington; John F. Meagher, KYWM Mankato, Minn.; Paul T. Moore, WTIC Hartford, who retired from the board in April; Henry W. Slavick, WMC Memphis.

Leo Miller (l), one of cooperating dealers, helps Mr. Koster set up display card furnished by WPJB as part of FM campaign.

June 28: Atlantic Coast and Central Sections of Society of Motion Picture Engineers TV closed circuit meeting, Adelphi Playhouse, New York.

July 20: National Television Film Council first quarterly forum, Roosevelt Hotel, Hollywood.

July 11-12: NAB Board meeting, Wentworth Hotel, San Francisco.


July 18-19: N. C. Assn. of Broadcasters annual meeting, Ocean Terrace Hotel, Wrightsville.


July 23-25: Pacific NAB Governors meeting, Montreal.

September 20-23: NAB Broadcasters Assn. U. of Notre Dame, South Bend, Ind.


August 19-20: Emporium, Pa., IRE Section seminar, Emporium High School Auditorium.


September 2: Clinic for teachers of radio journalism, U. of Minnesota, Minneapolis.

September 8-16: Western Assn. of Broadcasters annual meeting, Springs Hotel, Banff, Alta.

September 14-16: Illinois and Wisconsin Broadcasters Assn. and NAB District 8 annual meeting, Northernite Hotel, Three Lakes, Wis.


September 30-Oct. 2: Second Annual National Television and Electrical Living Show, Chicago Coliseum, Chicago.

October 1-2: Radio Clinic, American Chamber of Commerce Exposition, Seattle.

October 21-Nov. 2: IRE-EMA Engineering Dept. meeting, Hotel Syracuse, Syracuse, N. Y.


November 19-20: AWB District 12 convention, Radio House, U. of Texas, Austin, Tex.

Upcoming
NEW STATIONS and changes in existing stations in Mexico and the Dominican Republic were reported by FCC last week following notification by broadcasters affected, according to the provisions of the North American Regional Broadcasting Agreement. The changes are as follows:

MEXICO

XEJT Guadalajara, Gto.—570 kc. deleted. KEOQ Morelia, Mich.—590 kc. change from 1 kw day, 350 w night to 1 kw fulltime; Class III-B, XEAL La Paz, B. 350 kc. unlimited, change from 1 kw to 2 kw, unlimited; Class III-B, XEZM Zamora, Mich.—650 kc. deleted. XEBC San Luis Potosí—Mich., McG. 560 kc. assignment of call, New, Zapopan, Jal.—1200 kc. new, limited. WJUZ, Hua.—500 kc, 500 w, day; Class III-B, XJUZ Salamanca, Gto.—995 kc, 500 w, unlimited, change from 1500 kc. Class III-B, New, Tijuana, R. A.—510 kc. deleted. New, Nuevo Laredo, Tex.—1200 kc., 250 kw, 2 kw. day; Class II, XEEDK Guadalajara, Jal.—1250 kc. increase from 500 w to 1 kw, fulltime; Class III-B, XEOTX Zamora, Mich.—1270 kc. assignment of call. same station, under same call there deleted on 1400 kc. XEAC Mexico City—1229 kc. increase from 500 w to 1 kw, unlimited; Class III-B, New, Tuxpan, May.—1340 kc, 250 kw, unlimited; Class IV, XEMX Mexico City—1300 kc. increase from 1 kw to 2 kw, unlimited; Class III-B, XEAB Santa Ana, Son.—1400 kc.—1 kw, unlimited; Class III-B, Ciudad Obregón, Son.—1430 kc. change from 1 kw to 2 kw, fulltime; Class III-B, XEFTZ Orizaba, Ver.—1840 kc, 500 kw, unlimited; Class IV. KAZA Acuña, Coah.—1600 kc, 500 kw, unlimited, change to call. Class II. XAKA, in Gto. DOMINICAN REPUBLIC

BHZ Villa Duarte, Ciudad Trujillo—1460 kc, 500 w, unlimited; Class IV.

NAB’S MITCHELL

To Address Seattle Meet

MAURICE B. MITCHELL, director of NAB’s Broadcast Advertising Bureau, has been invited by Seattle broadcasters to address a luncheon meeting Thursday which will be attended by leading retailers and agency personnel, it was announced last week. Mr. Mitchell is to speak on broadcasting advertising and its effect on future business. The luncheon meeting is to be preceded by a breakfast session with radio personnel. General chairman of the Seattle broadcasters’ planning committee is A1 P. Hunter, commercial manager, KRSC-TV. Serving with him are John J. Jensen, KJR, and Phillip Relly, KIRO, on invitations; Roger Rice, KING, on arrangements, and Earl T. Irwin, KVI Tacoma, on finances.

All-Stars Rights

WILSON Sporting Goods Co., Chicago, has exclusive radio rights to the College All-Stars-Philadel- phia Eagles radio network in Chicago Aug. 12. Broadcast will be on the full Mutual network. Game between the collegians and professional champions will be aired also to transact business by personalities of the Armed Forces Radio Network. Harry Wismer will handle the play-by-play, with Red Grange on the analysis and color. Agency is Ewell & Thuber Assoc., Chicago.

WGNB, Chicago Tribune’s FM station, conducted tests of radio in public transportation vehicles Monday and Tuesday without fanfare of the Chicago Transit Authority riders listened to FM music in a CTA station Monday and a CMC bus Tuesday.

General Electric equipment, supplied by the firm’s subsidiary, Omnibus Inc., was used in the test. Fifteen of the nation’s 17 FM stations affiliated with local transit companies use Stromberg-Carlson equipment, and the tie-in arrangement with Transit Radio Inc. national sales representatives for the stations.

At least five Chicago FM stations—WGNB, WMOR, WBKB (Balaban and Katz), WMF (“Marshall Field”) and WCFL—have been vying under several months for broadcast rights from the transit authority. CTA controls 85 to 92% of public vehicles in Chicago proper. This includes buses, trains, taxicabs, streetcars, busses and trolley coaches. The small motor coach organization operates motor busses only. CTA, however, is receiving complaints from the FM stations.

Narasimham said that findings from the Monday test, but explained that officials “are continuing to watch the development of FM in transit vehicles” and have received all of the data “in a format” to the American Transit Assn. Any issuance of franchises or air rights will come only after formal action of the CTA board, he explained.

No report on the tests was issued by WGNB, and station officials declined comment.

Plans Another Test

A CMC official, however, said another transit FM test will be made this week or early next week because findings of the initial experiment were “incomplete.” Announcement as to choice of a franchise-holder is expected within the next three weeks after an analysis and selection by the operating chief.

Undercurrents of controversy also concern sales organizations to handle the potential volume of $8 million yearly in local, regional and national advertising revenue. Transit Radio, major contender, reports its roster of FM stations in vehicular transportation on a national basis from Chicago sales headquarters. The Car-Card Advertising Co., however, reports sales organization with a Chicago branch, has a contract with the Chicago Motor Coach Co. for exclusive sale of advertising in bus systems. This claim in far contracts has previously revealed an escape-hatch, with interpreta-

N. C. Summer Meet

NORTH CAROLINA Assn. of Broadcasters’ summer meeting will be held July 18-19 at the Ocean Terrace Hotel, Wrightsville Beach. Agenda for the session will be announced later, according to Harold Esse, NCAB president.

If you play with matches, YOU’RE SURE TO GET “BURNED”, but to “LIGHT UP" A SALES "FIRE" in Memphis with “Safety”, click on

WMQ Tower Down

QUICK gale in Bloomingdale, Ill., Thursday blew down and destroyed completely NBC Chicago’s 450-foot AM transmitter antenna. Within a minute and a half, the WMAQ emergency antenna—200 feet high—was put into operation at the same site, 30 miles west of the city. It was erected only a month ago. An estimated $50,000 will be needed to replace the high antenna.

RACE RESULTS

Not Aired by WINS—Park

DENIAL that WINS New York is broadcasting race track results, as reported last week, June 20, was made by Eldon A. Park, station vice president. Mr. Park said the station has not carried race reports since April 1, 1944, and that he is sending an affidavit to that effect to FCC.

The anti-horse race policy, he added, has been maintained in spite of a statement from the station to air such information. It is the policy of Crosley Broadcasting Corp., of which WINS is a part, not to broadcast race results except as a particular race might form part of a rounded news or sports news presentation, he said.

WMAQ Tower Down

QUICK gale in Bloomingdale, Ill., Thursday blew down and destroyed completely NBC Chicago’s 450-foot AM transmitter antenna. Within a minute and a half, the WMAQ emergency antenna—200 feet high—was put into operation at the same site, 30 miles west of the city. It was erected only a month ago. An estimated $50,000 will be needed to replace the high antenna.

If you play with matches, YOU’RE SURE TO GET “BURNED”, but to “LIGHT UP” A SALES “FIRE” in Memphis with “Safety”, click on

If you play with matches, YOU’RE SURE TO GET “BURNED”, but to “LIGHT UP” A SALES “FIRE” in Memphis with “Safety”, click on
SET OUTPUT

RMA Lists Five Months

PRODUCTION of television receivers in May was maintained near the April level, bringing total TV output for five months of 1949 to 782,338 sets according to Radio Mfrs. Assn., comprising about 90% of industry production.

AM-only along with AM-FM and FM-only failed to share this pace, showing declines for the month.

Average weekly TV set production was 40,816 units in May, according to RMA, or 163,262 for the month compared to 196,956 in April. The overall output had set a record for a four-week work month. The weekly TV rate is running 7% under April but is still 19% above the weekly average for the first quarter of this year.

Of the TV sets, 112,359 were table models, 41,909 consoles and 8,354 phonograph combinations.

AM-FM set production in May totaled 28,383 units, a decline from the 37,153 April figure and 147,733 marked in January. Supplementary to the 28,383 FM sets are another 38,154 television sets containing FM circuits, bringing the total FM figure for April to 66,542. The RMA figures show only 25 FM-only receivers though at least two manufacturers have recently gone into production of such sets.

Production of AM-only sets dropped from 260,966 in April to 449,229 in May despite a seasonal spurt in portables and auto sets.

Total output for five months of 1949 follows:

<table>
<thead>
<tr>
<th>Month</th>
<th>TV FM</th>
<th>FM AM</th>
<th>AM Only</th>
<th>All Sets</th>
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<tr>
<td>January</td>
<td>161,238</td>
<td>161,238</td>
<td>161,238</td>
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<tr>
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<td>186,523</td>
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<tr>
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<td>May</td>
<td>182,361</td>
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Second Birthday of WNBW (TV), NBC outlet in Washington, is being celebrated today (June 27) not only by the station but also at individual parties of agencies and other trade organizations in the Capital. WNBW is sending special delivery parties to individual offices in the form of miniature cakes and drinks. Birthday "party-ing" and signing contract for third straight year on the station is George's Radio stores, WNBW's oldest client. Participating are (1 to r): Robert Enders, Enders Advertising Agency, handling account; Phil Keller, manager for George's Radio stores; George Wasserman, George's Radio president; William R. McAndrew, general manager of WRC and WNBW; and Melchion Glasscock, station's sales manager.

SET BUYING

Consumer Buying Intent Lags Says FRB

CONSUMER INTENTIONS to buy radios have dropped 16% from early 1948, according to a Survey of Consumer Finances released last week by the Federal Reserve Board. The average price expected to be paid for these radio sets also is the same as for third straight year in department stores but have dropped to $120 to $90.

The survey indicated that about 1,400,000 families had made definite plans to buy a TV set in 1949. TV was the only item other than automobiles, in a long list of durable goods, that showed a marked increase in demand. Most others held even or dropped moderately in the consumer's proposed 1949 buying budget.

Prospective TV set buyers were well aware of the cost of TV sets - the average price they expected to pay was $340, a figure that is termed "realistic" by the government and industry alike.

The number of people intending to buy radios has dropped more than the number intending to buy refrigerators or washing machines. The survey found the demand for

REFRIGERATORS to be virtually unchanged from 1948. Demand for washers had begun to shrink slightly at the beginning of the year. In 1948, first quarter, about 1,500,000 indicated that they had made up their minds to the purchase of a washing machine, but in the same 1949 period that number had dropped to 1,400,000.

Spokesmen for radio and television manufacturers indicated that they felt the Reserve Board's estimates of intentions to buy in TV were far below their own estimates of set purchases. The figure used generally in the industry for radio and TV set sales in 1949 is $1 billion.

Perhaps because of lowered set prices, the consumer intention to buy in radios was still relatively strong. The Reserve Board's figures show that an equal number of buyers had made up their minds to buy a radio in 1949 as in the same period in 1947, when radio set sales were at their peak.

Reserve Board officials tempered this figure, however, with some caution, because 1947 was the first year of the survey, and figures were not as accurate as the 1949 figures which are based upon 3,500 interviews throughout the country.

Copies of the survey may be obtained from the Publications Division, Federal Reserve Board, Washington 25, D. C.
SUPER FARM VOICE

For Nebraska Is Planned

SUPER farm-service station that "will cover more of Nebraska than has been reported in the advanced planning stage and already advertised opening date.

The proposed amendment was offered by Comr. Robert Lohnes of Nebraska to solicit funds from farmers, stockmen, ministers, farm organizations and other similar groups throughout the state to support the station which will cost $150,000, it was said last week. The station would be located in the center of the state and would be devoted exclusively to farm news, market reports and weather forecasts every hour, plus "good music" and wholesome and entertaining programs for the growing child, the busy housewife, the farming farmer."

The NRRA headquarters office in Lincoln last Thursday stated that James Lawrence Fly, ex-FCC chairman and New York attorney, had been retained as legal counsel and that engineering matters were being handled by the Washington consulting firm of Craven, Lohnes & Culver. Ex-FCC Commissioner T. A. M. Craven of Nebraska is handling the details of the engineering presentation to the Commission. Fred A. Palmer, Columbus, Ohio, radio management and operation consultant, also has been retained, it was stated.

While technical details were not revealed, it was learned that four possible sites are under consideration. These are Broken Bow, Lexington, Grand Island and Kearney.

Max Brown, acting secretary of NRRA, was reported to be touring the state to meet with farm organizations to solicit their support. President of the organization is Jay A. Person, Wauneta, Neb. G. W. Erickson is director of operations.

A large ad was carried by NRRA fortnight ago in the Nebraska Farmer, semi-monthly publication, announcing the venture and soliciting the support of farmers. It stated that the charter membership campaign would close July 4 and invited inquiries for details through use of a special coupon.

The ad stated that "leaders in all Nebraska rural organizations have bought over 500 memberships, along with nearly 3,000 other rural Nebraskans." It further said that "nearly $50,000 is paid and pledges from more are joining every day." Membership was said to be restricted to Nebraska farmers, stockmen, landowners and their families, ministers, community organizations and county agents and agricultural cultural instructors and farm organizations and their employees.

The ad pointed out that in addition to the special farm program features, a weekly owner-membership program station would be "a state-wide voice in time of emergency" and a "big rural voice for rural listeners and a friendly country caller in the homes of your city cousins."

Call letters of KRDF have been requested, the ad said, and "application has been filed with the FCC for the call letters which will be the station to be located in central Nebraska at a cost of approximately $150,000." FCC said last week, however, that it had not yet received the station application or the request for call KRDF, now assigned to an Alabama fire control station which is under Interior Dept. supervision.

FCC RULED last week that a tone or series of tones—not recordings or duplications of AM or FM programs—is the permissible aural accompaniment for a television test pattern.

AM or FM programs may be duplicated on the TV sound channel if they are transmitted on the visual transmitter, however, and aural programs may be originated by the TV station to accompany telecasts of "a printed moving text."

FCC handed down its ruling Thursday in an interpretation of Regulation 3.661(b), which forbids operation of the aural transmitter separately from the visual transmitter, "except for experimental or test purposes." Conceding the rule is unclear, the Commission has been preparing its interpretation for more than a month [CLOSED CIRCUIT, May 23].

In its ruling, FCC held the regulation "is intended to insure that television channels shall be used only for simultaneous visual and aural telecasting programs, and not for incidental experimental or test purposes, and not for separate aural broadcasts." It held that "to permit a television sound channel to be used either to duplicate AM or FM aural broadcasts, or to originate aural broadcasts only, would not be an economical use of radio frequencies and would not be in the public interest."

The Commission continued:
For the information of television broadcasters, the FCC lists and discusses, its views as to the correct application of the rule, as follows:
(a) Duplication of AM or FM programs originates only if the same program is broadcast on the visual transmitter—it is consistent with Section 3.661(b) (1) while a printed moving text is broadcast on the visual transmitter—it is not consistent with Section 3.661(b).
(b) While still pictures or slides are broadcast on the visual transmitter, it is not consistent with Section 3.661(b) except for the purpose of necessary tests of station equipment, and except when the visual and visual transmissions or integral parts of a program and the visual transmissions have a consistent relationship to the aural transmissions. An example of the latter is when a program would be a travel lecture in which the words of the lecturer are broadcast simultaneously with still pictures or slides of scenes illustrating the lecture. Another example would be a newscast in which the words of the newscaster are broadcast simultaneously with still pictures or slides of the news events.
(c) While a pattern test is broadcast on the visual transmitter, it is consistent with Section 3.661(b) except for the purpose of necessary tests of station equipment, and except for the purpose of the actual demonstration of TV receivers to prospective purchasers. In such cases the aural transmissions shall not consist of any program material or musical composition but shall consist only of a single tone or a series of variable tones.

FCC MEMBERS Would Serve Until Successor Named

FCC Commissioners would be allowed to continue in office until their successors had been named and qualified, under a Communications Act amendment offered in the Senate last week.

Such a provision in the present which now looms with respect to the renomination of Comr. E. M. Webster. His term expires Thursday, and under existing law he may not serve beyond that time unless the Senate has confirmed his reappointment.

The Senate Interstate Commerce Committee, which passes preliminarily on FCC nominations, has not yet acted, and the Webster case, nor indicated when it might do so. Confirmation after Thursday would permit him to return to office. Or, if the Senate adjourns without acting on his nomination, he might be given a recess appointment subject to confirmation when Congress reconvenes. The proposed amendment was one of the three dealing with FCC in almost identical bills designed to bring the laws on regulatory agencies into line with recommendations offered previously by the Hoover Commission or Organization of the Executive Branch of the Government [BROADCASTING, March 14].

The following provisions would be added to the present law:
1. "Any Commissioner may be removed by the President for inefficiency, neglect of duty or malfeasance in office, but for no other cause."
2. "Upon the expiration of his term of office, a Commissioner shall continue in office until his successor is appointed and shall have qualified."
COLOR VIDEO

NBS Study May Delay Action

THE ANSWER to the color TV question, it appeared last week, will not come from the planned UHF-VHF television hearing in August but from a combination of that proceeding and an independent study being instituted by the National Bureau of Standards.

There was speculation that the NBS color study, set up at the behest of Chairman Ed C. Johnson (D-Ill.), the Senate Interstate Commerce Committee [Broadcasting, May 30], may result in a delay in reaching the final decision. This belief stemmed from the apparent unwillingness of the NBS to project a timetable not yet in motion, can be completed in time for the mid-August hearing slated by the Commission.

Dr. E. U. Condon, director of the Bureau of Standards, personally is directing the NBS study and has issued invitations to three independent technical experts to serve with him on the committee in charge of the project: A. Bailey of Janesky & Bailey, Washington radio consulting engineers, who is president of the Institute of Radio Engineers; William L. Everitt of the U. of Illinois, past president of IRE, and Dr. Donald Finkel of Electronics magazine and chairman-elect of the IRE-RMA Joint Technical Advisory Committee which is assisting FCC in its television studies.

Dr. Newborn Smith, chief of the NBS Central Radio Propagation Laboratory, will be the fourth member of the committee under Dr. Condon. He currently is taking charge while Dr. Condon is away from his office for about two weeks.

Dr. Smith noted that acceptance had not yet been received from the three others invited to serve, but that he hoped the group could meet in about two weeks to make detailed preparations for the project. He said he did not know whether it would be possible to complete the work in time to take part in FCC’s hearing.

Sen. Johnson’s request for the independent study pre-dated FCC’s late-May television timetable announcement which revised the seemingly dormant color TV question. The legislator professed to be pleased by FCC’s action, but nevertheless felt a need for a separate appraisal of the subject by NBS.

For its part, FCC made plain that it would like to make provision for color, in an optional basis in either or both VHF or UHF, provided that it won’t upset black-and-white operations or cost present set owners too much for conversion. Under FCC’s timetable, the issues for its mid-August hearing will be released around July 7.
Sponsored programs on NBC Television are viewed in nearly twice as many major markets as those on any other network.*

* Averages from April Rorabough Report.
In the Merry, Merry Month of May...

52 ADVERTISERS on WPTZ!

When 52 experienced, "show-me" advertisers buy time on this one Philadelphia television station they must have had more compelling reasons than just a desire to get on the TV bandwagon.

It could be reasoned. With WPTZ's new antenna system topping downtown Philadelphia by special request, the station reaches out with a 100,000-watt signal to offer television viewers to 2,000,000 people! How is this of the nation's fastest growing television markets already second largest (42,000 receivers) in the country.

One year later, more than 100 Advertisers are buying TV time on WPTZ.

WPTZ FIRST IN TELEVISION IN PHILADELPHIA
VIDEO TALENT

By RICHARD MARVIN

THIS TIME, let's profit from the mistakes made by local stations in handling AM talent, and plan the future so individual TV stations will have a stake in the top personalities and the outstanding programs of the future.

Radio, in its formative days, was too hectic a battle for local stations to pay much attention to the future welfare of their programs. Here and there, canny operators realized that there was a profit to be made from talent as well as from time. But few of them realized that their most popular acts, through careful management and patient work, could be built into long range, profitable projects. Arthur Church, in Kansas City, did it for the Texas Rangers. Harry Stone, in Nashville, built Grand Ole Opry into a national institution. A few others nurtured talent. But the great majority of station owners gave it little moral encouragement, little financial encouragement—and then were surprised and hurt when their top acts left the station to try their luck in New York, Chicago or Hollywood.

Even today, when radio has settled down to its closest approach to a business-like basis, there are very few AM stations which are doing anything to promote their talent on other than a local basis. And right at this time, when the trend is to new, less expensive programs, is an auspicious moment. Why has AM chosen to ignore the prestige and financial advantages of building local headliners into potential network stars of the future? And will TV management make the same mistake?

All Share Blame

In fairness it must be admitted that the blame does not rest wholly with the stations. Networks, advertising agencies and sponsors must share the onus. Many of these executives take the blame attitude that any talent and any program which does not have a New York, Chicago or Hollywood background is automatically of little value. Some executives isolate themselves in New York to the extent where they have no conception of what is going on elsewhere and, what is worse, no desire to learn.

Another theory, often advanced by leading talent agents, is that outstanding personalities and programs eventually gravitate on their own to New York and Hollywood. Why go looking for them? It's a good theory and a proven one—but it doesn't help the local AM station which gave the act its start.

These local shows of network potential can be sold. But because of various inertias and prejudices, it's a tough job. In 1934 I visited Houston and found, on a local station, an act I considered of network calibre. Two boys, the station manager and the commercial manager, wound up being pressed to fill in sustaining time. I made numerous recordings and then headed north, full of enthusiasm. As radio director of the Chicago office of an advertising agency, I peddled the program among its clients—no luck. The New York clients of the agency wouldn't even listen to the recordings. Finally, because it was cheap, the program got a spot as a summer replacement. The act was Park Johnson's now-famous Voz Pop—and brother, was it tough to sell.

Three Years to Sell

Later, in 1936, I first became interested in Grand Ole Opry. It took three years and experience with two advertising agencies to sell that one.

Still later, in 1941, on the Al Pearce Show, we developed a policy of having each week as a guest someone who had had lots of experience on a local station, but never before appeared on the network. We had people from Memphis, Minneapolis, St. Louis and a dozen other cities. Most of them were good. Several of them, with financial assistance and good guidance, could have developed into valuable properties. But, as far as I know, they appeared on the Al Pearce program in Hollywood and then returned to oblivion, without making their local station even an attempt to keep them in big-time.

Yes, due to a combination of prejudice and inertia, there can be little doubt that AM missed the boat when it came to doing anything for its talent and programs—and itself—beyond a local basis. TV has the opportunity of profiting by this mistake and avoiding the same error. There's no reason why TV management cannot own a "piece" of its outstanding personalities and programs, and profit if, as and when these properties grow. Right now, somewhere in the country on TV, some station may have the Lum 'n' Abner, the Kate Smith, the Bob Hope of five years from now.

While the current big spenders of TV may continue to draw on established name stars from New York and Hollywood, TV is developing a large group of advertisers, some of them potential heavy spenders, who are approaching the medium cautiously and economically. Right now there is a crying demand for inexpensive TV programs which offer new, fresh faces or new, vigorous ideas. Each city in which there is TV has its local favorite—a favorite whose standing may be proven by sales, popularity, fan mail, surveys, etc. This favorite may be a person, a group, a program or, in some cases, an "idea" which could be recast in New York without even disturbing the local situation. There is always the possibility that one of these new-local programs may be the situation which some industry executive, somewhere in the future. Any one of them may hit the jackpot. But what are the stations doing to promote this talent, and will the "new" be the "profit"?

One of the big problems effecting the situation is establishing just how the station may put itself in the position where it may legitimately share in this future. It must be done through sweat, tears and financial assistance. Certainly no station is justified in asking for a "piece" of a property without doing work to develop it. It cannot claim a percentage simply because the act started on the station. It must render definite and concrete services to establish the right to a commission on future earnings.

On the financial side, these services can include purchasing extra-special material, extensive publicity on the industry in the New York for the talent, paying for network auditions, and preparing planned promotion campaigns to network production people.

Also, the station can offer skillful management of local commitments, the securing and working with a competent talent agent, the intelligent handling of contractual matters, and aggressively offering the property for sale to advertisers on a national basis.

It's not an easy job—or an inexpensive one. Some of the properties won't start out with such promise won't hold up. But the development of only one show, or one personality who becomes "tops" in the future, is well worth the gamble.

The question is: Will local TV stations put themselves in the position of legitimately promoting outstanding properties as an investment in prestige, plus a potentially attractive financial return—or will they follow the shallow footsteps of AM and let talent work out its own salvation? If TV management now, today, will adopt a policy of gambling on the future of properties which it honestly, sincerely thinks are big-time, the result may well be beneficial not only to themselves, but to the entertainment industry as a whole.
Cutting Film Costs

Many film producers for television see through their camera sights nothing but great big dollars unnecessarily spent.

That may come as a shock to many advertising agencies and advertisers who entertain the opinion that a film producer never does for one buck what he could just as easily do for five.

"We see plenty of wasted dollars in many films made for television," is the opinion of Hylan Chesler, president of Films for Industry, New York, and his studio manager, Alan J. Jacobson. "The producer would just as soon save his clients money and he can do it," they say.

Their recommendation is that a client first decide on his budget, then call the producer in at the very start of planning and ask him how it can be done at the price.

The wrong way to go about it, they contend, is to present the producer with a script and set blueprint that must be followed unalterably. By doing that, the client fails to take advantage of the suggestions and know-how the producer is more than willing to make available to his customer.

Ways in which a producer can save his client money, according to Chesler and Jacobson, are in adapting old sets instead of building new ones; using camera skills to get the same punch as expensive animation; planning sets and schedules so that shooting can be done in one continuous operation without lost time.

And in still one more way, they say, the picture producer can get the client buying a TV commercial to save money—to have him return to some of the principles of audio selling.

"That last point may come as something of a shock to a lot of advertisers," admitted Mr. Chesler. "They may think I'm selling my own medium—motion pictures—very short."

Mr. Chesler is of the belief that many agencies and advertisers have become so entranced with the idea of visual selling that they have put out huge sums in expensive animations and tricks. These knock the eye out of the viewer—"the first time."

But different from audio repetition, in the belief of Mr. Chesler, visual re-runs of spectacular nature lose their effect. He says: "People don't mind hearing the same thing over and over. Radio's made them used to it and they can't help hearing. But when you repeat a visual impression, people look away. They never see it."

Thus he believes that the sound track should have a strong selling message and that money put into elaborate picturization, either by acting or animation, is often wasted because the eye tends to wander away from repetition. Often the result is a production into the face of the televiewer, giving the impression of motion. That is something a viewer can't ignore because impact is single and direct. The sound track can then carry the selling message.

Messrs. Chesler and Jacobson believe one of the greatest savings to commercial picture buyers can be effected in sets.

Building a set from scratch through the cycle of design, carpentry, plastering, painting and prop dressing is expensive. Adapting an existing set can often be done at little cost, they say. (See accompanying photos.) With minor changes, Films for Industry has made the same set do as a modern office, a medieval palace room and an up-to-date kitchen.

"In fact," said Mr. Chesler, "by adapting an existing set, an advertiser often can get something more elaborate than his budget would have permitted."

For limited budget commercials, he advocates putting as little money into the wall and as much into props in front of the wall as possible.

By "nesting" sets or telescoping them into each other, it also is possible for shooting schedules to be made continuous in one studio. Recently, Films for Industry did a half-hour play script in which four backgrounds were needed. Studio space was insufficient to accommodate all the backgrounds at one time, and yet it was more economical to shoot continuously, without calling back the cast, director and camera crew on separate occasions.

** THIS SET shows the original, basic unit as used by Films for Industry in producing the film Equities' TV package show, Tom Terris' Adventure Album. The same set has been economically changed for two other productions shown in the pictures at the right. **

** THROUGH the simple process of changing the props, the office has now become a kitchen for use in a commercial announcement on behalf of Zauner Food Co. (cheese) through Briscoer, Wheeler & Staff. Alterations cost $50, compared to $350 for a new set. **

** ONCE MORE the set is adapted—this time to show a palace room for the half-hour TV production of "Rumpolstirlikin" for Tola-Art Films. Latticing of existing windows with wood and hanging of drapes are the major changes. Alterations again were effected at nominal cost. **

Backdrop Savings Cited

The last-needed set was constructed first, close to the studio wall. In front of this, so it could easily be broken down, the second set was put together. The other two sets were then built inside the other in one corner—thus, in

Business of Telecasting

One of a Series
Dr. Zworykin

receives Lamme Medal

Dr. Vladimir K. Zworykin, vice president and technical consultant of the RCA Labs Division, received the Lamme Medal for his work on electronic apparatus basic to television at the annual meeting of the American Institute of Electrical Engineers Wednesday at Swampscott, Mass.

The award, established in 1928 through a bequest of Benjamin Garver Lamme, chief engineer of Westinghouse Electric & Mfg. Co., was presented by Everett S. Les, institute president. He was particularly asked to present the award by Brig. Gen. David Sarnoff, RCA board chairman, who hailed Dr. Zworykin as the "scientist extraordinary of this age." Gen. Sarnoff summed up the medalist's contributions to television and electronics.

In his acceptance speech, Dr. Zworykin reviewed the development of television, stating that its growth appears to be limited only by the space in the frequency spectrum.

He has received numerous other awards, among them: The Morris Liebmann Memorial Prize of the Institute of Radio Engineers; the Benjamin Count Rumford Medal of the Boston Academy of Arts and Sciences; the Howard N. Potts Medal of the Franklin Institute; the Rumford Medal of the American Academy of Arts and Sciences; the Gold Medal of the Poor Richard Club; the annual award of the Television Broadcasters Assn. and the Cross of the Chevalier of the French Legion of Honor.

'CRUSADE' SEQUEL

Planned on Pacific War

When the present series of Crusade in Europe is completed on ABC-TV (Thursday, 9:9:25 p.m.) it will be followed by a sequel film on the Pacific war. "March of Time," is beginning immediate production on film coverage of the war in the Pacific, Roy E. Larsen, president of Time Inc., publishers of Time, Life, Fortune and Architectural Forum and producer of the "March of Time," said.

"We have decided to complete the pictorial documentation of World War II, begun with Gen. Eisenhower's Crusade in Europe, with a series on the Pacific war," Mr. Larsen explained.

The project will have the cooperation of the National Military Establishment, Young & Rubicam is the agency for Time Inc., sponsor of Crusade in Europe.

KRLD-TV DALLAS

Plans Oct. 1 Opening

KRLD-TV Dallas is due to take to the air Oct. 1, Clyde Rembert, managing director of KRLD, announced.

Construction is progressing rapidly on the building in downtown Dallas which will house executive offices and studios of the television unit. A tower 506 feet high will top the building.

KRLD-TV will be the exclusive outlet for all CBS-TV productions in the Dallas-Fort Worth area, Mr. Rembert said. As such, the station will have available all CBS-TV releases.

Channel 4 has been assigned to KRLD-TV. The station will be on Patterson Ave., across the street from the Dallas Times Herald, the publishing corporation which operates KRLD. The site is about four blocks from the Hotel Adolphus, where KRLD's AM and FM studios are presently located.

TV HOOPERING

Subscribers To Get Results

RESULTS of the first Network TV-Hooping Report will be divulged tomorrow (June 28) at a subscriber conference in New York's Hotel Biltmore. Meeting will provide a point-by-point analysis of the report, stressing the proper use of its data and their inter-relationship with those of the other Hooper reports on broadcast audiences.

The new Network TV Report, based on random calls made during May in 31 TV cities, will give an estimated network telecasting and share of audience among TV homes for each commercial network video program, plus other data.

Studio 'Rain'

A WOULD-BE miracle was worked at WRGB (TV) Schenectady when actors Howard Reig and Margaret Halbert, spoofing the recent drought in a comedy skit, "How To Make It Rain," did it so. The heavy precipitation, which immediately deluged the actors and confused the audience, was neither rehearsed, plotted, nor heaven-sent. The break in the dry spell was caused by a timely but coincidental break in the rubber water-line to the water cooled studio lights.

The Pickard Family, a KNBH TV package, is home-delivered each Sunday night to thousands of Southern California television viewers.

A rich, wholesome, all-family show, it has won the hearts of families throughout America's third television area. Spotted at 7:15-7:30 p.m. Sundays, it enjoys one of the best time periods on NBC's key station in the West.

"The Pickard Family" is one of several prize KNBH packages created by top TV showmen and presently available to advertisers anxious to cover the Los Angeles market through its most potent television station. For details, consult your nearest NBC sales office.
**TV FILM COUNCIL**

Quarterly Forum June 30

PLANS for the first quarterly forum of the National Television Film Council, to be held Thursday, June 30, at New York's Roosevelt Hotel, were announced last Tuesday.

The all-day session, running from 10 a.m. through dinner, with breaks for lunch and from 5 to 7 p.m., will be opened by a forum on film distribution, headed by Chairman John H. Mitchell, in charge of television for United Artists, and William L. Roach, UA attorney. Mr. Mitchell's portion of the forum will discuss station needs and NTFC's film catalog. Mr. Roach will outline the council's film clearance bureau and what it is doing.

After lunch, from 1 to 3 p.m., a video station forum will be headed by Ed Evans, WPIX (TV) New York film relations director. TV film success stories, standardization of programs, and the agency's TV outlook will be discussed. A production forum headed by Henry Morley of Dynamic Films will round out the afternoon's sessions.

Dinner, scheduled for 7 p.m. at the Brass Rail Restaurant, will feature Col. John R. Howland, assistant to the president of Zenith Radio Corp., who will speak on phonovision and present a film demonstration of its operation.

**SYLVANIA VIDEO SURVEY**

Middle, Lower Income Families Own 58% of Sets

FIFTY-EIGHT percent of television sets in use last the week in February and the first week in March were owned by families earning less than $5,000 annually, according to the latest continuing survey of Sylvania Electric Products Inc.

The survey, published in a 27-page report, also indicated these findings:

1. Rate of set purchase in the under $5,000 group is growing faster than in the over $5,000 group. The trend is toward cheaper sets.
2. Set owners are happy they made their purchases.
3. Set owners largely approve of programs. The five television manufacturers have captured 70% of the market.
4. Most sets are equipped with 16-inch viewing tubes or less. Newer TV areas tend to go for smaller screens.

The survey, completed June, was released in New York by Frank Mansfield, Sylvania director of sales research. He explained it was conducted in 13 cities that had television available for different lengths of time, as follows: Two years or more—New York, Philadelphia, Chicago, Cleveland; one to two years—Detroit, Los Angeles, St. Louis, Washington, D. C.; less than one year—Boston, Buffalo, Minneapolis, New Haven, Toledo. Over 24,000 families in these areas were winnowed to secure the sample upon which the findings were based, said Mr. Mansfield.

It was the opinion of the Sylvania sales executive that the growing dominance of the middle and lower income families is the most important influence today in television.

Since January 1, only 12% of all sets sold have been priced above $515, whereas in the last quarter of 1948 they represented 16% of the total market. During January and February, almost half of all sets sold were priced at $335 or lower.

The survey set forth these figures to show that purchasers are progressively paying less for sets:

<table>
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<td>0.0%</td>
</tr>
<tr>
<td>Total</td>
<td>100.0%</td>
<td>100.0%</td>
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Satisfaction with television is expressed by an overwhelming ma-

**KGO-TV STAFF New Personnel Added**

OPERATION of KGO-TV San Francisco since its inauguration May 5 has added 20 new staff members and transferred 11 from the station's AM staff. The television group is divided into three distinct operations—transmitter, studio-field and maintenance.

The TV transmitter group, headed by Harry J. Jacobs, has taken four men from the AM transmitter operation and one from the AM studio-field operation. They are James J. Blanchet, Herbert V. Kramer, John M. Petty, James F. Mehren and Elmer L. Holman.

Newly hired transmitter personnel include Earl H. Holtman, Elwin MacRae and Robert E. Heller.

The studio-field division, supervised by G. Warren Andresen and J. B. McDonnell, has added eight of its own and one transfer from the AM operation. They are: Milton W. Cooper, the AM transmitter; Mary Sue Piers, G. Hawk, Norman B. Kay, Stanley W. Adam, Ronald A. Hodgsworth, Donald Ruhl, Lawrence T. Bartsich and Werner H. Kuhl.

The maintenance group, headed by Merwin C. Jones, has added Richard W. Stevens and Harold R. Brown.

Additions to the KGO AM engineering staff include Frank A. Bindt, Robert V. Stoddin, John W. Hall and Norman F. Wallis.

**TV at Columbia**

TEACHING of television techniques is to be offered by New York's Columbia U. during the 1949-50 academic year. The 25 professional training courses are offered by the university's School of General Studies in cooperation with NBC will have 14 network executives as instructors. Majority of the courses will be given in NBC studios, and will cover basic radio and TV, dramatic writing, advertising, promotion, publicity, use of equipment, production and direction and others.

Majority of set owners—94.4% stating they would buy a receiver if they had it to do over again. Only 4% said they were sorry they purchased, while 1.6% did not know whether they would make the purchase if they had it to do again.

Mr. Mansfield found that of the survey date, nearly half of all U.S. families now live in TV areas and that 1 family in 4 in those areas owned a set. The 15,000 families who can see television owned 1,920,000 sets, he said.

Sylvania, one of the major manufacturers of television tubes, whose products are used in 32 nationally known sets or 75% of the national brands, is itself entering the set business with a full line of receivers to be introduced in the fall. The survey is one of a continuing series undertaken by Sylvania to forecast demand and market conditions in the television field.
Sure, Television's amazing

-and it's practical, too!

(To see how it's done, turn to back page of program schedule.)
<table>
<thead>
<tr>
<th>Time</th>
<th>PM</th>
<th>6:00</th>
<th>6:30</th>
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**Programs in Italics are sustaining.**

**CBS Daytime**
Monday-Thursday, 1:15-2:30 p.m.
Warren Hall, L-165, 1356-2 O'H. Valenzuela

**Daytime Schedule**

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<th>Time</th>
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**Here are some sports Telefacts from Pulse data for the period of May 1 through May 7, 1949**

### Baseball Telecasts

<table>
<thead>
<tr>
<th>Time</th>
<th>Broadcasters</th>
<th>Game</th>
<th>Location</th>
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<tbody>
<tr>
<td>2:00</td>
<td>N.Y.</td>
<td>Dodgers at Braves</td>
<td>New York</td>
</tr>
<tr>
<td>2:00</td>
<td>N.Y.</td>
<td>Yankees at Indians</td>
<td>Cleveland</td>
</tr>
<tr>
<td>2:00</td>
<td>N.Y.</td>
<td>Giants at Phillies</td>
<td>Philadelphia</td>
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<tr>
<td>2:00</td>
<td>N.Y.</td>
<td>Athletics at Red Sox</td>
<td>Boston</td>
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</tbody>
</table>

### Other Sportscasts

- **Boxing**: 37
- **Wrestling**: 20
- **Racing**: 16
- **Roller Derby**: 16
- **Bowling**: 5

### Pulse Calendar Futures

**1st & Market Network TelePulse**
- 7th & 8th (July 25, 1949)
- 1st Washington, D.C. TelePulse Report (October 25, 1949)

### For Information

Ask The Pulse
Certain facts are starting to pop out of television. One of the most significant is that CBS-TV sponsored programs deliver a larger average audience in New York than any other television network programs. The messages of CBS-TV advertisers earn about a 14% larger family circulation than the messages of advertisers using the next highest television network.

CBS-TV

NOW OPERATING IN 31 MAJOR MARKETS
NBC has issued its Television Network Rate Card #1, effective June 1.

Evening hour rate for the interconnected network of 19 stations is $7,000; for the two stations individually available (WNBC-TV New Haven; WDVT Pittsburgh) $600; for the 13 non-interconnected stations $3,300; for all 34 stations $19,300.

Rate for all 34 stations for an evening half-hour is $6,540; for 20 minutes $5,450; for 15 minutes $4,360; for 10 minutes $3,815; for five minutes $2,725. These rates are in effect from 6 to 11 p.m. Monday through Friday and from 1 to 11 p.m. Saturday and Sunday. The 5-6 p.m. period Monday through Wednesday is billed at three-quarters of those rates, all other times at half that price.

**VIDEO SET USE**

May Tops September—Hooper

TV set owners used their sets more in May than they did last September, according to a survey made by C. E. Hooper Inc. Viewers spent more time watching.

Average set use in evening hours during May was found to be 66% in "old" TV set homes (where sets were owned more than a year) and 75% in "new" TV set homes (where sets were owned less than three months). In September the figures were 58% for "old" and 61% for "new" TV set homes.

Number of viewers per set in May were 4.7 in "new" and 3.8 in "old" TV homes. In September the number fell approximately 4 persons in each case.

The Hooper organization stated it did not regard the difference between "new" and "old" viewing as important in September but that the widening gap between them in May was significant and was due, perhaps, to the impact of novelty factors. In the overall set-in-use figure may be due either to the month or wider program selections, it was said.

**CANTOR SIGNED**

For Chicago Exposition

EDDIE CANTOR will headline three stage shows daily at the second annual National Television and Electrical Living in Chicago from Sept. 20 to Oct. 9. His talent fee may exceed the estimated $50,000, according to Arthur M. Holland, owner of Malcolm-Holland agency, Chicago, and publicity director for the exhibition.

Mr. Cantor will be supported by characters on his radio show, a cast of variety acts and a "name" orchestra, Mr. Holland said. He termed the talent outlay "the biggest budget ever set up by any U. S. industrial show. Contract was written for him by Lou Cohen of the William Morris agency, representing Mr. Cantor.

**TELECANTOR**

**AIR-COOLED TV**

New Transmitter Announced

AN AIR-COOLED television transmitter having a visual power output of 5 kw and aural output of 5 kw has been introduced by Federal Telephones & Radio Corp., Clifton, N. J. The new transmitter is available in both the 54-88 and 174-216 mc bands. It uses modified modulation and has an ingenious circuit that combines the simplicity of high level with the economy of low level modulation, according to the company.

"By applying the modulation at a mid-level rf stage," the company said, "Federal has developed a transmitter with a moderate sized modulator and few non-critical tuned circuits. Furthermore, this design permits the use of standard types of air-cooled tubes in each stage."

**SMPE MEETING**

Closed Circuit TV Used

JOINT MEETING via closed circuit TV of the Atlantic Coast Section and the Central Section of Society of Motion Picture Engineers, New York and Chicago, June 28 will feature a demonstration of commercial film lighting techniques for video. Cohen, the New York group, the meeting will be held at DuMont network's Adelphia Playhouse in Manhattan.

The meeting, to run from 8 a.m. to 9 p.m., will be open to society members, the press and television directors of advertising agencies.

Speakers will include E. I. Spangle, society president; D. E. Hyndman, chairman of the Theatre Television Committee; J. A. Maurer, SMPE engineering vice president, and Walter Kiernan, columnist and ABC commentator, who will be master of ceremonies.

Cooperating in the program are DuMont, station WABC (New York and WENR-TV Chicago; Gray-O'Reilly Studios, Altec Service Co., Eastman Kodak Co., and the duPont Film Division, All New York.

Tickets may be obtained from the SMPE invitation committee at 342 Madison Ave, New York.

**CAMPBELL OFFICE**

To Handle TV Production

MURIEL CAMPBELL, Broadway theatrical consultant, has opened a TV show production office at 347 Madison Ave, New York, for the creation of both live and filmed shows.

Miss Campbell will represent, in addition to her own package programs, three properties for the now inactive Pioneer Telefilms Co. whose officers, Robert Cohn, and Jules Bricken, have taken over the Television Department of Columbia Pictures.

RCA Victor, Camden, N. J., has announced extension of TV set production to its Bloomington, Ind., factory.

**BIRMINGHAM TV**

WAFM-TV Took Air June 15

WAFM-TV Birmingham, television outlet of the Voice of Alabama Inc., owner of WAPI and WAFM (FM) Birmingham, went on the air June 15. Operating on Channel 13 (210-216 mc), the station has visual power of 26 kw and aural power of 13.6 kw.

Mr. Holt is president and general manager; Ed Norton is chairman of the board, and Lionel Baxter is program director.

In addition to local programs, WAFM-TV will carry network programs of CBS-TV and ABC-TV. WAPI is a basic CBS affiliate.

The new television station employs an RCA six-bay superturnstile antenna located almost 1,000 feet above Birmingham atop a four-bay pylon FM antenna on a steel tower. In addition to the RCA transmitter and film camera chain, a new type monitoring and control unit has been installed which permits automatic control, station reports. Unit was especially designed for WAFM-TV by Chief Engineers Norman S. Herley and James L. Evans, and RCA engineers.
I. Adventuring in the world of radio, phonographs, video sets and musical instruments was the top product class in expenditures for network television time, with gross billings of $651,338 for the January-April period. RCA was the top individual purveyor of video network time with gross time billings of $259,020 for its Kukla, Fran & Ollie program, telecast five half-hours a week on NBC-TV to advertisers who placed their radios, phonographs and TV sets.

J. Walter Thompson Co. placed more TV network business during the first four months of 1949 than any other agency, measured by gross time purchases, which amounted to $433,906 for this agency’s clients. In addition to RCA, advertisers whose video network programs were placed by the Thompson organization include P. Ballantine & Sons, New York (beer); Ford Dealers Assn., New York; National Dairy Products Corp., Chicago (Kraft foods); Scott Towel Co., New York (paper towels); Texton Inc., New York (wearing apparel), and Wine Advisory Board, New York (domestic wines).

The top 10 TV network advertisers for the four months are listed in Table I, the five agencies with the largest TV network billings in Table II. Table III shows the rank order of the 10 leading advertisers for each month, January through April, as well as for the four-month period.

The product group breakdown (Table IV) shows tobacco advertising in second place, following the leading class of radio and TV products, with gross time billings of $594,304 for the four months. Third is food advertising, $259,842. Automotive expenditures were fourth, $240,825, and gasoline and oil fifth, $180,445.

The second five product groups according to TV network time billings are: Toiletries, sixth, $160,339; apparel, seventh, $161,407; household equipment, eighth, $172,205; household furnishings, ninth, $178,740; and beer, tenth, $80,711.

This rank order is quite different from that of the top AM network advertising categories for the same four-month period. Table II shows the top 10 categories, the TV rank of each being shown in parenthesis:

1. Food (3); 2. toiletries (6); 3. smoking materials (2); 4. soaps and cleansers (12); 5. drugs (15); 6. household equipment (8); 7. automotive (4); 8. confectionery and soft drinks (11); 9. gas and oil (5); 10. insurance (no TV network advertising in this class).

Following its initial report on TV network advertising covering the first four months of this year, PIB plans to issue similar reports quarterly for the present, stepping up to a monthly release schedule when the volume of and the demand for this information warrant such a move. By special arrangement with PIB, Broadcasting will publish summaries of the TV reports when they appear as for some time Broadcasting has summarized the monthly PIB reports on AM network advertising.

TV CONTRACTS

ACTORS’ EQUITY last week announced it would begin seeking information from its members as to what provisions should be sought in contracts between TV performers and management.

In doing so, the union was assuming that the 4As’ Television Authority, which is in the blueprint stage, will become a reality very soon. Any information Equity collects will be turned over to the Authority.

Projected to be a big union for TV talent, the Authority could spring into being shortly after a meeting July 18 of the 4As’ international board, if that parent organization approves.

Against the eventuality the Authority will be a-borning, the Equity council decided Equity members should begin considering what scales and conditions the Authority should seek when it begins bargaining.

The Authority is to be another permanent organization of the Associated Actors and Artists of America. Its original financing is to be supplied by branches of the 4As as follows: AFTRA and Actors’ Equity each $100,000; Chorus Equity, $25,000; American Guild of Musical Artists, $5,000, and American Guild of Variety Artists “to the best of its ability.” An effort will be made to include Screen Actors Guild on the West Coast in the Authority in some way, with that organization making a $10,000 contribution.

Sets by Cities List

SURVEY of television set distributors in the Lancaster, Pa., area shows 8,497 receivers as of June 8, according to WGAL-TV Lancaster which conducted the survey. Broadcasting June 20 incorrectly listed the Lancaster set figure as 5,100, the net count for the previous month. The 8,497 figure was erroneously credited to Wilmingtton, Del. The WGAL-TV survey covers the entire counties of Lancaster, York, Berks and Lebanon, station reports. Also in the same listing, Scranton was given a 1,154 set ownership figure. Actually, this was not a total count, but represented the increase in sets over the previous month’s total of 22,300.
More results on WMAR-TV in Maryland!

TV Success Story
Submitted by
AMERICAN BREWERY, INC.
1700 N. Gay St.

We at the American Brewery have been able to judge the results we have received from the use of WMAR-TV and attribute to WMAR-TV a goodly portion of the increase in the sales of our product. Recognising the importance of this new medium in advertising we have increased our appropriation in television from time to time. The actual picturisation to many thousands of Marylanders enjoying the benefits of television, plus a few dynamic words, we feel not only attracts but compels the attention of the ultimate consumer to our product. Through the use of television we are best able to impart our message to the eyes and ears of the public.

R. LEITER FITZSIMONS

The television advertising referred to above was placed by
ELMER D. FREE
Radio & Television Advertising
5 West Preston St.

These advertisements originally appeared in the Sunpapers, Baltimore, Md.

TV Success Story
Submitted by
NORTHCOOL SUMMER SUITS
Manufactured by
A. SAGNER'S SON, INC.
508 W. Redwood St.

The reports that we have received from the public and the men's stores that sell NORTHCOLD prove that our programming on WMAR has been very effective. To date, in addition to many spot announcements, we have sponsored the Police Boys' Clubs Boxing Matches, the Pimlico Racing and Preakness, and the televising of these races on film at night over an entire network. The impact of this consistent and continuous advertising on WMAR is recognized by our retail dealers who feel that it is contributing greatly to the tremendous demand for NORTHCOLD SUMMER SUITS. I would like to compliment WMAR for an excellent job in televising our complete network show. It was a big and complicated job to handle and our Advertising Agency has informed me that every one of your departments was most cooperative and eager to serve us.

D. SAGNER

The television advertising referred to above was placed by
I. A. Goldman & Co.
Advertising Agency
7 St. Paul St.
Baltimore, 3, Maryland

TV Success Story
Submitted by
Baltimore Window Shade & Awning Co.
413 W. Mulberry

Our Miss Evans is a pretty busy young lady . . . thanks to WMAR-TV. Once a week we tell WMAR-TV viewers about our awnings, window shades, and Venetian Blinds. And then we inform them they can get a FREE ESTIMATE if they "call Miss Evans at Lexington 4711." It's astonishing how one minute of advertising can keep Miss Evans busy answering phones for an entire week. Our thanks to WMAR-TV for doing such a super selling job.

Clifton A. Rau

The television advertising referred to above was placed by
HARRISON-PITT
Incorporated
ADVERTISING
394 St. Paul St.

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
**Film Report**

RUDOLPH POLK, former music director of Enterprise, and Bernard Luber, formerly of Paramount and now executive of Nassour Studios, Hollywood, have announced formation of production company starring music business figures to make series of twenty-six minute films for TV, as well as 16mm and theatrical distribution. New company, Mr. Luber says, has signed contracts with Artur Rubinstein, Marian Anderson, Don Cossack Choir and many other artists. Films are not committed to any television network or sponsor but complete financing has been obtained and some artists will participate in both investments and profits, Mr. Luber states. Production scheduled to start in August.

Exclusive two-year United States television rights have been obtained by WPX(TV) New York to 18 motion pictures. In groups are "Pygmalion" and "Major Barbara," two George Bernard Shaw pictures, first of his to be released for video. Other films include "A Star Is Born," with Janet Gaynor and several Charles Laughton pictures. To begin next month on WPX films will be offered by syndication to other TV stations.

WGN-TV Chicago has bought rights to series.

**Rosch and Beaudette Enterprises, Los Angeles, producing series of five one-minute color films for television and theatre for national distribution...** IMPRO INC., Los Angeles, preparing 40 one-minute commercials for Swiss-American Cheese Co., same city. Several spots be shown on Los Angeles TV stations starting about August, and later, extended to markets in 11 western states.

Hewyl Corp. (vacuum cleaner) has completed first series of demonstration shorts for television. Series being offered firm's 7,000 dealers on cooperative basis says Donald B. Smith, Lewyt advertising and sales promotion manager. Films were prepared by Audio Productions, New York.


Agency: Frank Pascual has completed two series of one-minute spots for J. Walter Thompson Co., included are three for Amino Products Division of International Minerals Corp., Chicago, and two for Swift & Co.'s peanut butter.

Castaon Productions, Los Angeles, preparing TV film commercials for Herman & Automatic Buick dealer, for its new Teleword show. Commercials to be 30 second opening and closing and one-minute models spots. Agency: Edwards, Chicago, same city.

W. A. Zimmermann, former managing director of now defunct Television Advertiser's Association, has organized TRI-Z-PIILMS at 310 N. Michigan Ave., Chicago. Firm will specialize in production of sound and silent film for TV. Mr. Zimmermann also expects to package live shows.

India, first in series The World Dances in production at Regency Productions Inc., New York. Comprising two films, ten-minute Fable of the Peacock and four-minute The Flower Girl, they are currently being offered for television, school and theatre distribution. In color and black and white.

Wilding Pictures Productions, Chicago, has completed series of six one-minute live-action shorts featuring Johnny and LuLuette and Futuristic Quartet. Same films in Los Angeles preparing 14 one-minute film commercials for Parker Pen Co. for national distribution. Agency: J. Walter Thompson Co., Chicago, one-minute of film commercials being made for Oldsmobile Division, General Motors for national campaign. Agency: D. P. Brothers Co., Detroit. Sixty-second spots made by Sarris, Chicago, for Amion (tooth powder) are being telecast on DuMont's Cavalcade of Stars. Sponsor: J. B. Roerig and Co., production supervised by George Bantin, advertising manager for Amion. Sarris's film, Human Poison Safety, has been commended by National Safety Council. This is sixth time that firm's films have been criticized by council.

Telenews—INS newswire service goes into more video markets. Subscribers include WFIL-TV Philadelphia, WBRC-TV Birmingham, WGN-TV Omaha (sometime near Sept. 1) and WMAR-TV Baltimore. Foote, Cone and Belding preparing trailer commercials for RKO's Outlaw and Argoey Pictures "She Wore a Yellow Ribbon." Argoey has just completed three one-minute spots for "Mr. Young." In all cases spots will coincide with picture releases in TV cities.


**WOW-TV Plans**

**Programming by Sept. 1**

WOW-TV Omaha will start programming Sept. 1 and test patterns will be telecast about mid-July, John J. Gillin, president and general manager of WOW Inc., announced last week. WOW-TV is assigned Channel 6 (82-88 mc).

The station and the Omaha Electric Council started a television preview in the city. "They Never Stop Trying," produced by Cinemart and distributed by Western Screen Enterprises, was produced by Rarig Motion Pictures for a group of loggers associations in the Pacific Northwest. Other first-place winners in various categories were:

- Indecitmination films—"From Many, One" produced by Korry Film Productions Inc. for the Western Conference Potato Growers Assn.
- Public relations films—"They Never Stop Trying," produced by Cinemart and distributed by Western Screen Adv. Inc. for the "Seattle Post Intelligence.""In the opinion of the judges," according to A. L. Brock, general chairman of the Ad Club's second annual awards competition, "it should be called to the attention of the entire business community that Seattle producers, working with talent and technical equipment available in the city of Seattle, have produced and are capable of continuing to produce films either for orthodoxy film use or for television broadcasting which are far superior to the generally accepted national standards."**

**Paul Perez**

**Forms Video Firm**

FORMATION of Paul Perez Productions, New York, as a separate TV producing company was announced last week by Mr. Perez, director of TV sales for Cinemart Inc., New York.

Mr. Perez is associated with Varian Fry, Cinemart president and executive producer, in some productions currently planned, and with Sidney Ascher, Cinemart's production manager. Film production, Frankly Spooking, starring Joan Brandon, is said to be under consideration by a New York advertising agency for sponsorship by a household products firm.

**Seattle Films**

**Ad Club Gives Awards**

TELEVISION and industrial films selected as the season's best were honored with awards during a meeting of the Seattle Advertising and Sales Club.


"Falling Timber," a ten-minute color film with narration, won the medals as best sound and film production. It was produced by Rarig Motion Pictures for a group of loggers associations in the Pacific Northwest. Other first-place winners in various categories were:

- Indecitmination films—"From Many, One," produced by Korry Film Productions Inc. for the Western Conference Potato Growers Assn.
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**Camels' Video Buy**

R. J. REYNOLDS Tobacco Co. (Camel cigarettes), through William Esty Co., New York, has bought the Friday night 8:30-9 p.m. time on CBS-TV effective Oct. 7. A detective series, created by William Esty & Co., will be presented in that period.

**TELECASTING**
ABT PRODUCTIONS, INC.
SPOTS, COMMERCIALS: ENTERTAINMENT
MOTION PICTURES FOR TELEVISION
SHORTS, FEATURETTES, FEATURES
PRODUCERS OF THE FAMOUS
ALBUM OF SONG SERIES
460 WEST 54th STREET
NEW YORK, N. Y.
COLUMBUS 5-7200

AMERICAN TELEVISION, INC.
VIDEO COMIC STRIPS
"Joe Sterling, American Ranger" 12 HALF-HOUR EPISODES NOW READY
OPEN END FILM AND TRANSCRIPTION
LOW COST • WRITE TODAY
5850 BROADWAY, CHICAGO, 40

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

JULIEN BRYAN PRODUCTIONS
AVAILABLE FOR TELEVISION
WRITE FOR INFORMATION
International Film Foundation
1600 BROADWAY, SUITE 1008, N. Y.
CIRCLE 6-8438

FILM EQUITIES CORP.
SERVING TELEVISION
NEW YORK: 1600 BROADWAY
HOLLYWOOD: 933 SEWARD ST.
CIRCLE 7-5850 GLADSTONE 1625

NU-ART FILMS, INC.
DEPENDABLE FILMS
FOR TELEVISION
COVERING THE FIELD-
DRAMA, SPORTS, MUSICALS,
TRAVEL CARTOONS, COMEDIES,
RELIGIOUS, EDUCATIONAL
SHORTS, FEATURES
WRITE OR CALL
W. K. OR G. W. MEDWIG
145 WEST 45 STREET, NEW YORK 19
LUXEMBERS 2-3273

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

RKO PATHE, INC.
625 MADISON AVE.
NEW YORK, N. Y.
PLAZA 6-3800

SARRA, INC.
TELEVISION COMMERCIALS
MOTION PICTURES
SOUND SLIDE FILMS
NEW YORK - CHICAGO
HOLLYWOOD

SHERR MAN PLAN, INC.
CONSULTANTS ON FILMS FOR TELEVISION
PRODUCERS - DISTRIBUTORS
425 VICTOR BLDG., WASHINGTON, D. C.
STERLING 0780

TELESCRIPTIONS
ANIMATED TV SPOTS
20-SECOND AND 1 MINUTE
823 VICTOR BUILDING
WASHINGTON, D. C.
STERLING 0650

TELEFILM, INC.
COMPLETE FILM PRODUCTION SERVICES FOR
TV SPOTS-PROGRAMS
5635 HOLLYWOOD BLVD.
HOLLYWOOD 28, CALIF.
Hollywood 6-7205

UNIVERSAL WORLD FILMS, INC.
A SUBSIDIARY OF UNIVERSAL PICTURES
37 YEARS' EXPERIENCE
MAKING HIT MOVIES
WORLD'S TOP TECHNICAL AND
CREATIVE TALENT!
UNSURPASSED FACILITIES FOR
LIVE AND STOP MOTION
PHOTOGRAPHY!
Sparkling film star properties.
Limited available; fire.
To your cast needs films, sports, science
WRITE • WIRE • PHONE •
TELEVISION DEPARTMENT BT
445 PARK AVENUE
NEW YORK 22, N. Y.

VALLEE' VIDEO
FILMS FOR TELEVISION
6611 SANTA MONICA BOULEVARD
HOLLYWOOD 38, CALIFORNIA

VIDEO VARIETIES CORP.
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June 27, 1949  •  Page 57
DuMont has only one "baby."

With the Du Mont Television Network, it's television and nothing but television. When you talk television advertising to a Du Mont representative you will talk only television—he has nothing else to sell.
And over the Du Mont Television Network, your message can reach 99% of all the television receivers in America.
Charles R. DuVall, formerly commercial manager of WIPA Washington, Pa., has joined WESA Charleroi, Pa., as manager. John Karabin has resigned as station manager of WESA to take extended vacation to West Coast. Henry Niederkopf, chief engineer at WESA, has been promoted to assistant manager. Maurice B. Mitchell, director of Broadcast Advertising Bureau of NAB, is author of an article, "Radio Is Local Business," which appeared in June issue of Sales Story, merchandising digest.

Mr. Hall

FLORENCE BALLOW ROBINSON, assistant manager and program director of WICC Bridgeport, Conn., has resigned effective end of this month. She will devote her time to freelance commercial radio writing.

KEN DYKE

Confirmed for Y&R Post

ANNOUNCEMENT of the appointment of Ken R. Dyke, former administrative vice president of NBC, as vice president in charge of public relations and publicity of Young & Rubicam [Broadcasting, June 20] was made last week by Sigurd S. Larson, the agency's president.

Mr. Dyke's appointment is effective "about" Aug. 1, the announcement said. The position is a new one in the agency and no changes in the present composition of the agency's public relations and publicity department are contemplated.

New Grove Product

GROVE LABS, St. Louis, has acquired the rights to manufacture and sell Pfunder's Antacid Tablets from the estate of F. H. Pfunder of Minneapolis. This marked the second major purchase for Groves within a fortnight. The firm recently bought the F. W. Fitch business. Harry B. Cohen Adv. Co., New York, will handle the advertising for Pfunder's Tablets as well as the Fitch and Grove products.

Dr. Reed Elected

DR. VERGIL D. REED, associate director of research of J. Walter Thompson Co., was elected president of the Market Research Council last week. Other new officers are: Vice president, Dr. Franklin R. Cawl, director of marketing and research, Kodak Agency; secretary-treasurer, Lloyd H. Hall, president of the Lloyd H. Hall Co.; committee member at large, Nelson H. Seubert, marketing consultant, Standard Oil Co. of New Jersey.
The hlimer chain store there. Mr. Whitlock was to advise him on the store's problems relating to its appliance and radio division. Mr. Whitlock paid the Queen City a visit, then decided to return to the beach via Richmond where he called on a few friends.

Events proved that Mr. Whitlock went out of his way, literally speaking, to get into the broadcasting field. It was with this idea in mind that Richmond he called on the advertising manager of the News Leader. After leaving him he ran into two other friends who told him to call the general manager back. Result was another get together. The conversation was short and pointed.

The ad manager told Mr. Whitlock: "I have been thinking, and am sure you and your family would not be happy anywhere except in Richmond."

Said Mr. Whitlock: "That may be true, but I have got to make a living."

Replied the ad manager: "Go on over to the radio station—they need a sales manager over there."

WRNL did, Mr. Whitlock, and did it. Three weeks later he was on the job. That was in August 1938 when WRNL was a daytime independent operating on 880 kc with 500 w and sledding tooth financial ground. Following year Mr. Whitlock was asked to take over the retail of general managers. Since then the growth of WRNL has been rapid.

Staff More Than Doubles
In 1939 the station employed 21 people. Today, its staff numbers 52 regular and 28 on a talent basis. At that time, also, WRNL competed in Richmond with three network stations, and its owners nured a washed-down hope of getting out of the red. Business condition grew. In September 1940 it increased power to 1 kw and fulltime operation, and eased into the black, but didn't face a large operating budget.

During that year WRNL became affiliated with NBC's Blue Network facet, and the Richmond News Leader and Times Dispatch merged, the latter deleting its WRTD.

January 1942 marked another power increase—to 5 kw non-directional daytime and downtime nights. Last week WRNL added FM facilities (50 kw), duplicating AM programs.

WRNL is owned by the Richmond Radio Corp., whose president, Treasurer and president of Richmond Newspapers Inc. Today the station is an ABC affiliate, operating on 910 kc with 5 kw.

Mr. Whitlock confesses his enthusiasm and theories are wrapped up in WRNL's facilities which "today are the results of a dream's ambition of 10 years ago—built and build until we had the finest."

"WRNL's new Radio Center is..."
WILL UNION has been appointed commercial manager of WWAAM, Altoona, Pa. He formerly was commercial manager of WSAW-Rochester, N. Y.

CARL HECHT has joined commercial staff at WMAE (TV) Baltimore.

GEORGE KLAVER and EDWARD BRUNKER have joined CBS-TV sales staff as account executives. Mr. Klaiver moves from Radio Sales, and Mr. Brunke former was with ABC sales.

TED EWERS has joined sales staff of WHBC Canton, Ohio.

RAY O'VEINGTON, formerly television director of Birmingham, Castleton & Pierce, New York agency, has joined WHEM Fitchburg, Mass., as commercial manager.

ED NELSON has joined KMPC Hollywood as account executive. Mr. Nelson formerly worked in similar capacity with KQV Los Angeles, KOWL Santa Monica and KYA San Francisco.

HERBERT FLAIG, formerly with WBBG Yonkers, has joined sales staff of WLW Cincinnati, has joined sales force of WCFO-TN, scheduled to take air in Cincinnati in few weeks.

ETHEL BELL MACK, formerly radio director, Bishop & Assoc., Los Angeles, and previously executive secretary of Southern Calif. Broadcasters Assn., has joined KOWL Santa Monica, Calif., as account executive.

WILLIAM L. RAMBO, formerly account executive with KMPC Hollywood, has joined KLAC, that city, in same capacity.

STEPHEN A. LYNCH Jr., former general manager of Fine Cars Inc., New York distributor of Crosley automobiles, will join ABC on July 18 as account executive in network's sales department. Mr. Lynch was previously president of Greater Miami Hotel Assn., and manager of Miami's Towers Hotel.

CARL DOZER, sales manager of WCAE Pittsburgh, was elected president of Pittsburgh Advertising Club.

ERNST T. GILES, vice president of Ketchum, MacLeod & Grove, advertising agency, Pittsburgh, was elected vice president.

HARRY T. CLEVELAND and JESSE R. KELLEY have joined sales department of WHAY New Britain, Conn. Mr. Cleveland formerly was with WCCC Hartford, and Mr. Kelley was with WONS, same city.

VIRGIN ISLANDS
Low Power Plan Out

ORDER was adopted by FFC last week to vacate its earlier proposal that low power AM stations be permitted in the Virgin Islands. Changes in the Commission's rules and technical standards would have been involved.

The Commission pointed out that at the time the proposal was made there was only one pending application to provide a local station in the Virgin Islands and that it appeared that such service was desirable [Broadcasting, March 28, April 25]. It was explained further that it appeared necessary to allow waivers of FCC's technical requirements in certain respects in order to make such an operation economically feasible.

The Commission explained that since notice of the proposal there have been two more applications filed, both of which would operate within the provisions of the Commission's rules and standards. Further, objections also had been filed by NAB and the International Brotherhood of Electrical Workers.

The initial application had been filed by William N. Greer, consulting radio engineer at San Juan, P.R., seeking a new AM station at Charlotte Amalie on 1340 kc with power of 50 w. Other new applications are by John W. Boles, 54% owner of KSHJ Jamestown, N. D., seeking 250 w fulltime on 1000 kc, and by Radio American West Indies, 250 w fulltime on 1250 kc. Latter is headed by Edward M. Vickers, chief engineer of WVGQ Coral Gables, Fla.

WLW 'TASK FORCE'
To Confer Thrice Yearly

"TASK FORCE" sales meetings to be held thrice yearly will replace annual sales conferences at WLW Cincinnati, Harry Mason Smith, vice president and sales manager of Crosley Broadcasting Corp., licensee of station, has announced. Under the new arrangement, key headquarters sales, programming and promotion personnel will travel from Cincinnati to New York and Chicago for conferences with WLW sales representatives in those cities. The meetings will be held in March, June and October.

Previously, WLW's New York and Chicago sales forces joined with the Cincinnati staff at the home office for an extended conference each January. "The new setup," Mr. Smith said, "will make possible more individualized discussion of accounts processed out of Chicago and New York. We feel that specialized problems can be worked out better by frequent conferences in the cities where they exist than they can at the more generalized annual meeting in Cincinnati."
FELLOWSHIPS

NINE FELLOWSHIPS to the NBC Summer Radio Institutes have been granted to ministers, religious education directors and laymen by the network and the Protestant Radio Commission.

Recipients, each of whom received $150 to cover travel and a portion of expenses, are currently planning and providing radio programs on sustaining time for church federations, and ministerial associations of other inter-denominational agencies.

Winners of the fellowships, conducted by NBC in cooperation with Northwestern U., U. of California, University of Chicago, and the New York University Graduate Center, have graduated include one woman.

NARND PR CHANGE

Bud Nebel succeeds Hogan

JOHN F. HOGAN, former news director at WCHS Port Huron, Mich., has resigned as public relations chairman of the National Association of Radio News Directors and editor of the association's monthly bulletin, succeeding in the NARND post this month is Bud Nebel, news director at KFAB Omaha.

Mr. Hogan, who was instrumental in the founding of NARND, is setting up a specialized news and recording service in Washington, D.C., featuring news reports especially tailored for radio. Service will include disc and tape recordings, tele-type news coverage and photo recordings of Washington events of particular interest to various areas.

Mr. Hogan's career in radio began ten years ago at WMAM New Ulm, Minn., and WFLA Tampa, Fla., while with WRDO, Washington, he served as news director at WRDO, Washington, D.C., and WRDO, New York. He served as news director at WRDO, Washington, D.C., and WRDO, New York.

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- 10 inch 78 RPM.
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- Basic library plus regular monthly releases.

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(212) 757-7240, Broadcasting 1000
**TRANSFER**

TRANSFER of WINX Washington from the Washington Post to William A. Banks was formally consummated June 16, the station announced last week. Consideration was $130,000 [BROADCASTING, May 18].

Assigned 250 w on 1340 kc, WINX had been acquired by the Post in 1944 for $500,000. The paper recently acquired 55% interest in WTOP Washington from CBS and was required to sell WINX.

Mr. Banks, owner of WHAT Philadelphia, becomes general manager of WINX with his sister, Dolly Banks, assuming duties as assistant general manager. They will divide time between WINX and WHAT. Charles Trippie continues at WINX as commercial manager. Mr. Banks stated that no major changes in personnel are planned at this time.

The new WINX owner said that the Washington station will continue as an all-English station with emphasis on news, sports and music and with "well-known Washington personalities."

New technical equipment has been installed for the station's two 250 w booster stations. Mr. Banks said, with resulting improvements in coverage of the metropolitan area.

**JOHN LATTA**

Agency Executive Dies

JOHN LATTA, 46, former vice president of Booth, Vickery Schwinn Inc., New York and Baltimore, died June 18 at United Hospital, Port Chester, N. Y. He was formerly vice president of the Northeastern Water and Electric Service Corp., and the Boots Nut Co., both New York.

A native of Atlantic City, Mr. Latta is survived by his wife, Mrs. Marion McKee Latta; a son, Arthur; two daughters, Nancy and Hope; a brother, and three sisters.

MRS. LENA HOLLOWAY, KOMA Oklahoma City receptionist, was awarded courtesy award certificate at end of local "Courtesy Week."

**HIFAM RENEWAL**

**Tarzan Station Is Favored**

INITIAL decision was reported by FCC last week to grant renewal of license to Sarris Tarzian's experimental HIFAM station at Bloomington, Ind. The initial decision was by Hearing Examiner J. Fred Johnson Jr.

HIFAM is the term coined by Mr. Tarzian to describe the high-fidelity, high frequency amplitude modulation system of broadcasting employed by his station, KS2XAP, formerly W9XHZ [BROADCASTING, May 3, 1948]. The station has been operating since spring of 1946, airing various types of programs for the Bloomington area. The station operates on 87.75 mc with power about 200 w and using AM emission.

Mr. Tarzian and his wife are owners and operators of standard station WTTS Bloomington, which recently commenced operation on 1370 kc with 1 kw daytime and 600 w nighttime. They also are permittee for a new television station there. Mr. Tarzian, a radio design engineer, built WWTS and the HIFAM station himself. He formerly was chief engineer of the RCA Bloomington plant and during the war was chief engineer and production manager of the whole RCA VT fuse program.

Mr. Tarzian told the Commission that HIFAM requires only a 10 kc channel (to FM's 200 kc) to deliver a signal of comparable quality to FM reception. The initial decision pointed out that Mr. Tarzian's experiments also show that HIFAM involves no problem of multipath distortion as does FM.

Further advantages of HIFAM were reported to be that it can be received on any AM set with use of a $5.95 converter; it can be received on FM sets without any adjustment, and combination AM-HIFAM receivers could be marketed for $30.

Mr. Tarzian indicated that HIFAM was ideal for instituting hometown radio service in small non-radio communities because of its frequency saving and economic characteristics. A HIFAM station would cost only about $13,000.

The examiner's decision pointed out that Mr. Tarzian plans to expand his HIFAM experimentation by establishing another station in Bloomington and another in a town about 100 miles away to study interference factors. Study and research in equipment also would be continued. Simultaneous airing of WWTS shows on the HIFAM outlet also would aid in comparison studies, it was pointed out.

**KOMO HEN DUZ**

Lays First Egg in NBC Stunt

KOMO's hen breaks the record—and the egg on Announcer Easton.

APPELLANTELY Duz will do anything, even induce a hen to lay. When Ralph Edwards' Truth or Consequences invited KOMO Robert to participate in the 10 in NBC affiliate egg-laying stunt, staff announcer Scott Easton was named for the job.

KOMO set up its display in the show window of Poole Electric Co. Mr. Easton sat below and the hen nest above (see picture). One minute after arrangements were complete, the hen obliged.

According to NBC officials, KOMO's hen was the first of the 10 around the country to lay its egg, thereby proving the station's claim that its area is first in the nation in egg production. KOMO packed the scene with commercial plugs for all involved—the network, the station and the sponsor.

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**CARSON HEARING**

Slated for Hill Thursday

HEARINGS on the nomination of John Carson to membership on the Federal Trade Commission will be held at the Capitol Thursday. The Senate Interstate & Foreign Commerce Committee announced last week. Names of those who will appear, in addition to Mr. Carson, were not available, however.

Mr. Carson, research director for the Cooperative League of America, would serve for the remainder of a term of seven years from Sept. 26, 1945. He would succeed Albert Freer, resigned. His nomination was sent to the Senate by President Truman last April, then referred to the committee for appropriate action [BROADCASTING, April 11]. Since then his appointment has stirred considerable controversy in Congressional circles for alleged "socialistic leanings," and the fact that as an "independent" he would be filling a Republican vacancy. Despite the probability of heated hearings, his confirmation as FTC commissioner is expected.

RCA VICTOR has announced publication of its new 45 rpm record catalogue.

**RADIO PICTURE ALBUMS FOR YOUR STATION—AT NO COST TO YOU**

Yes—your station can have beautiful albums, specially-prepared to show your studios and staff at no cost to you or your listeners. Exclusive to only one station per city. In the past eleven years over 200 stations have successfully used picture albums like this to develop listener interest, increase revenue, too.

Write, wire or phone 4-3262

**Tailed**
MARYLAND unemployed, wounded and handicapped veterans are going to use TV to seek a job. Through cooperation of Baltimore Sunday American, News-Post, WBAL-TV Baltimore's veterans' organizations and state and federal re-employment services, veterans are going to talk to prospective employers. Former servicemen will be guests of Dr. David E. Weglein, public service counselor for WBAL and WBAL-TV, on his Thursday 7 p.m. program beginning June 30. At same time, Maryland businessmen will be urged to tune in. Service will be available to any Maryland handicapped veteran, and when all of these have been placed, search for employment for non-handicapped men will begin over WBAL-TV.

'Million Dollar Ballroom' NEW PROGRAM plan has been inaugurated by WFPG Atlantic City. All local music programs use the same general name, the Million Dollar Ballroom. It is broken down into 15 minute segments so that whenever listener tunes in, morning, afternoon, or night, he is sure to hear segment of Million Dollar Ballroom. Station states that all almost all programs have been dropped and block type musical program is extended to include whole day with interruptions by some network shows and such local features as news and sports. WFPG now calls itself the "Million Dollar Ballroom" station.

Features Police Band AS SUMMERTIME public service program WXYZ Detroit in cooperation with Detroit Police Dept. is airing Saturday Afternoon in the Park, half-hour program featuring the Police Band.

Children's Morning SATURDAY morning lineup for young people at WTTY Hartford now includes There's Magic in the Air, program of music features of folklor. Ernest C. Watson as Uncle Ernie conducts program. He writes all program's music, stories and impersonates all the characters in show. With addition of this show, WTIC now programs from 9 a.m. to 12 noon a "Children's Morning." Only exception is one half-hour show.

Band Drive Boost MOREY AMSTERDAM, Martha Raye and Sid Stone headed list of talent when WAAAM (TV) Baltimore gave U. S. Treasury's Opportunity Bond a boost with an hour and a half program on June 21. Also appearing on program were Ben Yost Singers, The Three Carpenters, Harry Street Trio, Baltimore Colt Band, Lazy H. Ranch Boys, David Deitz, Terry Grue and many others as his orchestra. Originally scheduled for an hour, program was extended due to response of talent in Baltimore to contribute their efforts. Anthony Farrar produced the show, with Dennis Kane assisting. Joel Chasman supplied the script.

'Veconomics in the News' LATEST addition to WCFM (FM) Washington's growing list of weekly commentators is Robert Nathan, internationally known economist and author. Nathan began his weekly series, 'Economics in the News,' June 21. He will be heard each Tuesday at 6:30 p.m.

RCA VICTOR RECORDS Page 64 - June 27, 1949

New Pep for Your Platter Shows special "DJ" couplings from RCA VICTOR

PERRY COMO I Love You Let's Take An Old-Fashioned Walk DJ-723

WAYNE KING Be The Good Lord Willing Rue De Romance DJ-720

BILL LAWRENCE A Little Fish In A Big Pond If You Could Only Learn To Love Me DJ-722

ZIGGY TALENT The Telephone No Ring It Looked So Good In De Window DJ-721

'As the Old Guide' is reviving program not heard on WSM since station's original "Old Guide," several years ago.

ALDERMEN AIRED NEW HAVEN Board of Aldermen at its regular monthly meeting June 6 granted WBFM New Haven permission to broadcast proceedings of its future meetings. First broadcast will be July 11 and will mark first time in New Haven history that citizens may hear their elected legislators in session. Unanimous approval was given on strength of highly regarded WBFM broadcasts of several aldermen committee public hearings, station reports. Sol Chaim, station's general manager, will handle mike duties for the broadcasts.

'The Snap Club' DUE TO tremendous popularity of Negro programs aired on WHAT Philadelphia, station has added additional program to its format. The Snap Club, new disc show, is handled by Ramon Bruce, outstanding Negro disc m. c. Send off for program on June 6 included guest appearances by Cab Calloway and Lionel Hampton.

Aviation World PILOTED by Capt. Robert C. (Ace) Robson, nationally known American Airlines flier, WOL Washington's Aviation World is digest of all types of news of interest to flying enthusiasts. Capt. Robson features tape-recorded interviews during each session with air-minded radio, stage and screen stars, famous business and professional figures and statesmen. Many interviews are obtained on his scheduled flights.

'Platter Chatter' FOR FIRST time since it began operations, WXYZ Detroit will broadcast after midnight to carry new disc show. Hour long program will originate from Indian Room of Detroit's Wonder Bar night club. Bill Silbert will m. c. Platter Chatter and interview visiting celebrities during broadcasts. Following firms participate in sponsoring program: D & C Boat Co., Everkrisp Potato Chips, Grates Motor Sales, Fergy Beverages and Saeco Tablets.

Programs

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Shows with a Hollywood Heritage * Member NAB

BROADCASTING * Télécasting
WJBW PETITIONS
For Temporary Continuance

PETITION for temporary continuance of WJBW New Orleans was filed with FCC last week. The present license expires July 1.

Denied appeal by the U.S. Supreme Court from an earlier FCC ruling which refused license renewal on grounds of repeated technical violations. [Broadcasting, June 20], WJBW has asked the Commission to extend its license to Oct. 1. Purpose is to allow Charles C. Carlson, owner, to wind up the station’s business affairs, to enable employees to seek other positions and to provide a continuity of broadcasts until Louise C. Carlson, ex-wife of Mr. Carlson, completes her new station there.

Mrs. Carlson was granted WJBW’s facilities, 250 w fulltime on 1250 kc, when WJBW was denied renewal. Her station is WADM. Mr. Carlson told FCC he would cease operations at any time after Sept. 1 simultaneously with the beginning of program tests by WADM.

Letter from the Most Rev. Joseph F. Rummel, S.T.D., Archbishop of New Orleans, accompanied the WJBW petition and urged the Commission not to deprive the city of “very useful service” pending completion of WADM. The WJBW petition was filed by Baker & Thompson, Washington counsel.

WBONY APPEALS
Grant to Dunkirk, N. Y.
ROY L. ALBERTSON, licensee of WBONY Buffalo, N.Y., last week petitioned FCC to stay the effectiveness of the Commission’s new station grant to Dunkirk Broadcasting Corp., Dunkirk, N.Y., pending settlement of his appeal of the grant in the U.S. Court of Appeals for the District of Columbia. The appeal was filed in early June.

Mr. Albertson claims that WBONY, 250 w fulltime on 1400 kc, will suffer interference within its normally protected contour from the Dunkirk station, assigned 500 w fulltime on 1410 kc, directional night. The latter was granted by the Commission in December [Broadcasting, Dec. 20, 1948].

WBCON Atlanta was chosen by Public Information Div. of Dep. of the Army as one of stations to act as training agency for Army public information specialists.
ANNETTE OROMANE, former assistant to program director, has been promoted to program director of WHAT Philadelphia.

THAINE ENGLE has been named commercial film director of WBAP-TV Fort Worth and LEWIS CEARLEY has been appointed film laboratory supervisor.

KENNETH HIGGINS, producer-director for KFI-TV Los Angeles, has been promoted to executive producer. In this capacity he assists RONALD C. OXFORD, program director, in station's over-all programming. JAMES E. LILLY, formerly assistant field director and stage manager, replaces Mr. Higgins as production director. DON PATTON, writer-producer, becomes stage manager.

JANET LYNN GILLESPIE, formerly with WHHI Warren, Ohio, has been named women's director of WHBC Canton, Ohio.

CARL L. FLOWER, formerly with WGBR North Adams, Mass., has joined WHAY New Britain, Conn., as copy editor.

JACK PALMER, KEX Portland, Ore., chief continuity writer for past two years has left station to resume graduate studies at U. of Washington, department of speech. DICK NELSON, formerly of KGW Portland, replaces Mr. Palmer.

LEE PRATT, ROBERT MILES and LARRY BROWN, receptionists at WGY Schenectady, N. Y., were recently graduated from Union College.

DONALD VOORHEES, conductor of American Telephone & Telegraph's (AT&T) Opera Society, was recipient of award of achievement from Musical America magazine for best program in the "orchestra with guest soloists" category as selected in sixth annual poll of music critics and editors conducted by the magazine.

JACK OWENS has resigned as "Cruise" Crooner of ABC's Breakfast Club, effective July 22, to expand his Decca recording activities and consider night club and motion picture offers. He is represented by N. Y. Corp. of America. Mr. Owens joined early-morning Chicago network show in 1934. He returned in 1944 after eight years on West Coast.

PRESTON L. TAPLIN has been appointed program director at WEBR Buffalo. He was formerly program director at WELM and WINS, N. Y. JIMMIE BAKER, formerly ABC Hollywood messenger, will become member of production department July 1.

FRANKLIN PULASKI, freelance innouncer and actor in film, television and radio, has joined WQXR New York as summer replacement announcer. He has been cast in video productions of Suspense, Studio One, Toast of the Town, and the Phil Silvers Show. He has announced for WNYC WGY WHF, all New York, and Voice of America.

CHIC DODSON, instructor at City College of New York, has joined WQXR New York as assistant night manager. He replaces FRANK MORIARITY, who will return to Northwestern U. to continue his radio studies.

WALLACE BRUCE RANSAY, formerly freelance director, has joined KFI Los Angeles as writer-producer.

BERT MULLIGAN has joined WJZ Johnstown, Pa., as disc m.c. He formerly was with WRN Ronconeve, W. Va.

JOHN CANNON, freelance announcer, has joined WINS New York as summer replacement announcer.

ROBERT MICHEL, formerly chief announcer at WVAM Altoona, Pa., has joined WKTR Cortland, N. Y., announcing staff. He will handle news and disc shows.

PAUL K. DAMAI, assistant music and program director at WMOR (FM) Chicago, was cited by National Society for Crippled Children and Adults "for his outstanding adjustment to a severe physical handicap." Mr. Damai, who has never left his wheel chair, was chosen by National Society as national success story of month.

JOHN McCORMICK, Chicago disc m.c. who conducts WBBM's Matinee at Midnight, has been awarded official appointment certificate as special sales representative for his work during Treasury Dept.'s "Opportunity Drive."

ED COLEMAN, student at New England School of Radio Broadcasting, Bridgeport, Conn., is conducting Saturday afternoon disc show over WLB Bridgeport.

JOSEPH J. HELJAN has been appointed program director and news editor of WESA Charleroi, Pa. He replaces KIERAN BALFE, who resigned to take similar post at WKZI Oil City, Pa.

ROLAND KAY, merchandising manager of CBS Housewives Protective League, was elected president of Hollywood Junior Chamber of Commerce at recent meeting.

HATTIE McDANIEL, star of CBS sketch show, and Larry C. Williams have announced their marriage.

ERNEST FELIX, ABC Western Division auditor and personnel manager, has been appointed to board of governors of Industry Credit Group of Los Angeles Credit Managers Assn.

DON MARCOTTE, music supervisor at NBC Central Division, and Antonette Marie Tricomi have announced their marriage.

JANE SPARKS WILLINGHAM, WSB-TV Atlanta producer and star of WSB's Adventures in Music, is the mother of a boy, Stephen Doyé.

FLORENCE HELM, producer at WBAP Fort Worth, and BILL McANDREW of station's announcing staff, have announced their marriage.

BILL PETERSON, script writer for KTR Phoenix, is the father of a boy, Conn.

DAVE ROSEHILL, disc jockey at WKBS Oyster Bay, L. I., is the father of a boy, David William.

GOVT. STATIONS
Senate Approves Transfer

AUTHORIZED directing the "paper" transfer of three government-owned broadcasting operations from Reconstruction Finance Corp. to State Dept. was passed by the Senate and sent to the House last Tuesday for approval with minor amendments. Concurrence is expected momentarily.

The measure (HR 2282), originally introduced in the House, involves stations operated by Crosley Corp., CBS and NBC [Broadcasting, Feb. 14]. The bill authorizes transfer to the State Dept., which assumes former RFC obligations and without reimbursements of funds. Sen. J. William Fulbright (D-Ark.) quoted original construction costs of stations as $509,267.43 (Crosley), $380,677.93 (CBS) and $357,856.10 (NBC). They were built by the Producer Plants Corp. during the war for use by OWI, and now belong to RFC, its successor, he explained. Bill was passed by the Senate without objection.
FREDDIEC W. Wiz Co., Cincinnati, has announced sale of its Cicco Kid, open end transcribed series to WHIO, Dayton, Ohio, and WHAS, Louisville, Ky., for June 27 broadcast. Wiz is now available for the 1949-50 season.

Weily a. Messenger, WLS manager, has announced that WLS has sold two programs to be heard on WBOB, Binghamton, N.Y., and WNOX, Nashville, Tenn., for July broadcast.

M. CLAY ADAMS has been appointed manager of the New York bureau of the Radio Corporation of America, succeeding John H. Mack, who has resigned. Mr. Adams will have charge of the radio division's advertising and promotion activities.

DON ROBERTS, formerly freelance television writer and producer and motion picture publicist, has joined Bernie Milligan, Los Angeles (publicity and promotion agency). The new office, at 214 E. 21st St., will be responsible for handling the public relations of the television program "The Adventures of Superman." Mr. Roberts will assist Mr. Milligan in the preparation of the television scripts and in the coordination of all publicity activities.

CHURCH WORLD SERVICE, New York, has announced its annual series of 26 transcriptions for the "Interdenominational" radio program "The Bible in Our Homes," which is sponsored by the World Council of Churches. The program, which is broadcast on 26 stations throughout the United States and Canada, is heard by an estimated 5,000,000 people each week. The series, which is produced by the Church World Service, is the largest program of its kind in the world.

MILTON STREHLE has been appointed assistant sales manager of Sylvania Electric Products, Inc., Schenectady, N.Y. Mr. Strehle has been associated with the company since 1929.

SOUND APPARATUS Co., Stirling, N. J., has distributed detailed leaflet covering its models FRA and FR recorders.

LOUIS H. NIEMAN, former assistant purchasing agent for Philco Corp., has joined the sales staff of Sylvania Electric Products, Inc., New York.

R. A. HACKBUSCH has been appointed president and managing director of Stromberg-Carlson Co., Ltd., Toronto. He formerly was vice president and managing director.

G. C. HOIT has been appointed vice president and J. L. GASSER treasurer, and J. McNair continues as secretary.

DISCIMINATION

NEGRO IN RADIO STUDY
CONTENDING that radio "has consistently denied recognition to the Negro as a human being," the Committee for the Negro in the Arts has called a conference to discuss the problem. The meeting will be held July 9 at 1 p.m. in New York's Hotel Theresa, also will delve into the charge that television is following in radio's footsteps in discrimination against the race.

The group contends, among other things, that out of more than 600,000 15-minute broadcasting periods weekly on the major networks and local stations, there are fewer than 20 negroes permanently employed. This, it says, covers engineers, writers and announcers, and does not include the actors who "get work occasionally" and "an occasional Negro singer or musician and two or three Negro orchestras."

Cite Program Examples

They also take exception to the lack of portrayal of Negro life, except as "a slander upon the Negro people." The committee plans a multi-year campaign to end the so-called damaging "stereotype" exemplified by such radio characters as Amos 'n Andy and Beulah.
Special NABET Pact

NABET has obtained an agreement at ABC and NBC to get two weeks severance pay for summer replacement engineers let out in economy wave before their temporary employment period would have ended.

Send Me

The Newsworthy of Radio-TV

NAME
ADDRESS
CITY STATE

ONE YEAR AT $7.00
(Includes 1950 Yearbook)
TWO YEARS AT $12.00

I Enclose $ 
Please Bill Me

mail to

870 Hall Press Bldg., Wash., D. C.

CALIFONE

Custom-Built Equipment
U. S. RECORDING CO.
1121 Vermont Ave., Wash., D. C.

SERVICES DIRECTORY

Ben Adler
Television Facilities Engineers
Specializing in Simulated System Design For Low Cost TV Operation
515 Madison Ave., Plaza 5-7358

Vacancy

Your firm's name in this 'vacancy'

and directors of assignee corporation; accepted

Wils Lansing, Mich.-Granted petition for indefinite continuance of hearing re applications by Central Michigan Radio Corp. in re applications.

By Comr. Jones

Issued corrected order in re petition of Richford, Ohio, to read: Granted petition requesting that this order be extended by 30 days and brief to proposed decision and to permit licensee to continue proceeding in accordance with Rules and Regulations issued by the Commission, but said order shall be extended for period of 30 days; time limited for answer 30 days.

By Examiner Cunningham

Richard Field Lewis Jr., Winchester, Va.-Granted petition for indefinite continuance of hearing re applications of Winchester Bostg. Corp. et al.

June 20 Applications

AM-550 kHz

The Northeast Iowa Radio Corp., Oelwein, Iowa-AMENDED application for new AM station 550 kHz 500 w DA to make changes in stockholders. Modification of CPs

Following AM stations filed requests for commission consideration of changes in facilities: KTRA, San Antonio, Tex.; KOA, Okla.; WMRC, Greenville, S. C.; and WPM, Wrens, Ga.-Applications stations asked completion date extensions: WLAD, South Norwalk, Conn.; WNT, Waco, Tex.; WPM, Wrens, Ga.-Applications filed to increase construction to over 21 kw to 50 kw to make change in DA.

WCEC Rocky Mount, N. C.-SSA-Operating extension to time 9 a.m. instead from sunrise.

AM-1100 kHz

WPWA, Chester, Pa.-CP change from 31 kw D to 1 kw unl. DA-N.

WNEK-FM Mason, Ga.-License to cover CP new FM station.

WTMJ-TV Milwaukee, Wis.-License to cover CP new TV station.

WOC-TV Davenport, Iowa-Modification of CP.

WMBL Brookfield City, N. C.-CP change from 700 kw to 1280 kw.

(Continued on page 75)

Nielsen Manual

First Guide Issued

FIRST book in projected series of international trade manuals to be exchanged by member countries of the International Chamber of Commerce has been distributed by A. Nielsen, President of the Chicago market-research firm, to 700-plus delegates at the 12th Congress of the ICC in Quebec, Canada.

The 180-page book, A Guide to Drug Store Marketing in the U. S., was issued to delegates at the suggestion of Mr. Nielsen, who supervised publication. He is chairman of the committee on distribution of the U. S. Council in the International Chamber. Mr. Nielsen spoke to the group June 16.
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<th>Name</th>
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<tr>
<td>JANSKY &amp; BAILEY</td>
<td>1339 Wisconsin Ave., N.W.</td>
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<td>Executive Engineers</td>
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<tr>
<td>McNARY &amp; WRATHALL</td>
<td>906 Natl. Press Bldg., 1407 Pacific Ave., Washington 4, D.C.</td>
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<td>Consulting Engineers</td>
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<td>A. D. RING &amp; CO.</td>
<td>26 Years' Experience in Radio Engineering</td>
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<td>Consulting Engineers</td>
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<td>WELDON &amp; CARR</td>
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<td>STUART &amp; KENNEDY</td>
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<td>KEAR &amp; KENNEDY</td>
<td>STERLING 7932</td>
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<td>J. EARL CULLUM, JR.</td>
<td>HIGHLAND PARK VILLAGE</td>
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<td>H. V. ANDERSON</td>
<td>DALLAS, TEXAS</td>
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<td>G. R. BUITER</td>
<td>DALLAS, TEXAS</td>
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<td>GUY C. HUTCHESON</td>
<td>1100 W. ABRAM ST.</td>
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<td>LYNNE C. SMEBY</td>
<td>&quot;Registered Professional Engineer&quot;</td>
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<td>GEORGE P. ADAIR</td>
<td>Radio Engineering Consultant</td>
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<td>GEORGE C. DAVIS</td>
<td>501-514 Munsey Bldg.—Sterling 0111</td>
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<td>GAUTNEY, RAY &amp; PRICE</td>
<td>1052 Warner Bldg., Washington 4, D.C.</td>
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<td>FRANK H. Mcintosh</td>
<td>1025 CONNECTICUT AVE., N.W.</td>
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<td>HERBERT L. WILSON</td>
<td>1025 CONNECTICUT AVE., N.W.</td>
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<td>WILLIAM L. FOSS, Inc.</td>
<td>927 15th St., N.W.</td>
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<td>E. C. PAGE</td>
<td>5670</td>
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<td>WILLIAM L. FOSS, Inc.</td>
<td>927 15th St., N.W.</td>
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<td>Philip Merryman &amp; Associates</td>
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<tr>
<td>SILLIMAN &amp; BARCLAY</td>
<td>1011 New Hampshire Ave.</td>
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<td>Consulting Engineers</td>
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<tr>
<td>WALTER F. KEAN</td>
<td>Telephone Riverside 3795</td>
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<td>Consulting Engineers</td>
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Promotion

A S P E R T move in carefully planned program for introducing television to San Antonio and Southeast area, officials of WOAI San Antonio issued invitations to set distributors and dealers to attend meeting in Gun-


ner Hotel there on June 21. Purpose of meeting was to acquaint dealers and salesmen with WOAI's plans for television and to discuss problems in-


olved in launching TV in new area. WOAI-TV expects to be on air before end of 1949.

Mousers

TWO KITTENS, "Audio" and "Video," are currently in charge of "mouseproofing" squad at WLWT (TV) Cincinnati, "Tee-


vee," matronly tabby originally assigned to job, has deserted but is being cared for by a vendor who services candy ma-


chines at WLWT.

WOL Winner

TO SHOW her appreciation after winning $608 from WOL Washington Money Man, Mrs. Harry G. Roth im-


ediately volunteered to visit District of Columbia Red Cross Blood Bank, in whose behalf WOL's Money Men broadsides are made. Making 13 phone calls daily in Capital area, Gertie Campbell, Money Man's wife, had accumulated the $608 in his account, when his question concerning the monthly requirements of Washing-


ton's Blood Bank had gone unanswered for four weeks. Red Cross informed WOL that they had received more than 4,000 telephone requests for the information, and added that Blood Bank donations had attained and stayed at highest level in his-


ory since start of Money Man campaign in its behalf.

Randy Scores on TV

REPRINT of an article which appeared in Radio Mirror about its per-


sonality, Randy Merriman, has been distributed by KSTP-TV Minneapolis-


St. Paul. Mr. Merriman, who appears on KSTP AM and TV, conducts sta-


tion's Family Party, audience partic-


ipation giveaway show. Promotion piece highlights popularity of program on TV and mentions availabilities for participation.

'Video Bank'

MERCHANDISING technique to promote TV set sales by Carson Bros., Philadelphia, involves "video bank" in which potential buyers can save for down payments on receivers. Brainchild of Paul Diets, account executive at Ernest W. Greenfield Inc., Philadelphia, free space-change banks, in form of television sets, are sent to all families requesting them. Carson Bros., who retain keys to banks, send a regular "bank collector" to the homes, emptying the banks periodically and depositing collections to customers' accounts. When down-


payment sums are reached, sets are delivered, with remaining sum to be paid in one installment. Promotion of this type, technique was introduced in Philco cooperative advertisements.

Passing the Steer

A PRIZE steer, "Old Gold Jr.," is on his way to becoming a standard radio giveaway gimmick. His unusual career began in Kansas City when The Orig-


inal Amateur Hour originated from KCMO Kansas City last month, under the auspices of the Kansas City Safety Council. The WLW Rock Market presented the steer to Ted Mack, m.c. of the show. Mr. Mack put the animal up for auction with all returns from the sale to go to the Safety Council's fund. Highest bid for "Old Gold Jr." came from Roger W. Clipp, general manager of the WFIL stations in Philadelphia. Now quartered at the farm of Howard Jones, WFIL farm editor, the prize steer is rapidly adding to his 883 pounds in preparation for another radio appearance. Channel 6 has an-


ounced that a "gigantic" contest will be staged this summer on WFIL's Farmer Jones program, with "Old Gold Jr." going to the winner.

French Wedding Gown

PLAYING "postmaster," is WTOP Washington's disc m.c., Eddie Gal-


laher. He was asked to receive let-

ters from local girls who would like to have the wedding gown being sent to Washington aboard France's "Neue Train." To be won by a young woman must wear size nine or ten; must be getting married on Bastille Day (July 14), and have written to the promo-


sion for wanting this French wedding gown. Mr. Gallagher is giving the above details of contest in his Sunday show, and all letters must be in by June 29. The gown will be given away weekend of July 1.

UJA Fund Drive

THREE Los Angeles stations have coordinated their efforts in the Jewish Appeal drive in presenting as a public service a series of five nightly shows through June 29. Stars of various shows, Stations were KKKI, KPWV, KFMY.

Baseball Window Streamers

WMGM New York has distributed 35-


000 window streamers on Nedick Inc., New York, sponsoring of Today's Baseball, which features two of day's best games. Streamers are being placed in Nedick Stores, and feature photographs of announcers and personnel of various stars. Stations were KKKI, KPWV, KFMY.

'CiCo Kid' Contest

PILING up letters from all over Georgia, WCON Atlanta's six-week Old CiCo Kid contest came to a climax early in June, with 13-year-old Bobby Long, Douglasville Ga., taking first place prize and a trip to a Los Angeles vacation at a dude ranch in Texas, with his transportation furnished by Delta Airlines. Bobby's letter was on "Why I would like to be the CiCo Kid." Contest was feature of WCON's "The Kid Program," a Frederic W. Ziv production.

'When They Were Very Young'

BABY PICTURES headline WOR New York's ad which appeared in New York Herald Tribune June 20. Sixteen shots of station's program per-


cope, "When They Were Very Young," plus background sketches gave WOR listeners a look into the past. Tear Sheet of page ad were distributed to trade.

'I Want You'

BROUCHER titled "I Want You on My Team" is being mailed to young-


sters who are members of the Boys Clubs of America by ABC Central Di-


vision to promote the Adventures of Johnny LuJay, aired on network Mon., Wed. and Fri., 8:30-9 p.m. CDT. Folder cover features picture of Mr. LuJay, former All-American football player.

Program 'Blocks'

'BLOCKS' picturing star personal-


alities and programs featured on CBS-TV appeared in New York Times on June 15. Copy on ad pointed out "This is what we call in television. It's programs, of course." Re-


prints of ad have been distributed to trade.

Talent Show

TOBY DAVID, comedian and disc jockey for CKLW Windsor, teamed up with East Detroit business and frater-


nal organization, in series of talent shows for youthful aspirants to radio or theatrical careers. In final contest, held at East Detroit High School, winners, a bandleader and his acro-


batic team, were given the Toby David Trophy and table model radio from

Like TREES?

Come Nov.-Dec., Montana's Christmas tree harvest alone will top $1 million. Overall, a half-billion feet of lumber are cut annually in Montana. Diverse industry keeps buying high and steady. It's a big reason why high-heeled Montanons led the nation five times in five consecutive bond drives. KGUO’s cover for the fifth drive with the largest per capita buying power. It’s KGVO and CBS for sales in Montana.

The Art Mosby Stations

1 5KW DAY-1 1KW NITE ANACONDA, BUTTE 350KW GREAT FALLS 5KW IN PROGRESS

NABET Gets Mediator

AT the request of NABET, New York State Mediator Stephen C. Davis has entered deadlock ne-


gigation at WNYY Schenectady. Wages, working conditions and holiday pay for ten staff engineers are among the main issues. Old contract was scheduled to expire yesterday (June 20).

NATIVE Gets Mediator

BROADCASTING • Telecasting

600,000 PEOPLE KWKW Pasadena - Los Angeles NATIONAL REP. FORJ & COE.
Disc Jockeys are a crazy lot, as proved by Don Bell of KNRT Des Moines, shown here in a promotion stunt for his latest contest. The "Husbands Are a Sorry Lot" contest was based on the popular Chic Young comic strip, "Blondie." Lasting two weeks, the cleverest-letter feature offered the winner a special 18-week subscription for two at Brown's Grocery, Bozeman, Mont.

**CHAMPIONS P. I. DEALS**

Thwing & Altman Executive Defends Policy

Strong defense for per inquiry campaign was souded last week by Joe Gans, vice president in charge of radio and television at Thwing & Altman, New York, an agency which deals heavily in P.I. business. In a letter to Broadcasting, Mr. Gans set forth the policy of Thwing & Altman on this controversial issue.

Taking issue with a story appearing in Broadcasting June 20, which reported protests have been received from stations about a P.I. campaign submitted by Thwing & Altman on behalf of William H. Wise & Co., Mr. Gans stated that "the amount of favorable replies to our query indicates that more stations are accepting this type of business." He summed up his defense by writing: "If a mutually profitable arrangement, on the basis of productivity, is unethical, then P.I. business is unethical."

Complete text of Mr. Gans' letter follows:

**EDITOR, BROADCASTING:**

I read the subject of P.I. business on local stations has caused a great deal of controversy in the trade, but I was particularly amused by the item which appeared in your issue of June 20 regarding protests about a P.I. campaign submitted by this agency on behalf of William H. Wise Co.

It may be true some stations took "exception" to our proposal. However, the amount of favorable replies to our query indicates that more stations are accepting this type of business.

The William H. Wise Co. is accepted as the largest user of radio time in their field. Wise books are offered to radio audience on an open basis. If the customer does not want the book, he has merely to return it and own nothing. There is never an利用您的 of a single listener, not being fully satisfied. And the price the Wise company pays per order is to be the highest in the field.

I don't think any controversy could be started over the fact that radio stations, regardless of size and location, are interested in productive billing. What greater inducement can a station offer its prospective clients other than its pulling power. Every trade journal contains advertisements promising the pulling power of each station.

If a local station has as much pulling power as it advertises and claims, it is a better way to capitalize on this power than by having an advertiser pay for results produced? If a station can produce P.I. results, their billing is unlimited.

We propose the P.I. deal for our client during the summer months when station billing is usually at its lowest ebb. This mutually advantageous proposal its annual vacation, to advertise and provide profitable business for a station loaded with unapplied time.

Because of the very nature of our client's operation they are wholly dependent upon advertising for success. As a 4A agency with a deep belief in advertising as an equal opportunity to obtain results at a minimum risk during the off season. Some stations with whom we do business tell us for a much greater amount than they normally would obtain from a straight timebuy. This undoubtedly is to its advantage because they've produced the results and are being paid accordingly.

Many factors are contingent upon a successful station operation, and P.I. business should be acceptable. Mail order advertising is a sound test of a station's ability to produce results. An advertiser can only keep advertising when he gets results.

If a mutually profitable arrangement on the basis of productivity is unethical, then P.I. business is unethical.

**GENERAL ELECTRIC Co.,** has announced that its Electronics Dept. will have its annual vacation shutdown from July 1-17 inclusive.

**HERBERT F. MCGAFFEY** has joined engineering department of KFI Los Angeles. He was formerly an engineer at Lockheed Aircraft Corp., Los Angeles.

**CHARLES WHITE,** laboratory worker at WBAP-TV Fort Worth, has announced his marriage.

**CONRAD Inc.,** Glendora, Calif., has announced new 10 and 12 inch television set, trade-named "Television by Conrad," which will be made available to dealers as chassis only. Set was originally designed for television monitoring operations.

**ALLIED RADIO Corp.,** Chicago, has announced new improved model of its "Knight" 20-w high fidelity amplifier. It features wide-range response of + 1 db, 20-20,000 cps, less than 2% distortion at full output, hum 60 db below rated output, and built-in equalized preamplifier for playing records from any variable reluctance or new-type magnetic cartridge.

**ANDREA RADIO Corp.,** Long Island City, N.Y., has introduced five new TV sets.

**WBNS FARMTIME FUTURITY SCHOLARSHIP** — Gear Parkinson, WBNS program director, presenting the 1949 Farmtime Future Scholarships to 18-year-old Beverly Worster of Morrow County. This is the fourth year that WBNS has awarded Ohio State University full scholarships to youths who have made outstanding records in agriculture. It is only natural that this station is vitally interested in agriculture. The WBNS listening area extends over one of the largest farming sections of the state and WBNS programs bring enthusiastic response from the rural listeners of Central Ohio.

**ASK LEROY MORRIS OF HOLIDAY SWEETS ABOUT WBNS RESULTS**

... He will tell you of his 17 years successful experience with advertising on this station. ... First as manager of a Columbus department store and now as head of his own business. He says, "We find that a small business can and does receivetakes results on a minimum expenditure for advertising. Further, we operate in the quality field and find WBNS well adapted to telling our "Quality story." ... Yes, sales in Central Ohio are spelled WBNS.

**COLUMBUS—State capital and the industrial, cultural and business center of Central Ohio.**

**POWER 5000 D +10000 + N CBS**

**ASK JOHN BLAIR**

June 27, 1949 • Page 71
Help Wanted

Managerial

Immediate opening—Commercial manager for established radio station. Must be capable of handling everything from ad sales to engineering. Must be an active advertiser. Strong chance for promotion. Salary plus comm. Send resume including letter and three references. Must have at least two years experience. All replies confidential. Address: Box 585, BROADCASTING.

Southern oilfield daytime desires combination manager-commercial manager who wants to move up to $10,000. Must be self-sufficient, positive, and aggressive. Box 558, BROADCASTING.

Wanted—Alert national representative for established regional outlet in Ohio. Independent, fulltime with powerful FM sidekick program. Same city programmed for two radio stations. In country. Address replies Box 560B, BROADCASTING.

Commercial manager for mid-west 250 watt fulltime independent station. Must have experience in complete station and picture must accompany first letter. Box 553B, BROADCASTING.

Salesmen

Wanted—Salesman, South Georgia station, wants progressive salesman. Spots market, but good opportunity. Good salary for man who can make sales. All inquiries answered. Box 460B, BROADCASTING.

Wanted—Progressive, industrious salesman and sales manager, for new progressive station near West Coast. Full opportunity. Weekly position in half-million market. Will move to coast and he must hustle. Box 1983 BROADCASTING.

Salesmen, Prefer one with program and field experience. No flappers. Good peremptory proposition. General information first letter. Box 540D, BROADCASTING.

Salesmen wanted—Fulltime. Large midwestern market. Box 561B, BROADCASTING.

Experienced salesman—A leading network station. AM and TV, in southern city of one million, desires experienced salesman. Salary and bonus. Complete information, picture and résumé. First letter. Box 538B, BROADCASTING.

Several parttime salesmen for metropolitan New York, New Jersey or West Coast. Oyster Bay, Long Island. City Glen Cove 4-578.

Announcers


Mutual affiliate in highly desirable city needs young experienced announcer capable of handling all types of spots. Moderate starting salary. Opportunity fast advancement. Sustained interest, national co-op. Only those who get own all rights will do. Give pertinent data including references, number desired, and if any, etc. In first letter. William T. Kelley Jr., Box 1388, Albuquerque, New Mexico.

Wanted—An announcer with first class license, new graduate, all details to KKLX, Butte, Montana.

Technical

Immediate position for experienced engineer-announcer. 40 hour week 1 kw. Set. Contact Furuseth, KXOB, Stockton, Minn. Box 506, BROADCASTING.

Production-Advertising, others

Wanted—Experienced copywriter-announcer by western 5000 watt CBS affiliate. Box 440, BROADCASTING.

Help Wanted (Cont’d)

Program director: Experienced news director—Not necessarily a prize winner but industry leader. Desires fellowship, in large market. Salary will be fair and flexible. Box 603B, BROADCASTING.

Assistant, or general manager—Successful midwest manager seeks affiliation with a progressive affiliate plus ten years experience all in progressive management with stable, progressive organization. Box 907B, BROADCASTING.

General manager, commercial manager or both. No hobos, no mirages, good team man, strong on sales, thorough knowledge of entire field. Desires immediate position in small station in highly competitive market, advantage to experienced man. Box 579B, BROADCASTING.

Announcer—Willing, ambitious. Desires more experience. Presently engaged in sports checks. Box 543B, BROADCASTING.

Announcer—Experienced, capable news, network, network connections. Experienced sales, married, age 35. Good references. Box 547B, BROADCASTING.

Announcer—Presently employed 1000 watt NY station. No specialization, keen enthusiasm. Desires emphasis on commercials. North or South. Desires fulltime position. Request Box 545B, BROADCASTING.

Announcer—Experienced. Available immediately. Box 546B, BROADCASTING.

Announcer or program director. 14 years experience—Programming, sales, speaking and news writing. Available for other station, complete information, picture and résumé. First letter. Box 550B, BROADCASTING.

Announcer—Manager: Ten years all phases radio. Good reason desire change. Box 539B, BROADCASTING.

Manager or program director. Radio or television. Presently program director television station drastically curtailed operations. Nine years commercial radio. Administrator with showman-maintains both name and announcer. Young family man. Excellent record. Southeast. Box 585B, BROADCASTING.

Strung on sales, long range, promotional, pro- fessional type. He handles no spots. Must be in black. Have done so for others. At top presently. Want opportunity sales manager, dynamic, witty, ten years network experience, network-independent, assorted types. References. Available for interview California coast state or Box 608B, BROADCASTING.

Salesmen

Experienced air salesman with television training wants position progressive station. Will handle business or southwest. Good references. Also competent announcer. Box 523B, BROADCASTING.

Experienced name and face newscaster. Desires better market. Midwest or East. Box 609B, BROADCASTING.

Salesman-announcer: young personable married man; 2 yrs. college, 3 yrs. professional experience. Desires to enter sales field. Complete undergraduate degree immediately upon request. Box 550B, BROADCASTING.

5 years success in sales. 3 continuous years with 5 kw. B. A. in advertising. Have sales and advertising experience. Excellent references: available any time. Box 916B, BROADCASTING.

Announcers

Announcer—Experienced all phases, strong play-play sports. AM, TV. Will move anywhere. Box 916B, BROADCASTING.


Announcer—Experienced, married man and sales manager, for new progressive station. Desires opportunity to move to Cleveland, Ohio. Fulltime with powerful bookings. High salary and bowling. Box 582B, BROADCASTING.

Announcer—Two years college, single, good appearance, prefers Atlantic Coast. Will announce immediately. Box 513B, BROADCASTING.

Only New England states immediately. Desires opportunity to announce in larger city. Desires to be in new progressive station. Prefer Mid- West. Send references. Box 469B, BROADCASTING.

Announcer—10 years in talk-radio. Desires to get into a progressive operation. Can begin right away. Box 554B, BROADCASTING.

Announcer—Willing, ambitious. Desires more experience. Presently engaged in sports checks. Box 543B, BROADCASTING.


Announcer—Experienced. Presently employed 1000 watt NY station. No specialization, keen enthusiasm. Desires emphasis on commercials. North or South. Desires fulltime position. Request Box 545B, BROADCASTING.

Announcer—Sportscaster. Play-play baseball, staff Box 546B, BROADCASTING.


Announcer—writer-newsman with good background in music and world affairs. Wants work, travel or hometown. For further information write Al Sugar- man, Cypress, Tex. 78051.

University of Florida radio speech graduate desires announcer position. Will play any game or sport, will pay for travel. Box 576B, BROADCASTING.

Technical

Engineer, 16 months experience, first phone, active amateur, 25, married, car. Position in Midwest. Available immediately. Box 540B, BROADCASTING.


Engineer—11 years radio experience, wants position in southwest. Will invest. Family man. Box 411B, BROADCASTING.

Announcer—Butte, Montana. Next move to east. Box 555B, BROADCASTING.

WELCOMEING Thomas Hamilton (I) who joined CBS Network Sales Dept. June 20 as an account executive, is John J. Koral, network's sales manager. Mr. Hamilton has been with ABC, also as an account executive.

CAB OFFICERS
Snelgrove Named President
RALPH SNEGLROVE, CFOS Owen Sound, Ont., was elected president and vice-chairman of the board of directors of Canadian Assn. of Broadcasters, at first board meeting held following annual meeting at St Andrews, N. B. [BROADCASTING, June 20]. William Guild, CJOC Lethbridge, was elected chairman of the board following the annual meeting. This was a two young Canadian broadcasters in their mid-thirties at the helm of the industry.

At CAB board meeting at St Andrews June 17, Clifford Sifton, CKKN, and Gordon Low, KFCN Calgary, were elected to board of trustees.

Place of 1950 annual meeting was decided as Royal Connah's Hotel, Hamilton, Ontario, March 27-30.

WOXF TAKES AIR
Fulltime Outlet on 1340 kc
FORMAL opening of WOXF, new fulltime independent station at Oxford, N. C., was held early this month. Owned and operated by the Oxford Broadcasting Corp., the independent station operates on 1340 kc with 250 w. Prominent citizens participated in the June 6 opening, WOXF reports.

Jimmy Childress, formerly with WKTC North Wilkesboro, N. C., as manager of its Elkin, N. C., station, is manager of WOXF. Other staff members include D. K. Walker, commercial manager; Hart Cull, program director; Johnny Morris, Jim Mahoney and Bill Blalock, announcers; John Parham, traffic manager; Emily Nicholson, continuity director, and Mrs. Durward Hight, receptionist and bookkeeper.

DIVIDEND of 10c per share to be paid Thursday (June 30) to shareholders.

DECCA RECORDS Inc., New York, declared regular quarterly dividend of 2 1/4 on capital stock payable June 30, to stockholders of record June 16.

BROADCASTING • Telecasting

On All Accounts
(Continued from page 12)
ganized, rehearsed and sent overseas more than 200 all-soldier shows, including "This Is the Army."
After separation from the Army in June 1946, by which time he had risen to the rank of colonel, he decided to take it easy for a while, before resuming civilian life. Then he moved back to the family home in Richfield, Utah, where he was born May 19, 1909, and first went to California at seven.

For Sale
FOR SALE
1. Triumon H. 300 foot, self-feeding, will tolerate. Will trade for 10. 50 foot, or a TV or antenna. Brand new, never reeled. Complete in every detail with A. D. Building, box 152, St. Louis, Mo.
2. GR BY-7 4A 250 watt IF transmitter, good bench, complete with two end of tubes. $50.
3. GR HY-8 165 watt FM, excellent, 1000 hours, $30.

Prestige/Relax model TV-4, $30.00
Dual record player set, $20.00.

4. Dual record player set complete with record, 45s, 78s, 10, 11a, and 11b tubes-very clean. $10.00.
5. 200 watt tubes, battery. $1.00.

If interested, write, complete with good condition-410.

6. 425 watt tubes, complete with tubes and relay power supply, used in good condition.

7. RCA Victor record player, 36 volt battery, $10.00.

8. RCA Victor record player, 25 volt battery, $10.00.


10. Professional microphone, $15.00.

11. All prices quoted FOB.

WHHH
2nd Nat'l Bank Bldg, Warren, Ohio

NEPAPER OWNED STATION
One kw daytime-3 kw FM in one of largest downstate Illinois industrial and agricultural markets. Owners must devote full time to newspapers. Only station, best opportunity for resident management. This is not a distress property. Price $100,000.00. Write Box 857B, BROADCASTING.

THE Fred A. Palmer CO.
Columbus, Ohio
Radio Consultants
on Management and Operation
(20 years experience)

SALES CAMPAIGNS
SALES TRAINING
SALES PROMOTION
Post Office—Box 108, Worthington, Ohio
Telephone—Worthington 2-7346

BROADCASTING • Telecasting

ILL. SEMINAR
World Educators to Attend

LEADERS in educational broadcasting from the U. S. and five foreign countries are scheduled to attend the seminar on educational radio which opens today (Monday) at the U. of Illinois. Sponsored by the U. of Illinois Foundation, with Wilbur Schramm, director of the Institute of Communications Research at Illinois, as general director, the seminar will run through July 9, the U. of Illinois announced last week.

Scheduled to participate, in addition to those previously announced [BROADCASTING, June 5], are:


From Denmark—Jeppe Hafsten, general manager, Danish Broadcasting Corp.; Bjarne Thomsen, general manager, KVIB U. of Copenhagen, Denmark; and Mogens K. Eriksen, general manager, KNRU, Copenhagen, Denmark.

From Japan—Kenji Takayama, director, Radio Toyko; Kenzo Sato, general manager, B.B.C. Radio Toyko; Michio Yoshida, chief Engineer, B.B.C.; Tadashi Sato, chief Engineer, B.B.C.; Masao Kato, chief Engineer, B.B.C.; and Minoru Kato, chief Engineer, B.B.C.

From Great Britain—V. J. Blalock, director, Radio Columbia Broadcasting System; Birthday Hall, chief Engineer, B.B.C. Radio Columbia; and M. S. McVey, chief Engineer, B.B.C.

From Canada—R. H. McRae, chief Engineer, B.C. Radio; and M. S. McVey, chief Engineer, B.B.C.

From India—G. R. B. Lakani, chief Engineer, All India Radio; and G. R. B. Lakani, chief Engineer, B.B.C.

From the Philippines—Luis Magno, chief Engineer, B.B.C.; and G. R. B. Lakani, chief Engineer, B.B.C.

From the Netherlands—J. M. M. van der Heijden, chief Engineer, B.B.C.; and J. M. M. van der Heijden, chief Engineer, B.B.C.

From France—R. H. McRae, chief Engineer, Radio Columbia; and M. S. McVey, chief Engineer, B.B.C.

From Canada—J. B. McRae, chief Engineer, Radio Columbia; and J. B. McRae, chief Engineer, B.B.C.
June 21 Decisions...

BY THE SECRETARY

Granted license for new TV station - stations (continued from page 88)

THE BROADCASTER

286 West 40th St., New York, N. Y.


American Colonial Bstg. Corp., for new TV station at Providence, R.I. - Granted mod. CP for extension of completion date to April 1, 1952, to allow time for final license.

KLEE-TV Roosevelt, Tex. - Granted interim license to commence operation.

IV) Philadelphia - Granted license for new standard station 1540 kc.

WKMO-AFM-FM Kokomo, Ind. and W Wp, Inc., for new TV station at Kokomo, Ind. - Granted request for Kokomo Bstg. Corp., for new TV station, for new license for WVIII-TV.

 licences to four radio stations.

W LWP New Albany, Ind. - Granted license for new AM station 1570 kc.

W H A Cellular, totextures on temp. period June 17 to May 1, 1952, KA-AM, KA-AM, Oregan Publishing Co., Area, Portland, Ore. - Call letters formerly KETY and KEIZ respectively.

Scippis-Howard Radio Inc., Area, Detroit Mich., to request for new TV station - Granted license for new AM station 640 kc.

Modesto, Calif. -1284. - Granted for "I'm about to change, to June 12, 1952."

W ALEX, Rockville, Md. - Granted new remote pickup for new TV station.


WJLB-FM Panama, Fla., to new AM station 1480 kc. - Granted for new AM station.

WGBY Freightliner, Cath. Same. - Granted new remote pickup for new FM station.


WVII-AM-FM, Rockville, Md. - Granted license for new AM station.

W BRY-FM American Republic Inc., Waterbury Conn. Same. - Granted license for new AM station.


WBFF-FM Virginia-Grant Inc., Richmond, Va. - Granted new remote pickup for new AM station.

W JFM-AM-FM Mem. Mgr., Area, Mississippi - Granted license for new AM station.

WLEA-AM-FM Merced, Calif. - Granted license for new AM station.

W C J-AM-FM, Rockville, Md. - Granted license for new AM station.

WPTO-FM Page, N. Y. - Granted license for new AM station.

AM-1410 kc. - Granted license for new AM station.

KXFD-FM Nampa, Idaho - Granted renewal for period ending Dec. 1, 1951, to allow time for exploration of area.

June 22 Decisions...

BY COMMISSION EN BANC

KFZD-FM Nampa, Idaho. - Granted renewal for period ending May 1, 1952.

June 23 Decisions...

BY COMMISSION EN BANC

AM-1350 kc. - Granted license.

American Colonial Bstg. Corp., for new TV station in Yoakum, Tex. - Granted license for new TV station.

WJMJ-AM-FM, Rockville, Md. - Granted license for new AM station.

KXFD-FM Nampa, Idaho - Granted renewal for period ending Dec. 1, 1951, to allow time for exploration of area.

WJMJ-AM-FM, Rockville, Md. - Granted license for new AM station.

American Colonial Bstg. Corp., for new TV station in Yoakum, Tex. - Granted license for new TV station.

WJMJ-AM-FM, Rockville, Md. - Granted license for new AM station.

WJMJ-AM-FM, Rockville, Md. - Granted license for new AM station.

Mike Talks Back

Radio's first "talking mike" is one of WSM Nashville's secrets in reporting an incident of utter confusion during a recent rehearsal. Rod Brasfield, comic star of WSM and the President of the Alabama-BNG, Ole Opy, was the victim of this radio robot. After going through a rehearsal of his routine, Brasfield was left for laughter. Before he could begin the next gag, a small voice issued from the microphone with "I'm in, Brasfield, snap it up will you." The cast collapsed with laughter as words continued to pour from the mike. Order was restored, the station reports, after it was discovered that WSM engineers, Jack Hopkins and Elmer Alley, had rigged a two-inch loud speaker in a standard mike.

New England Exclusive Market Station

Located in one of New England's most desirable medium sized markets. This fulltime facility is well established, dominates its area and operating profitably under non-resident ownership.

This situation presents for someone a fine opportunity for expansion and an important increase in gross and net. Realistically priced—$85,000.00. Financing arranged.

CONTACT THE NEAREST OFFICE OF THE EXCLUSIVE REPRESENTATIVES BLACKBURN-HAMILTON COMPANY, INC.

MEDIAX BROKERS

WASHINGTON D. C.:
James W. Blackburn
711 Construction Bldg
Washington, D. C.
Russ Bldg. 28 Central

SAN FRANCISCO:
Ray V. Stallman
747 Market St.

BOSTON:
Eskrob, C. S.
1354 Central

(Continued on page 76)
SPORTS RATE

Protected by Minnesotans

HIGH rates charged by the U. of Minnesota for rights to broadcast sports events were protested last week by the board of the Minnesota Assn. of Broadcasters, headed by C. T. Meagher, KYSS, Mankato, Minn. The university charges twice the highest daytime hourly rate.

Articles of incorporation for the state association were completed, with a meeting scheduled Sept. 21 adjacent to the NAB District 11 meeting. Mr. Meagher is District 11 director. The meeting will be held at the Radisson Hotel. Other association officers are C. T. (Swanee) Hagan, WLOL Minneapolis, vice president; Melvin Drake, WDGY Minneapolis, secretary-treasurer.

FARMERS

Prefer WIBW because we've served their interests for 24 years. WIBW is the farm station for Kansas and adjoining states.
MERGER

Two Columbus, Ga., Stations Join Forces as WGBA

ANOTHER sign of a trend toward station consolidation in highly competitive markets was seen last week in Columbus, Ga.

In this city of approximately 75,000, the Ledger-Enquirer newspapers bought fulltime WSAF, a Mutual outlet, for $199,000 and propose upon the completion of negotiations for a new license for WGBA, an independent daytime.

The number of AM stations in Columbus would thus drop from four to three.

Though the sale was not attributed to economic conditions and the newspapers had long been interested in acquiring a fulltime AM station, the decision was significant that they apparently plan no effort to sell their present station.

Instead, they propose to relinquish the WGBA license and operate WSAF's facilities 1460 kw with 1 kw, directionalized—using the WGBA call letters and WSAF's McCurdy-Stevens equipment—on 620 kw with 1 kw, daytime.

Sporadic sales had not been completed but that presumably the two stations' facilities, FCC and court documents, would remain merged insofar as practicable. The transfer is subject to customary FCC approval. Appropriate applications will be filed shortly through the office of Dempsey & Koplovitz, Washington counsel for WGBA. Blackburn-Hamilton Co., radio brokerage firm, has been instruments for the sale.

The purchase came on the heels of WMOB Mobile's cessation of operations the week before, but authorities drew a distinction between the two cases.

WMOB's closing, it was pointed out, was ascribed to continued operating losses caused by rising production costs and union demands for wage increases in operation, June 20). In the case of WSAF the sale was attributed to demands made to the time and financial arrangements for the sale, which are expected to be completed by the beginning of August.

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It was explained that President William K. Jenkins, prominent theatre manager and owner of 60% of WSAF, considers it vital that he concentrate more time upon his theatre interests in view of the theatre-diverse's being undertaken by Paramount Pictures, with which he is associated. Willis J. Davis, 20% owner, also is associated with the theatre enterprises.

The remaining 20% is held by Edvin Mullinax, WSAF vice president and general manager.

Mr. Jenkins also has minority interests in WSIV Savannah (about 20%) and WLAG LaGrange (16.8%). Mr. Mullinax is general and commercial manager of WLAG.

The $109,000 purchase price, authorities said, represents the owners' investment in the station. WSAF has been on the air since Jan. 14, 1948.

WGBA, like WSAF, is a postwar station. It went on the air Oct. 4, 1947, and was preceded in operation by its FM affiliate, WGBA-FM, which was established December 1946. It is licensed to Georgia-Alabama Broadcasting Co., which is under common ownership with the Ledger and Enquirer publishing company; Mr. and Mrs. R. Ashworth, 33 1/3%; Mr. and Mrs. W. H. Chapman, 33 1/3%; and W. E. Page and R. E. Page, 16 2/3% each. Mr. Walter Windor is manager of WGBA.

The other Columbus AM stations are older. WBRL, a CBS affiliate on 1420 kw with 5 kw, operating since 1926, WDAS, ABC affiliate on 1340 kw with 250 w, started in 1943.

Unlike WMOB, which went off the air June 14, WSAF is continuining operation pending FCC approval of the transfer. This is necessary since WGBA proposes to take over WSAF's operating assignments. However, it is believed that this case involved only the sale of physical assets (to the Press-Register's WABB Mobile for $150,000) and the license itself was to be returned to the Commission.

Meanwhile, tightening times were reflected in an application filed with FCC seeking approval of the sale of KPIK San Luis Obispo, Calif. The station is losing money at the rate of $2,500 a month and will have to cease operations if the transfer is not approved, FCC was told (details, this page).

A week before, the owners of WTWS Clearfield, Pa., turned in their license, explaining they did not consider it feasible to continue operations [Broadcasting, June 20]. That lifted to 18 the number of AM authorizations which have been deleted since the first of the year, according to FCC reports.

STATION SALES

FCC Orders Hearings for 3

Hearings were ordered by FCC last week in three station sales. Outlets involved were WTRR Sandford, Fla.; WCMW-AM-FM Can- ton, Ohio, and KPIK Del Rio, Tex.

No dates were set by the Commission for the investigations and the issues in the proceedings were not announced.

WTRR seeks approval to sell by James S. Rivers to Myron A. Beck for $50,000. Mr. Rivers wishes to devote fulltime to his other station, WM/J Cordele, Ga. Mr. Beck with Homer D. Morrow at one time had received FCC permission to purchase WWLX Peoria, Ill., but the deal was consummated [Broadcasting, Dec. 20, 1948].

WCMW requests approval for transfer of control from five of 10 stockholders for $35,800 to S. L. Hoffman, advertising agency owner, and K. B. Cope, attorney [Broadcasting, Jan. 5].

The KD/KL case involves assignment of license to new firm composed of three of four original partners. Thomas O. Mathews, who withdraws to re-enter Army while James A. Clements, Richard J. Higgins and Joe H. Torbett continue as partners, not to. Mr. Mathews' one-quarter interest is sold for $750 plus assumption of certain obligations [Broadcasting, Jan 31].
RAYTHEON GETS EXTENSION OF BOSTON TV PROJECT
RAYTHEON MFG. Co.'s WRTB (TV) Wal- tham, Mass., won recommended extension of completion date Friday in initial decision by FCC last week. Executives of Raytheon, although firm was taken on several points for protracted delay. WRTB would have to be ready for commercial operation in 90 days after grant by FCC of bid to move site to Medford, Mass.

In recommending renewal, report cited program plans to serve large Boston area and talk only two TV channels other than one, there. Raytheon would complete station whether or not proposed CBS purchase was granted, decision said [Broadcasting, Feb. 17]. WRTB is assigned Channel 2 (16-96 mc).

STEINEN FM DISMISSALS
FM APPLICATIONS OF WKBO Harrisburg, WORC York, and WRW and WRN, three of six Steinem stations, dismissed Friday by FCC on applicants' petition. FCC refused to dismiss "without prejudice." Proposed decision was issued years ago to grant WKBO's FM bid but deny WORC's and WRW's on duopoly grounds. Steinem's WGAL Lancaster, WDEL Wilmington, and WREST Easton have FM affiliates in operation.

TWO CAPITAL FM GRANTS
FINAL TWO of total 12 Class B FM channels allocated to Washington granted Friday by FCC to existing Class A outlets. WRL- FM Arlington, Va., won Class B Channel 286 (106.1 mc), relinquished by WTOP Washington in acquisition of WINX-FM, while Montgomery FM Broadcasting Corp., Silver Spring, Md., won Channel 289 (105.9 mc).

FOUR TV APPLICATIONS
TEXAS group filed Friday for three new TV stations. Partnerships of James B. Cheek, Wad B. Downs, M. F. Foosehee, Virgil A. Harlow, Winnie Welchon and Dave C., three wards, seek Channel 11 (192-204 mc) in Abilene, Channel 7 (174-180 mc) at Midland and Channel 8 (180-186 mc) at San Angelo. Head of the Lakes Broadcasting Co., owner several stations and WB&G Duluth, Minn., Friday filed for Channel 3 (60-66 mc) there.

SHARE-TIME BAN DROPPED
FCC announced Friday it had abandoned its proposal to ban licensing of additional share-time or specified hours stations [Broadcasting, April 18]. Move attributed to opposition registered by industry.

ORANGE, VA., AM GRANT
NEW AM grant to James Madison Broadcasting Corp. for 250 w fulltime on 1340 kc at Orange, Va., made final by FCC Friday [Broadcasting, May 18].

NAB PROGRAM CLINIC OPENS
ATTENDANCE of 300 indicated at first NAB Program Clinic opening today (Monday) on downtown Chicago air wave at WLS, Chi- cago. Three-day meeting includes shirt-sleeve agenda covering news, sales, agency cooperation; working with representatives; improving programs; use of music and copyright services; national and regional topics, and related topics. Advance registration includes many top management executives along with program directors and others interested in this phase of station-network operation.

SALES SUBJECTS TO FEATURE NAB DISTRICT MEETINGS
SALES topics should dominate NAB district meetings this fall, in opinion of NAB Sales Managers Executive Committee which closed two-day Board meeting Friday (early story page 25). Special types of salable programs should be included in discussions, committee felt.

Continuation of TV subcommittee with enlarged membership was voted by SMEC. Named chairman was Eugene S. Thomas, WOIC (TV) Washington, with networks and representa- tives to be included. Gordon Gray, WIP Philadelphia, named chairman of All-Radio Presentation Subcommittee, which also includes Mr. Thomas and Simon R. Goldman, WJTN Jamestown, N. Y. Mr. Goldman head of MetroSub Committee, with two more to be named. Arthur Gerbel Jr., KJZ Seattle, heads Retail Advertising Subcommittee, with Mr. Goldman and Peter Schloss, WWSW Pittsburgh, as members. John M. Outlaw, WSB Atlanta, is chairman of Sales Practice Subcommittee, with Messrs. Gerbel and Schloss as members.

Continued study of TV sales practices, rate cards and contract forms voted by SMEC.

NABET THREATENS SUIT TO RECOVER RECORDS
FIGHT between NABET and group that broke away under name Technical Employees Development Association opened Friday when NABET demanded accounts in possession of TEU of- ficers. Accounts belonged to Hudson Chapter of NABET made up of engineers at WOR New York. TEF was formed by engineers dissatis- fied because NABET did not adopt All-Radio Subcommittee, which also included Gordon Gray, WOIC (TV) Pittsburgh, and Thomas, WOIC (TV) New York.

Continued study of TV sales practices, rate cards and contract forms voted by SMEC.

AVCO NET SALES UP
INCREASE in net sales in first half of 1949 over same period last year and decrease in net loss reported by AVCO Mfg. Corp. Net sales for six months of 1949 were $71,054,898, compared with $62,257,080 year ago. Net income after taxes was $2,566,660, equal to 5 cents per share. Consolidated net income for the first half of 1948 was $3,141,607 or 43 cents per share.

TOP TELE RATINGS FOR MAY
MAY 1949 first fifteen Hooper Network Tele- ratings (TV home bases estimated) are: Texaco Star Theatre (54 NBC TV cities), 74.4; General Electric Theater (NBC), 73.5; The Goldbergs (1 CBS TV cities), 60.2; ToTell the Truth (DuMont NBC TV), 54.1, and Theatre Guild (DuMont NBC TV), 51.5. Most popular of Sports (13 NBC TV cities), 48.1. Fred Waring (54 CBS TV cities, 41.8; Suspense (9 CBS TV cities), 41.3; American Bandstand (DuMont NBC TV), 39.6; Broadway Revue (DuMont NBC TV), 38.1; and The Show of Shows (DuMont NBC TV), 38.0. Most popular of Variety shows (13 NBC TV cities), 35.1; Your Show Time (28 NBC TV cities), 34.8; Amos 'n' Andy (DuMont NBC TV), 33.8; and Stop the Music (9 ABC TV cities), 33.2; Colgate Theatre (14 NBC TV cities), 31.3.

ASCAP TV ACCORD SEEN
HOPE of early agreement on industry-licenses brightened as network representatives continued negotiations with copyright group last week. Robert P. Myers, NFC, chairman of NAB music negotiating group, said recent progress was encouraging. ASCAP and temporary TV licenses extended another month to Aug. 1. Fred E. Ahlert, ASCAP president, said it was his "earnest belief" that negotiations will be concluded before Aug. 1.

DAYTIME SCHEDULE CUT
WCBS-TV New York abandoning daytime tele- vision, except baseball, for rest of summer. Station will have schedule at noon. Until fall, operations will begin at 5:15 p.m., save for afternoon baseball telecasts.

IBEW WINS TWO BALLOTS
IBEW received 3-1 decision in WQW Washing- ton technician election, according to NLRB. IBEW also named to represent WOV New York at recent election, NLRB found.
Are you wondering what Mr. & Mrs. America really think of your product? Your package? Your price?

The easiest way to find out is through a test in WLW-land . . . proving ground for America.

Here is a true cross-section of our country—a mirror of America. And WLW is thoroughly equipped to help you study this market of nearly fourteen million people. It has the manpower to do the job, the "know-how" peculiar to this vast territory that embraces parts of seven states. It can ease the way in gaining distribution — winning dealer cooperation—getting consumer reactions.

Yes, The Nation's Station has found that advertising alone rarely supplies all the answers to sales problems. That's why WLW's service to advertisers often goes far beyond merely providing time-on-the-air.

If you have a sales problem, talk it over first with The Nation's Most Merchandise-Able Station. And when you've learned what will work in WLW-land, you'll have a good idea what will work throughout America.

<table>
<thead>
<tr>
<th>INCLUDED IN WLW's SERVICE FACILITIES . . .</th>
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<tbody>
<tr>
<td>People's Advisory Council to determine program preference and for general consumer market studies.</td>
</tr>
<tr>
<td>Consumer's Foundation to determine consumer reaction on products and packaging.</td>
</tr>
<tr>
<td>Merchandising Departments to stimulate dealer cooperation, check distribution, report attitudes, etc.</td>
</tr>
<tr>
<td>Test Stores to check potential buying responses, effectiveness of new packaging, displays, etc.</td>
</tr>
<tr>
<td>Buy Way monthly merchandising newspaper for retailers and wholesalers.</td>
</tr>
</tbody>
</table>
**Programming for the Missus**

WGN has long prided itself on its variety of high caliber program entertainment... whether morning, afternoon or night.

Recently, the adjoining column appeared in a Chicago independent newspaper... a testimonial to WGN's program variety for the missus' of the Middle West.

But whether you want to reach the missus, the mister, or the small fry with your advertising message... WGN can do the job for you. Let us design the program that will give you the best results.

And REMEMBER... when you buy... always make your best buy WGN!

*Chicago Daily News—Sam Lesner's Column

More people listen to WGN each week than any other Chicago station

A Clear Channel Station... Serving the Middle West

Chicago 11
Illinois
50,000 Watts
720
On Your Dial

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