Be sure! When selling in any of the seven markets covered by Fort Industry Stations - insist on the local Fort Industry Station - take advantage of the guaranteed alert, aggressive programming that delivers listening prospects in Detroit, Toledo, Lima, Wheeling, Atlanta, Miami, Fairmont. See your Katz -- that's K-A-T-Z
-- Katz man today!
When the tuning knob came off Mrs. A. L. Rinehart's radio set, the Kokomo, Indiana woman took her pliers and set the dial on WLS, where it stayed till she had it fixed weeks later.

"MY DIAL IS ALWAYS ON 890"

"But I might as well have saved my money," Mrs. Rinehart reports. "My dial is always on 890 anyway."

WLS programs have been Rinehart family favorites for a quarter century—in a close relationship that typifies the WLS story—a radio station fitting its programs right into the pattern of everyday living—providing a combination of service and entertainment that has built a deep-rooted listening loyalty in the thousands and millions of "Mrs. Rineharts" all over the Middlewest—folks who never need the tuning knob so long as the dial is on the WLS spot!

WRITE FOR THE FACTS

For details about WLS' complete service to its listeners—and the amazing results this brings to advertisers in a four-state marketplace in and around Chicago—please write today to "Sales Manager, WLS, 1230 Washington Boulevard, Chicago 7, Illinois."

A Clear Channel Station

890 Kilocycles - 50,000 Watts - ABC Affiliate
Represented by John Blair and Co.
Aprons, books, bricks, chicks, candy...
macaroni, banking services, door chimes...
these are but a few of the
tremendous variety of goods and services
sold effectively and economically
through local programs and spot campaigns
on Westinghouse stations!

But that's only half the story.
With NBC programs at Pittsburgh,
Boston, Springfield, and Philadelphia—and
ABC programs at Fort Wayne and Portland, Ore.—
these Westinghouse stations
draw capacity audiences in
the New England area (WBZ and WBZA)
the Middle Atlantic area (KYW)
the Pittsburgh tri-state area (KDKA)
the Fort Wayne sector of the Midwest (WOWO)
and Portland and the Pacific Northwest (KEX).

These six stations show results!
For proof (including records of sales
in more than half the nation's states)
see Free & Peters.
Establishments. Illegal?

Page 38:

Ralph Hardy to Head NAB Audio Division

Ralph W. Hardy, assistant manager KSL Salt Lake City, named by NAB President Justin Miller Friday to head newly created Audio Division of NAB. He will be assisted by Arthur Stringer, director of division's FM section.

Mr. Hardy will report Sept. 1, one month after advent of new branch set up as part of NAB reorganization [Broadcasting, July 18]. Understood he will assume post on indefinite leave from KSL 50,000 w CBS affiliate owned by Latter-Day Saints Church.

President Miller said appointee "has been my first choice for directorship of the challenging Audio Division post. He has demonstrated the qualities of leadership, a talent for public speaking, and a broad understanding of, and sympathy for, the American system of broadcasting. I am...grateful to KSL's management for making him available."

Mr. Hardy, born in 1916, has held various positions since he joined KSL staff in 1937 as announcer and continuity writer. Successively he became continuity editor, producer, account executive, traffic manager, program director. In 1945 he was appointed executive assistant and director of KSL public affairs. For past two years he has been chairman of NAB's Committee on Educational Standards.

WBKB Union Talks Nearing Completion

WBKB (TV) Chicago, Balaban & Katz station, reported Friday to be completing jurisdictional negotiations with IBEW and IATSE. Dispute originated more than a month ago when unions demanded eight men on duty during operation of station's Paramount Teletransmitter. Station claimed only two men were needed; it was understood.

Settlement reputedly provides for projectionist and film processor, both from IATSE, and a third man on duty. He would be member of IBEW, and reportedly has union authorization for switching membership to IATSE, giving latter complete jurisdiction over teletransmission operations. In exchange, IBEW said to get one-year contract from WBKB for 27 engineers. Station previously had only working agreement with unions. Additional dispute may erupt locally from National Ass'n of Broadcast Engineers and Technicians, which may claim engineering authority.

Business Briefly

Standard Oil Sponsors

Standard Oil Co. of Indiana contracted for AM broadcasts this fall of all regular-season football games of Universities of Colorado, Iowa, Michigan, Minnesota and Nebraska, and Chicago Bears in professional National League. Stations carrying games: KOA Denver, WHO Des Moines, WJR Detroit, KFAB Omaha, KOLT Scottsfild, Neb., KANS Wichita, WCCO Minneapolis and WIND Chicago. Firm also will sponsor telecasting of U. of Minnesota home games on KSTP-TV Minneapolis.

RESUMES CBS SHOW

Campbell Soup Co., Camden, N.J., Aug. 29 resumes Chub 15 on CBS, Monday-Friday 7:30-7:45 p.m., after eight-week hiatus. Dick Haymes takes over as singing m.c. Agency, Ward Wheelock, N.Y.

Buys Grid Game


Raleigh Show


Peerless Names Chernow


L&M for Esquire

Esquire Inc., Chicago and New York (publisher of Esquire, Coronet and Apparel Arts magazines), names Lennen & Mitchell, New York, to handle advertising effectively immediately. Radio will be used.

NEW CBS Color Tests

CBS COLOR TV test requested and approved at FCC Friday involving WCBS-TV New York and collection of color data for Commission's Aug. 29 TV hearing [Broadcasting, July 18]. Thirty-day test begins today (Monday) with WCBS-TV, during regular non-program period, transmitting TV pictures using non-standard frame frequencies, field frequencies and scanning lines. Test also to determine capacity of equipment to operate with national transmission standards. (For other color experiments see page 40.)

Broadcasting • Telecasting
This Is Why
KRLD
Is Your Best Buy

Home Folks Know Best

Here is a Partial List of Local and Regional Advertisers who have used
KRLD CONSISTENTLY
For 5 to 10 or More Years and Found It Profitable!

Ben Morris Jewelry Co.
Burleson Honey Co.
Babcock Bros. Auto Supply Store
Mrs. Baird's Bread Co.
Dallas Ft. Worth Brewing Company
Bond Clothes (Dallas Store)
Cabell's Ice Cream & Dairy Shops
Wm. Cameron & Company
Crazy Crystals Co.
Dallas Plumbing Company
Dallas Federal Savings & Loan
First National Bank
Great National Life Ins. Company
Texas Power & Light Company

Magnolia Petroleum Company
Southwestern Greyhound
Home Furniture Company
Humble Oil & Refining Company
Helsum Bread Co.
Ideal Laundry
Jax Beer
Linz Jewellist
Lone Star Gas Co.
Main Optical Company
Mehr Chevrolet Company
Oriental Laundry
Padgett Brothers
Parisian Fur Company

Rick Furniture Company
American Beauty Flour
Skilern Drug Co.
Sears & Roebuck Retail Stores
Seven-Eleven Stores
Texas Textile Mills
White Swann—Waples Platter Co.
Williamson-Dickie Manufacturing Co.
Zenith-Cleaners & Launderers

KRLD
The TIMES HERALD Station
BMB DAY 692,670
NIGHT 842,560

KRLD-TV
Now Under Construction

The Branham Company
Exclusive Representatives
50,000 WATTS DAY & NIGHT
WE QUOTE WITH PRIDE—
"This is the first year that we
have been able to meet the
Demands of all the farmers who
called on us. Approximately
1,600 persons reported for work
who had heard the announce-
ment on WIP."

Pennsylvania State
Employment Service—
United States Employment
Service

Example #16

BROADCASTING

The Fifth Estate. Broadcast Advertising was acquired
in 1931 and Broadcast Reporter in
1933.

Reg. U. S. Patent Office
Copyright 1949 by Broadcasting Publications, Inc.
Subscription Price: $7.00 Per Year, 25c Per Copy

Broadcasting, Telerecasting
KXEL makes more personal contacts throughout Northeast Iowa—radius 110 miles from transmitter—than any other Iowa station. The boss and all the crew are out in the field "hittin' the ball." Proof of KXEL’s unmatched acceptance and selling power is in the 458 new accounts—just signed within a four weeks period. These merchants appreciate KXEL personalized service—know their advertising dollar will produce selling results when they use the facilities of Iowa’s most powerful ABC outlet.

If you represent a national advertiser see your Avery-Knodel representative. Call him now or contact KXEL.

KXEL 50,000 WATTS ABC

JOSH HIGGINS BROADCASTING COMPANY
WATERLOO, IOWA

ABC Outlet for Waterloo, Cedar Rapids and all Northeast Iowa

July 25, 1949 • Page 7
Going...GOING!

TO THE MAN WHO WANTS TO REACH THE GREATEST AUDIENCE IN THE RICH CENTRAL NEW YORK MARKET

...and they'll be GONE IF YOU DON'T ACT FAST!

This Fall, CBS presents, over WFBL, the greatest line-up of top-talent shows ever offered by any network. The newcomers shown above are just a part of this great listener-building schedule. If you have spots before your eyes, make sure they're WFBL spots . . . spots that are highest in Hooperatings and sales results. So get your order in early before the many choice spots—day and night—are all gone.

We'll be glad to show you the list of availabilities. Just Call

FREE & PETERS, INC.
Exclusive National Representatives

WFBL
IN SYRACUSE . . . THE NO. 1 STATION WITH THE TOP SHARE OF AUDIENCE MORNING, AFTERNOON OR EVENING

New Business

GAZE-ALL Corp., Chicago (automotive polishes), names Deuss-Gordon, same city, as agency. Firm plans to use spot radio in about 12 Midwest markets, with more as distribution increases. Schedule will start in near future. Marvin Gordon, vice president, is account executive.


HOME PRODUCTS INTERNATIONAL, wholly-owned subsidiary of American Home Products Corp., New York, names Poole, Cone & Beling international to handle Boyle-Midway and Foods division in Latin America. Products of Home Products Int. include Clapps Baby Foods, 3-in-1 Oil and Black Flag insecticides.

EISEN-HART Co., Los Angeles (creative home builder), starts half-hour weekly My Home on KFI-TV Los Angeles for 6 weeks. Account placed direct.

WYLÉ & Co., Chicago (bulletin cubes, package soups, dehydrated vegetables), names Earle Ludgin & Co., same city, to handle its advertising. Media plans expected to be completed within two weeks, according to Account Executive Joseph H. Caro.

GENERAL FOODS Co., New York (Maxwell House coffee), will sponsor Menu on WGN-TV Chicago for 52 weeks from Aug. 6 on Friday, 7 to 7:30 p.m. (CDT). Agency: Benton & Bowles, New York.

SPARKLETT'S Drinking Water Corp., Los Angeles (distilled water), start 15 week spot campaign on five Los Angeles area stations. Spots to run five days weekly, totaling 2 a week each on KFCA and KFVD; 30 a week on KFDB and KIEV Glendale; 10 on KMPC. Agency: Robert F. Dennis Inc., Los Angeles.

WALKER MOTORS, Detroit Hudson dealer, contracts with WXYZ-TV (ABC) Detroit to sponsor Wednesday night wrestling matches from Chicago's Rainbow Arena starting July 20. Agency: Clark & Rickerd, Detroit.

REGULAR CARD RATES
KOMO Questionnaire Deters Time Chislers

TO INTERCEPT time-chislers, and also to help secure for radio its rightful share of the advertising promotion dollar, KOMO Seattle has devised a questionnaire which is presented to all persons and organizations requesting time "in the public interest."

There is no attempt to curtail the allocation of free time on KOMO for enterprises engaged in legitimate public service projects, according to Richard E. Green, KOMO manager of national sales and sales service. Such efforts as the fund-raising campaigns of the Community Chest and Red Cross, safety-education messages of the Safety Council, and all other general non-profit community activities, will continue to receive time in accordance with the station's policy of furthering community welfare, he explained. Rather, the questionnaire is designed to spot those organizations which use paid space in other media but expect radio coverage to be free.

Procedure is to ask each organization requesting free time to fill out the one-page questionnaire before any time is allocated or program format discussed. In the few weeks the new plan has been in effect, the use of the questionnaire has not brought the station any new revenue in the form of commercial time sales, but it has disclosed that several requests for free time were not valid by KOMO standards, in that the organizations involved were planning to spend their limited promotion budgets on newspaper, outdoor or car card advertising.

In the long run, the chief advantage is expected to be that the pressure on the station for "public interest" time will be reduced, thereby enabling KOMO to do a useful job for those groups which merit free time. Another objective is to gain increased recognition for radio as a paid advertising medium.

Idea originated with KOMO's George Dean, public relations representative, and Ray Baker, commercial manager. Copies of the questionnaire have been made available to other Seattle stations.

Headed "Application for Public Interest Programs," the questionnaire asks the name of the apply-

(Continued on page 72)
With a city population of 209,000, third largest in New England, retail stores in Industrial Worcester in 1948 profited from a total effective buying income of $311,587,000. Earnings of Worcester’s 57,600 families showed a per family gain of $105 over 1947 — topped the national average by approximately $900 per family — and exceeded the New England average by $500.

Get your share of total retail sales in Central New England, a major, ever-active, and prosperous market, by teaming with WTAG — the vital link to a predominantly one station audience. WTAG has more listeners than all other Worcester stations combined.

Source: All figures Copyright 1949, Sales Management Survey of Buying Power; further reproduction not licensed.
Feature of the Week

A SINCERE interest in helping a needy family, plus an unexpected turn of events and good showmanship recently garnered a great deal of local and national publicity for WDSU New Orleans. The idea also led to one of the most heart rending, spontaneous interviews ever recorded on wire.

It all began when WDSU, in cooperation with a furniture merchant and apartment house, launched its Tenant Wanted project. Designed as a mail pull, the program offered a rent-free “Dream” apartment and $1,800 worth of new furniture to a worthy family that needed a home.

The contest was conducted by Dick Bruce on his record show. Judging was based on the premise that the winners would be given a real lift by the award.

Hundreds of letters poured into the WDSU mail desk and after screening and investigation, the judges selected the young parents of a blue baby who must be operated on by a Johns Hopkins specialist within 10 months to live. The baby’s father is employed in months in the department store translating letters in “everything from French to Hindustani.”

His next job was on the research staff of the Literary Digest. Before long he attained the position of art and layout editor. While still with the Digest Bob wrote freelance articles for the General Foods house organ.

In 1936 Bob left to join General Foods as “editor and staff” of its house organ. It was there that he first became interested in radio, through contact with the company’s radio advertising, and its agency, Young & Rubicam. In 1938 an opportunity came to bury his nose still further into the business when he accepted the offer of a researching job on We, the People with Y & R. During his next four years with the agency, in addition to digging up the People, he helped write that show and Hobby Lobby. In addition, he did freelance writing for Countersey and Gangbusters. Writing a five weekly series for the Metropolitan Life Insurance Co., exposing insurance racketeers, further served to keep him in training.

In 1941, deciding that there

(Continued on page 74)
JOHN S. DAVIDSON, vice president of Fletcher D. Richards Inc., New York, named director of television and radio department. TOM HICKS appointed program director of department. GEORGE PAMENTAL continues as time-buyer, under direction of E. A. ELLIOTT, vice president in charge of media. Mr. Davidson succeeds KEN YOUNG, who has moved up to assistant to executive committee on special assignment.

BOB BRENNER, freelance TV producer and director recently with ABC Quitting the News, appointed TV and radio director at A. W. Lewin Adv., New York.

ALLAN A. MARSH Jr., formerly with sales department of Pillsbury Mills Inc., joins Cole & Werner Adv., Omaha, Neb., as vice president, account executive and merchandising manager. Firm changes name to Cole. Marsh & Assoc. DOUGLAS G. ARNER, formerly assistant advertising manager of Wincharger Inc., joins agency as production manager and space buyer. RICHARD COLE is president.

BINNEY HARRIS, assistant to vice president in charge of radio and television, has been promoted to supervisor of radio and television production of Doherty, Clifford & Shenfield, New York.


CARL D. HALBRA, formerly with Vick Chemical Co., joins copy staff of BBDO, New York.


M. GLEN MILLER, owner of M. Glen Miller Adv., Chicago, elected president of Executives Club of Chicago.

JAMES J. DELANEY, formerly with McCann-Erickson, New York, elected vice president of Morey, Humm & Johnstone Inc., New York.

FELIX M. SUTTON, former copy director and vice president of Kaster, Farrel, Chesley & Clifford, New York, rejoins Geyer, Newell & Ganger as group copy director. THEODORE F. GOODCHILD, formerly account executive with William B. Remington Agency in Springfield, Mass., named assistant account executive at GN&G.

THIRD Spot Broadcast Clinic held in New York recently by National Assn. of Radio Station Representatives Inc. brought out members of spot representative firms and leading advertisers. Attending were (I to r): Jerry C. Lyon, sales manager, Weed & Co., spot representative; Albert R. Stevens, sales and advertising director, National Dairy Products Corp.; Ralph C. Robertson, Colgate & Co., and David Simmons, John Blair & Co., spot representatives. Mr. Stevens, who becomes advertising manager of American Tobacco Co. on Aug. 15, and Mr. Robertson were guests of the clinic.
Rack-mounted RCA Tape Recorders in action at NBC, Chicago

Rack-mounted RCA Tape Recorders (Type RT-5) are well-suited for control rooms and recording laboratories—lend themselves well to system layouts where more elaborate recording jobs are required. You load the tape and cue at the rack. You start the recorder by a switch at the control desk.


DESK-MOUNTED—Type RT-4A

The RCA Tape Recorder in desk-type console. Recorder and amplifier are "built-in" for maximum operating convenience. Plenty of desk-top space. Extra room below for additional amplifiers. A handsome and thoroughly dependable control-room recorder to install beside your studio consolette or turntables.
TAPE RECORDERS!

Three of the finest heavy-duty tape recorders in broadcasting—at prices under any comparable type in the high-fidelity class!

Taking only three or four seconds to thread...and requiring no complex over-and-under threading or "doubling
tape...RCA recorders are so simple to operate that anybody can run one. Vertical reel-mounting makes them easy to handle without bending or leaning over the instrument. Sturdy, two-sided reels reduce danger from unreeling the tape or snarling. There is only one driving motor—and only one 3-unit head, that plugs in and out without need for tools.

At the flip of a switch, you can run off high-fidelity recording or playback for 33 minutes—with response at 15 kc. Or 66 minutes of it with response at 7.5 kc.

whichever you choose. Frequency compensation is automatic for either tape speed position. Tape tension is held so carefully that front-panel "speed-change" switching from fast-forward to fast-reverse is done instantly...without damage to the tape. Feather-weight tape tension also insures playback timing to +0.2 per cent at both speeds (you can edit recordings precisely—with minimum tape stretch). Automatic tape "lift-off" eliminates head wear during rewinds. A separate recording and playback amplifier enables you to monitor the tape and record programs simultaneously—your assurance that important programs are actually on the tape.

Designed by men who live with the business, these RCA units meet the needs for a foolproof instrument capable of recording true-to-life shows in the field and in the control room. Frequency response is essentially flat from 30 to 15,000 cps—at a tape speed of 15 inches per second. Signal-to-noise ratio is 55 db on the console and rack models—and 50 db on the portable model. "Wow" and flutter is less than 0.2 per cent at 15 inches per second—and less than 0.3 per cent at 7½ inches per second. With the standard VU meter (large-size) you can read recording and output levels, plate currents, bias, and erase voltages—directly.

More than a hundred of the new RCA Professional Tape Recorders are already in commercial service. Ask any network, independent station, or transcription studio how they like them. Your RCA Broadcast Sales Engineer has the facts. Call him. Or write Dept. 19-GD, RCA Engineering Products, Camden, N. J.

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

PORTABLE—Type RT-3A

The ideal recorder for high-quality "remotes," studios, or control rooms. The recorder is carried in one case. The amplifier is carried in another case. Amplifier input is arranged for standard microphone (cannon receptacle provided), or bridging of 600-ohm lines (terminals). Playback amplifier is designed to feed standard 600-ohm lines and headphone jack.
WHEN
 IS THE

Honeymoon

OVER...?
NOT as long as the wooing continues. Keep that love-light in your eyes, mister, whether dealing with your wife or your customers! You'll live longer and do better. Here at WSM we love our listeners—and we never stop wooing them.

The WSM market of millions is a real American cross-section. It ranges from the truly rural to the most sophisticated urban home. The umbrella of our 50,000 watt, clear-channel signal covers the Central South.

Under this umbrella thousands of merchants know WSM moves goods; millions of consumers believe implicitly what they hear over 650 on their dials. When goods are pushed on WSM these people go into action.

WSM maintains a staff of 200 who can build a show of network quality for you... a show that will woo these millions, and help keep your business on the upward path.

It costs so little to get so much on WSM that we ask you to try it... Now.
How Buyers’ Market Can Mean Business for Broadcasting

By LEONARD ERIKSON VICE PRESIDENT & RADIO DIRECTOR KENYON & ECKHARDT Inc.

THE SAME PEOPLE who talked down television less than two years ago are now expecting the complete collapse of radio. Probably never in history has a major medium taken the hard knocks of the cynics and insiders in such a concentrated fashion. And never in history has a medium as healthy as radio been condemned on the grounds of suddenly becoming obsolete.

Our problems today at the agency and network levels are many and varied. Every advertising dollar has to work twice as hard today as last year or the year before. Generalities from stations and networks, plus blithe promises, are no longer assayed as anything but "fool’s gold." Right now, when buying spots or network programs, the question is, "How soon can it deliver?"

Stations have recognised the new tough tone from agencies and advertisers and many of them are adjusting to post war realities for the first time. Others are slow to realize the hard facts of business life.

It is not so strange that many stations (as well as many people in other lines of commerce) have forgotten that the war and post war period is not the standard of business prosperity or practice. Prior to the war, stations were out slugging for all the business they could get—and most of them were delighted when the black ink showed up after a hard year. Nowadays, black ink is taken for granted. That condition will soon change for many operators.

Specifically, what is happening to agency-station relationships?

First of all, I believe co-operation between the two has improved. Both have a job to do and both need each other to make that job a successful operation.

Secondly, time buyers are asking, and getting, more services from the stations. Thirdly stations are offering more services without prompting.

Surest sign of the times is the way availabilities are opening all over the dial. New York, for instance, which is one of the toughest cities in the country for spot radio time, has eased considerably in the past six months. It is not difficult at the present time to line up a good spot program nationally. We could not say the same for any period since the war.

Another indication of the trend is the attitude of stations toward easier cancellations. Many stations are now offering one week cancellations on regular program series.

This flexibility enables an advertiser to shift his selling approach when necessary, without loss of time and money.

Recently, an executive of a regional station group admitted unofficially that his organization was finished with rate raises. As a matter of fact, he predicted rate decreases in the not too distant future. Adjustment of rates is something all agencies are watching for with a great deal of interest. If television cuts deeply into radio listening, that audience difference should reflect itself in rate cards.

Merchandising is another facet of agency-station relationship which has been spotlighted in the past months. Stations which were free of merchandising ideas in the past are now coming to us with brochures after brochures of promotion suggestions. Stations which were known as good merchandising outlets have stepped up their activity.

What does the new look mean? Simply that selling is back again. In order to survive in a fiercely competitive business, stations are going to have to produce, and produce, and produce.

The ones that do can stop worrying about television.

FM STORECASTS

For 1,000 Chicago Markets

CONSUMERS AID, Chicago store broadcasting service, plans to install FM sets in more than 1,000 Chicago-area super markets, newly-appointed Director Myron S. Lewis has announced. The firm now services the entire 153-store Jewel food chain and several independents via WMOR (FM) Chicago.

Mr. Lewis, former advertising consultant for Stenographic Machines Inc., Chicago, is launching a promotion campaign to equip the markets—an estimated 20% of those in the area—with music and shopping information transmitted by WMOR.

Consumers Aid has revised contact conditions so that sponsors will have "a more flexible arrangement to fit special promotions," Mr. Lewis said. Seasonal short-term contracts for special promotions will be encouraged, he added.
Whether you sell...

rackers, cookies, cakes, cobblers, candy... cradles 'n' cribs for cuddly chubby cherubs... carrying carts for country club caddies... crimson corduroy cardigans for campus crooners... coquettish cotton clothing for curvaceous cuties... coops for cackling chickens and cheeping chicks.

... cigarettes... caloric cereals for chattering children... cosmetic camouflage and cologne for calculating coeds... corsets for corpulent contortionists... colorful costumes for conga caperers... canvas canopies for cane carpeted cabanas... caffeinless coffee for calming campaigning capitol candidates.

urban cigars... classics for cultured coupon clippers... cushion chairs and couches... co-op cottages for cooling couples... congenial cruises on cozy crafts... calculators for correcting confused cashiers... correspondence calesthenic courses... better buy radio... better buy WGN!

Yes, Radio Sells... that's been proven again and again. Likewise, WGN has proven a result getter for its advertisers... and now at a lower cost than ever before. WGN delivered 1,000 homes in 1948 for only 88 cents as compared with $1.11 in 1946.* That's a value you can't afford to overlook... that's why we say—to get the most out of your advertising dollar... Better Buy Radio... and for your BEST BUY... Better Buy WGN!

*Nielsen Radio Index

WGN reaches more homes each week than any other Chicago station. —1948 Nielsen Annual Report

A Clear Channel Station... Serving the Middle West

Chicago II
Illinois
50,000 Watts
720
On Your Dial

WGN

Eastern Sales Office: 220 East 42nd Street, New York 17, N. Y.
West Coast Representatives: Keenan and Eickelberg
235 Montgomery St., San Francisco 4 • 2978 Wilshire Blvd., Los Angeles 5
710 Lewis Bldg., 135 SW Oak St., Portland 4
Spot Finder Praised

EDITOR, BROADCASTING:

We have noted with interest the form of the Spot Rate Finder which you intend to publish in your annual Marketbook.

We are sure that this will be a valuable service to the advertising profession, and congratulate you on your enterprise in preparing the material.

It will be followed shortly by our own spot rate manual, which will include comprehensive tables for estimating the cost of spot campaigns, by individual markets, by groups of markets, geographical areas, etc.

With the growth of the spot business, and the great interest advertisers are showing in the use of spot radio to solve current marketing problems, all of these efforts are going to contribute substan-


tially to the improvement of both our business and general business.

T. F. Flanagan
Managing Director
Natl. Assn. of Radio
Station Representatives
New York

* * *

Goodman Packages

EDITOR, BROADCASTING:

In the July 18 issue, under the heading, "New Business," there is an article about Dolcin sponsoring a number of shows on the Don Lee Network. Two of the programs listed are our packages and were sold directly by us to Victor Van der Linde Agency, Dolcin's agents.

It isn't often that a transcription packager has six (6) quarter-hour shows a week running on a large network. Such will be the case this fall when Dolcin renews Your Gospel Singer for another year on a three-a-week basis and begins


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 annually 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,
general manager
represented by hollingbery

Rendezvous With David Rose on a three-a-week basis, commencing the week of September 20th.

The latter show was purchased for the network because of the success it enjoyed for Dolcin in New York (WOR, twice weekly) and in Toronto (CFRB, four times weekly). It is contemplated that Mr. Ross will do the commercials for Dolcin on the network.

Everett F. Goodman
Vice President
Harry S. Goodman Radio Productions
New York

* * *

British Do Buy

EDITOR, BROADCASTING:

It is always grand to have news of Radio Luxembourg in the industry's leading publication. But may I have a little space in which to correct a question of fact, as reported in your July 11 interview with Mr. Alan Whitworth of the ISBA?

Mr. Whitworth foresees little time-buying by British advertisers. In fact, three weeks after we agreed to accept sterling, all peak-time was booked. Among leading British national advertisers having 52 week contracts from June-July 1949 are Cadbury and Rowntree—top candy makers—Horlick's, Thomas Hedly (Procter & Gamble), Colgate, Persol. The programs feature such top British stars as Gracie Fields, Noel Coward, Sandy MacPherson, Sam Costa, Carol Gibbons, Jack Jackson and the top musical combinations of the nation.

The British Government's present attitude toward Radio Luxem- bourg can be best expressed in the words of Sir Hartley Shawcross, Attorney General, to be found in Hanae and quoted from the London Times of Nov. 19, 1948, de- tailed reference attached: "I listen to Radio Luxembourg regularly and intend to go on doing so. . . ." Moreover, Ernest Bevin, Foreign Secretary, so far "disapproves" of Radio Luxembourg as to have made a broadcast in June on our United Europe series . . . .

Guy Bolam
Exclusive Representative
U.S.A.
Radio Luxembourg
New York

* * *

Keeps Up With Industry

EDITOR, BROADCASTING:

For the more than a year I was out of the broadcasting industry I continued my subscription to your magazine.

Now that I have returned to the industry after such a protracted absence, I find that the keeping abreast of broadcasting activities made possible by BROADCASTING is invaluable. It would have been impossible without it, and you have my very sincere appreciation and thanks.

Martin Deane Wickett
Director of Operations
KXOA Sacramento, Calif.
**Radiorama**

Comparing the old 20-inch cathode-ray tube (1) with the new short-necked metal 19-inch DuMont television tube introduced last Monday by Dr. Allen B. DuMont, president, Allen B. DuMont Labs Inc. New tube has been incorporated in DuMont's "Bradford" console.

The boss must have told good joke as Fred Nahos (1), executive vice president of KXYZ Houston, enjoys hearty laugh and millionaire oilman, Glen McCarthy, KXYZ owner, a pleasant smile, during broadcast from McCarthy Chemical Co.

Opening night of the Central City U. of Denver summer opera festival was covered by KFEL Denver. Posing for a cigarette between acts are Frank Bishop (1) KFEL general manager, and Dale Morgan, program director.

Plaque in recognition of cooperation by WCOP Boston with Radio Technicians Guild of New England is presented to Gene King (1), WCOP program director, by Albert C. W. Saunders, Guild president. Station has a reciprocal promotional arrangement with the Guild, comprising all radio repair stores in Metropolitan Boston.

COMPLETELY calm is Steve Allen (center), m. a. of new KNBN (TV) Los Angeles show Country Store, as he meets Paul Lee (1), sales manager of Budget Pack, program sponsor, and Herb R. Beaver, vice president, Brisacher, Wheeler & Staff.

TO EACH his own way, says Zeke Manners (1), ABC star, as he compiles figures on an abacus to compare with those computed on a slide rule by Bob Buckley, business manager in charge of radio TV at Benton & Bowles.
Experts see new General
REVOLUTIONIZE

An Invitation to Television Management Officials,
Broadcasters, Engineers:

You are cordially invited to visit the General Electric Television Test Laboratory at Electronics Park, Syracuse, N. Y. Watch expert test engineers pit competitive equipment against the G-E line day after day. These tests are objective, merciless, designed to give you the finest in station equipment. At the Park you will see the greatest Electronics Center in the world today — 6000 people in a "university of industry"— with more than half of them working on television alone! For full information, phone or wire the G-E office nearest you. Transmitter Division, General Electric Co., Electronics Park, Syracuse, N. Y.
BRINGS Amazing G-E SYNCHRO-LITE PROJECTOR TO 16mm FIELD FOR FIRST TIME!

New Focusing Ease Acclaimed! New Split-Second Starts and Stops! Improves Performance of Any Camera Channel!

Dramatic demonstrations witnessed by scores of television engineers and management officials from every part of the nation show why General Electric presents its new Synchro-Lite 16mm Projector as the greatest step forward in Television film history!

Direct comparison tests with competitive equipment in G.E.'s Television Test Laboratory and demonstrations at NAB point up the General Electric advantages overwhelmingly. With its pulsed “cold” light source (no rotating shutter), and split-second starting and stopping (no need to experiment on your audience; the Synchro-Lite Projector minimizes on-the-air adjustment), this new equipment is head and shoulders above anything in its field. Everywhere these tests have been made, the reports are always the same—finest picture quality in the industry.

Sound reproduction, too, is sharp and clear. A built-in variable equalizer assures constant and precise fidelity control.

In no other 16mm projector will you find so many advantages so important to television. Remember— the quality of the picture you show your audience vitally affects your station's income. You owe it to your investment to use the finest projection equipment available today. General Electric has it. Don't fail to see it. The General Electric Synchro-Lite Projector will improve any present commercial camera channel. And remember, of all the television film in use today, 95% is 16mm.

---

Point by point comparison shows overwhelming G-E advantages!

<table>
<thead>
<tr>
<th>Light Source</th>
<th>G.E.</th>
<th>Manufacturer A</th>
<th>Manufacturer B</th>
</tr>
</thead>
<tbody>
<tr>
<td>Full Brilliance Focusing on Stationary Film</td>
<td>Yes</td>
<td>No</td>
<td>No</td>
</tr>
<tr>
<td>Strip Film at Full Brilliance</td>
<td>Yes</td>
<td>No</td>
<td>No</td>
</tr>
<tr>
<td>Operating Temperature</td>
<td>Cold</td>
<td>Hot</td>
<td>Hot</td>
</tr>
<tr>
<td>Light Failure</td>
<td>Gradual—with warning</td>
<td>Instantaneous—no warning</td>
<td>Instantaneous—no warning</td>
</tr>
<tr>
<td>Average Life Expectancy</td>
<td>60 Hours</td>
<td>10 Hours</td>
<td>10 Hours</td>
</tr>
<tr>
<td>Power Input</td>
<td>400 Watts</td>
<td>1000 Watts</td>
<td>1000 Watts</td>
</tr>
</tbody>
</table>

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<thead>
<tr>
<th>Projector Mechanism</th>
<th>G.E.</th>
<th>Manufacturer A</th>
<th>Manufacturer B</th>
</tr>
</thead>
<tbody>
<tr>
<td>Projection System</td>
<td>Shutterless</td>
<td>Shutter</td>
<td>Shutter</td>
</tr>
<tr>
<td>Mechanical Noise</td>
<td>Low</td>
<td>High</td>
<td>High</td>
</tr>
<tr>
<td>Stop Time (No Braking)</td>
<td>1 sec.</td>
<td>Over 15 sec.</td>
<td>Over 15 sec.</td>
</tr>
<tr>
<td>Braking Facilities</td>
<td>Not Needed</td>
<td>Needed</td>
<td>Needed</td>
</tr>
<tr>
<td>Ease of Film Threading</td>
<td>Good</td>
<td>Fair</td>
<td>Good</td>
</tr>
<tr>
<td>Rewind Facilities on Projector</td>
<td>Yes</td>
<td>No</td>
<td>No</td>
</tr>
<tr>
<td>Jump and Weave</td>
<td>Low</td>
<td>Medium</td>
<td>Low</td>
</tr>
<tr>
<td>Coated Lens</td>
<td>Yes</td>
<td>Yes</td>
<td>Yes</td>
</tr>
<tr>
<td>Ease of Optical Alignment</td>
<td>Excellent</td>
<td>Fair</td>
<td>Good</td>
</tr>
<tr>
<td>Mounting Base</td>
<td>Heavy Duty (Simplex)</td>
<td>Light Weight</td>
<td>Medium Weight</td>
</tr>
<tr>
<td>Motor Requirement</td>
<td>1/35th hp</td>
<td>1/10 hp</td>
<td>1/4 hp</td>
</tr>
<tr>
<td>Maximum Shaft Speed</td>
<td>1800 rpm</td>
<td>3600 rpm</td>
<td>3600 rpm</td>
</tr>
<tr>
<td>Accessibility</td>
<td>Excellent</td>
<td>Good</td>
<td>Excellent</td>
</tr>
</tbody>
</table>

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You can put your confidence in—

GENERAL ELECTRIC
WATCH THE BIRDIE!

Most cats would make a quick meal off an injured bird. But this cat seems to sympathize with the little blue jay that broke both its legs.

We sympathize with advertisers who have a tough sales problem in the highly competitive market of Baltimore. And we've got the solution for them, too.

You just put your advertising message on W-I-T-H, the BIG independent with the BIG audience. W-I-T-H, you know, delivers more listeners-per-dollar than any other station in town.

That means you can accomplish BIG results from SMALL appropriations on W-I-T-H. So if you want low-cost results in Baltimore, call in your Headley-Reed man today.
DEADLINES FOR FCC?

By RUFUS CRATER

THE McFARLAND BILL to reorganize FCC procedures was reported to the Senate floor last Thursday with amendments including a "deadline" on Commission action on applications.

The measure (S-173) as revised and approved by the Senate Interstate Commerce Committee would set a statutory "objective" of final FCC action on noncontroversial applications within three months from date of filing, and on hearing cases within six months after completion of the hearing.

The Commission would be required to report "promptly" to Congress on each case in which it failed to meet the time limits, and to explain its delay.

The committee-approved version of the measure showed a number of changes from the original bill, reflecting a desire to eliminate all points of controversy in hope of enactment at this session of Congress. Whether that hope would be realized was a matter of speculation, but observers thought the chances were good.

Chief departures from the original version, introduced by Chairman E. W. McFarland (D-Aria.) of the commerce committee's Communications Subcommittee and reworked largely under his direction following hearings and further conferences [Broadcasting, June 20], included the following:

- The proposal to divide the Commission into two separate panels would be amended, but the plan to require reorganization of the staff along functional lines within 60 days would be retained with certain modifications in language.
- The number of assistant general counsels, assistant chief engineers, and assistant chief accountants would be reduced, and in each case from two to three. This represents a departure from both the existing setup and the bill as originally pronounced but is desirable and practicable, in the opinion of the committee—which said individual Commissioners also recommended it—in view of the provision of a $10,000-after-legal assistant for each Commissioner.
- The anti-discrimination section of the earlier version, forbidding discrimination based on race, religious, political or business affiliation, was dropped—but only with the understanding that FCC is observing its principles, will continue to do so, and has no legal or constitutional authority not to do so. This was understood to represent a compromise within the committee whereby the proposal to limit FCC's authority in anti-trust cases was retained.
- The section establishing a 30-day waiting period in which protests might be filed against nonhearing grants was broadened to require that the protests be made under oath and that the Commission act on them within 15 days.
- The present law's requirement that an action on renewals be governed by the same considerations that apply to original applications would be dropped, as in the earlier version; but a clause would be added conditioning renewal upon a finding that "public interest, convenience, or necessity" would be served thereby.
- The ban on "job jumping" by Commissioners, their assistants, the Secretary, chief accountant, general counsel, and chief engineer would be extended to the assistants of the chief accountant, general counsel, and chief engineer. Effective one year after passage of the bill, no Commissioner could resign and accept employment, during the term for which he was appointed, with anyone subject to FCC jurisdiction. The bureau heads and their assistants could not represent such persons before the Commission for one year after leaving the Commission.
- The proposed new cease-and-desist provision would be strengthened to make it usable against "any person" under FCC's jurisdiction, not just "station licensees."
- The permissive use of show-cause orders to institute revocation proceedings would be spelt out.
- In renewal proceedings, the burden of proof would be upon the "appropriate division" of the Commission or upon whoever opposes renewal.
- Other departures from present law but involving no substantial changes in the original McFarland Bill included an overhaul of appellate and hearing procedures;

HARD LIQUOR ADS

By ED JAMES

THREE NETWORKS last week were on the verge of selling time for liquor advertising, two of them intending to restrict it to their owned stations and the third, ABC, strongly considering its acceptance on a network basis.

The possible admission of liquor advertising on the networks or any of their owned stations would constitute a recession of a historic ban and would doubtless provoke anguished cries from prohibitionist groups.

The networks were toying with the idea of letting down the bars at the urging of the giant Schenley Distillers Corp., New York, which is known to have hoped for a long time that radio would eventually accept its liquor advertising.

It was learned that Schenley, through its agency, the Blow Co., New York, had renewed inquiry to the four major networks within the past few weeks. Tentative and qualified affirmatives were received from ABC, CBS and NBC.

A flat rejection was reportedly received from the Don Lee Net-work, and this attitude was said to have subsequently been adopted as policy of the Mutual network, of which Don Lee is an important part.

F Pact Near Signing

At week's end, it was learned, there was a strong possibility that Schenley would close a deal with ABC for a weekly half-hour radio program. NBC, it said, had agreed to accept Schenley sponsorship of an as-yet unsolicited program to be aired after midnight on its owned station, KNBC San Francisco. CBS was considering accepting the liquor commercials on Columbia-owned stations, although it had not definitely made up its mind.

One of the touchiest aspects under consideration by all the networks was the nature of the commercials which Schenley would use.

Radio Return Imminent

An NBC spokesman said KNBC would insist that the commercials be of "public service" character. That was interpreted to mean that they would stress the importance of moderation. There would be no refusal of the injection of the brand name, Schenley Reserve, in the messages, however.

The other networks similarly were anxious to avoid hard-selling messages for hard liquor.

NBC stressed the fact that it was considering the Schenley advertising on KNBC on an experimental basis. CBS said that if it decided to let Schenley in, it too would be with the understanding that the adventure was exploratory.

Officially ABC admitted it had been negotiating with the distillery, but that no agreements had been reached.

From other sources it was learned, however, that the ABC-Schenley negotiations had progressed to a stage of almost com-

(Continued on page 24)
CONTRACT involving an appropriation in the neighborhood of $250,000 has been signed by Wildroot Co., Buffalo, N. Y., maker of Wildroot hair tonic, Creme Oil and Creme Shampoo, to sponsor Barbershop Harmonies on Keystone Broadcasting System, it was announced by Richard H. —president of Richard H. Ullman Inc., Buffalo, transcription firm which produces the series.

Arrangements for the contract were conducted in Buffalo by Maurice M. Maurer, advertising manager of Wildroot Co.; Noel Rhys, representing the Keystone network; J. P. Seiden of BBDO, agency for Wildroot, and Mr. Ullman.

The quarter-hour series, featuring the Gaslight Quartette, will be broadcast on 102 KBS stations in the South and Southwest starting Sept. 6. This new sponsorship marks an expansion in Wildroot's use of transcriptions.

Selection of the series by Wildroot, according to Mr. Ullman, is the result of the very high ratings —up to 16.7—obtained by Barbershop Harmonies in a number of test markets.

GF SALES

Up $8 Million for Quarter

AN $8 MILLION increase in net sales for the second quarter of 1949 as compared with the same period last year was reported last week by General Foods Corp., one of the biggest users of radio and television time.

The company's net sales for the second quarter of 1949 were $112,600,000; in the same period of 1948 they were $104,540,000. Second quarter earnings in 1949, after taxes and all charges were $6,800,000, equal to $1.18 a share on common stock, compared with $5,742,000, or 99 cents a share, for the second quarter last year. No funds were set aside for contingencies in the second quarter of 1949. A sum of $560,000 was set aside for this purpose in the same period last year.

Net sales for the first half of 1949 were $240,400,000, compared with $224,567,000 for the same period last year. Net earnings for the first six months of 1949 were $14,400,000, equal to $2.50 per common share; in the first half of 1948 they were $12,897,000, or $2.41 a common share.

BRUNER-RITTER

Signs ABC Giveaway

BRUNER-RITTER INC. (jewelry) will sponsor a new giveaway on ABC Sundays, 9:30-10 p.m., beginning July 31.

The program, Chance of A Lifetime, will involve listener participation by telephone. Prizes of various values will be offered and ABC said last week there were half a million dollars worth of prizes on hand, although it was doubtful the whole inventory would be put up at any single time. Raymond Specter Co., New York, is agency.

Schltz Back to Radio

JOSEPH SCHLITZ Brewing Co., Milwaukee, returns to radio after 13 years with sponsorship. Schltz Family Frasselder for 92 weeks via WTMJ Milwaukee, Mon., Wed. and Fri., 10:15 to 10:30 p.m. Agency is Young and Rubicam, Chicago.

Arrangements for the new Wildroot sponsorships are completed by (l to r) Messrs. Ullman, Rhys, Maurer and Sheedy.

WHITNEY

Don Lee Gen. Sales Mgr.

GEORGE WHITNEY, a partner in Harrington, Whitney & Hurst, West Coast agency will withdraw from that firm, to join Don Lee Broadcasting System as general sales manager.

Announcement was made by Ward Ingrin, network's vice president in charge of sales, who also announced that Henry Gerstenkorn, formerly his administrative assistant, will become national advertising manager of Don Lee.

LEVER AGENCIES

BBDO, N. W. Ayer Named

LEVER BROS., Cambridge, Mass., has appointed two new agencies to direct the advertising of its Swan Soap and Surf. BBDO, New York, will handle Swan Soap, an approximate two million dollar account, formerly handled by Young & Rubicam. The billing includes the Bob Hope show, which will also be placed by BBDO.

N. W. Ayer & Son, New York and Philadelphia, will handle Surf, formerly serviced by Day, Duke and Tarleton Inc., New York. Surf is a spot announcement advertiser and its billing is said to be about one and a half million.

Leahy Grid Discs

TRANSCRIBED Leahy of Notre Dame series will be released this fall for the third consecutive year, Green and Assoe., Chicago package firm, announced last week. The schedule extends for 13 weeks from Sept. 23 to Dec. 16, and features Frank Leahy, head Notre Dame coach. Lew Green and Bill Fay are collaborating on production, while Bob Murphy does commentary.

Lee to Walker

BILL LEE, former western division manager for Joseph Hershey McGilvra, Chicago, has been named Chicago division manager for the Walker Co.
NETW ORK GROSS

RADIO's private "recession" has amounted to a meager loss of 1.3% in gross network time sales compared to the first five months of 1948, according to latest figures from Publishers Information Bureau. The total of May sales was 1.5% below the gross for May 1948.

In dollars, the May network figure is $255,194 below May 1949 and the first five month total time sales is $1,112,925 below the same period of 1948.

This small drop off in network time sales has been most evident since February, but has not magnified itself into a major drop in revenues. In this respect, radio is doing much better than some major industries, which have reported a drop of 20- to 30% in net sales and a slash in profits of 25% and more.

Procter & Gamble Co. was the leading buyer of network time in May. This company's gross network time purchases for that month added up to $1,683,165, nearly 10% of the total volume bought by all network advertisers. The P&G network time total includes expenditures classified under advertising and publicity headings as well as under Soaps & Cleansers where P&G was the leading company.

Another soap manufacturer, Lever Bros. Co., ranked second for the month according to its purchases of network time. Two drug companies, Sterling Drug (ranked third) and Miles Labs (sixth); three food firms, General Foods, General Mills and Campbell Soup Co. (ranked fourth, fifth and seventh, respectively), and three tobacco companies, Liggett & Myers, Philip Morris and R. J. Reynolds (eighth, ninth and tenth), were also included in the top ten for May. (See Table I.)

For the five month period, foods had led the list in dollar purchases of network time, even though purchases in this category have dropped off slightly more than a million dollars from the same five months of 1948. Soaps and Cleansers are second ranking product group through May, with $10,799,889 sales compared to $14,570,236 in the same period 1948. (See Table II).

Tobacco advertising, which has piled up more than a million dollars in 1949 is in third rank as a network user, exceeding the Drugs

TABLE I

<table>
<thead>
<tr>
<th>Advertiser</th>
<th>Gross Network Time Charges</th>
</tr>
</thead>
<tbody>
<tr>
<td>Procter &amp; Gamble Co.</td>
<td>$1,653,155</td>
</tr>
<tr>
<td>Lever Bros. Co.</td>
<td>764,394</td>
</tr>
<tr>
<td>Sterling Drug Corp.</td>
<td>265,162</td>
</tr>
<tr>
<td>General Foods Corp.</td>
<td>105,717</td>
</tr>
<tr>
<td>General Mills Co.</td>
<td>91,602</td>
</tr>
<tr>
<td>Miles Labs Inc.</td>
<td>48,643</td>
</tr>
<tr>
<td>Campbell Soup Co.</td>
<td>43,857</td>
</tr>
<tr>
<td>Liggett &amp; Myers</td>
<td>253,601</td>
</tr>
<tr>
<td>Philip Morris &amp; Co.</td>
<td>268,616</td>
</tr>
<tr>
<td>R. J. Reynolds Tobacco Co.</td>
<td>348,591</td>
</tr>
</tbody>
</table>

* Publishers Information Bureau

& Remedies group, which was third-ranking at this time in the previous year. Soaps and Cleansers also exceeded their 1948 network advertising expenditures by $845,028 through May, and were in fourth rank instead of fifth, as was the case in 1948 at this time.

Drug in Drops

Drug advertising has dropped off in the first five months of 1949 to a rate about 11% below the 1948 level. The May figures for this group still show expenditures running below May of 1948. Drug purchases of network time are now low enough to put this group in fifth place in dollar volume.

Sixth ranking is houseiold equipment, which is running above its 1948 total, and in seventh place is automobile group, with purchases of $3,889,527 compared to $3,841,620 thru May last year. The May purchases in this group were $586,271 compared to $861,841 in May 1948. These expenditures are in addition to the heavy automotive television budget.

In Cleveland, Frank H. Lee is top network advertiser replacing Brown Shoe Co. as the leader so far this year. In autos, Ford Motor Co. is still the leader; Fost Sales Co. is still on top in the Beer & Wine Group; Coca-Cola again leads the Confectionery and Soft Drinks Group; Sterling Drug is on top of the list again in its group, and General Foods has superseded General Mills as the leader in food advertising.

Sun Oil Co. leads the Gasoline and Lubricants division, although Texasco was the leader when the 1948 totals were added. Liggett & Myers is maintaining its lead in the tobacco advertising group. Procter and Gamble is, of course, out in front in Soap and Cleanser advertising; and Lever Bros. has captured the number one spot in

(Continued on page 37)

EVENING TIME

AMERICAN advertisers are using 17% fewer hours of evening time to advertise their wares on the four nationwide radio networks this summer than they did during the summer of 1948, according to a compilation made last week by the NBC Research Department. Combined sponsored total for the four "prime-time" works in the period between 7 and 11 p.m. is 46 hours and 40 minutes this summer, compared to 66 hours and ten minutes in the like period a year ago.

Conversely, the number of evening hours of network television time used for advertising purposes is up 18% from last summer, NBC found. Between 6 and 11 p.m. network TV commercials periods add up to 40 hours this summer, compared to 10 hours last year at this time.

Analyzing the radio network summer business network by network, NBC shows its own evening hot weather time sales dropped 5.9% from 75 quarter-hours in the last year, a loss of 12.8%. CBS evening commercial off periods are off 25.8%, from 62 quarter-hours last year to 46 this summer. ABC is exactly even, with 46 evening quarter-hours sold both this summer and last. Mutual evening time sales meanwhile have dropped from 31 to 19% quarter-hours, a loss of 36.6%, the survey shows.

NBC does not make comparable individual network comparisons for television. Tables analyzing the commercial radio and TV evening business by the days of the week follow:

17% Less Sponsored

Know The Sponsor

EIGHT commercial network programs aired during April and May had sponsor identification indices of 75 or better, according to the latest Program Hooperings Sponsor Identification Analysis. Report shows Dr. I.Q. at the top, its sponsor identified by 88.9% of listeners. Other leading sponsor-identified network shows were: Radio Theater 85:5; Bob Hawk Show 83:6; Arthur Godfrey's Talent Scouts 83:1; Fibber McGee & Molly 79:1; Double or Nothing 77:1; Grand Slam 76:1; Welcome Travelers 75:0.

Survey Showing Average Quarter-Hour Sponsorship on Network Radio and Television for Summer Period 1949*

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<tr>
<td>NBC</td>
<td>10</td>
<td>14</td>
<td>14</td>
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<td>CBS</td>
<td>3</td>
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<td>5</td>
<td>7</td>
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<td>ABC</td>
<td>7</td>
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<td>4</td>
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<td>6</td>
</tr>
<tr>
<td>MBS</td>
<td>21/4</td>
<td>11/4</td>
<td>21/4</td>
<td>31/4</td>
<td>21/4</td>
<td>4</td>
<td>4</td>
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</tbody>
</table>

(Does not include co-ops. Time represents 7-11 p.m.)

* Figures Represent Quarter-Hours Periods

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<td>CBS</td>
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<td>ABC</td>
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<td>MBS</td>
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(Continued from page 37)
Another in NAB Exodus

NAB President Justin Miller last Thursday accepted with reluctant and regret the resignation of Royal V. (Doc) Howard as director of NAB's Engineering Dept. The resignation was another in the series of events touching on NAB's current reorganizational plan, to take effect Aug. 1, in which Mr. Howard's department was preserved along with five others but in effect reduced in status [CLOSED CIRCUIT, July 18].

In accepting the resignation, Judge Miller noted that achievements of the Engineering Dept. under Mr. Howard's direction have been "outstanding, and you have good reason to be proud of them. NAB has profited in many ways from your being 'loaned' to it. I appreciate your willingness to stay on as long as you have."

Simultaneously, the appointment of Neal McNaughten to succeed Mr. Howard was indicated by Judge Miller.

Mr. Howard recalled, in his letter of resignation which he submitted July 1, recalled his "loan" to NAB in May 1947—"for a year—18 months—or at the most, two years"—to establish NAB's Engineering Dept. under a "permanent, highly authoritative basis."

He told Judge Miller he repeatedly had expressed his desire to return to more direct engineering and industry activities, and while adhering to the NAB President's request to remain, "I feel that now with the primary aims of the Engineering Dept. accomplished—but with much left to be done—I should more forcefully urge you to accept my resignation."

Over the years Mr. Howard's outstanding achievements were his organization and promotion of the annual NAB Engineering Conference, held in rotation with NAB stations. Before joining NAB, he was vice president in charge of engineering for Associated Broadcasters Inc., San Francisco, from 1934 to 1947, and has been in broadcasting since 1922.

International Service

Since joining NAB he has served as U.S. delegate at the Atlantic City International Telecommunications Conferences, the North American Regional Broadcasting Agreement Engineering Conference in Havana, and the Mexico City High Frequency Conference.

Mr. Howard told Judge Miller that his Engineering Dept. had "tackled" a multitude of jobs and that though it "has never received the funds or the personnel recommended by NAB's Engineering Executive Committee, in the main these items have been realized."

In recommending Mr. McNaughten, Judge Howard, following NARBA Conference has "grave and immediate consequences" and that its final outcome, "for good or bad, will affect the industry into the far distant future. It is a deadly serious business."

Mr. Howard pointed out that Mr. McNaughten's work with FCC prior to joining NAB "qualifies him most expertly to participate in the Association's activities in protecting the industry's welfare." He called upon friends and members of the engineering fraternity to continue to give NAB their wholehearted support.

Judge Miller felt recommendation of Mr. McNaughten as successor was "sound in all aspects" and voiced belief Mr. Howard's confidence in him "seems to be shared by engineers and station managers alike."

He added: "I am sure that he can carry on, ably, the policies and programs which have been initiated under your directorship; thus preserving for NAB the good will and splendid cooperation which has been developed during the past two years between NAB and all these groups with which you have worked."

Mr. Howard is chairman of the NAB Recording and Producing Board.

Mr. Howard

Standards Committee and is a member of BMB's Engineering Committee, as well as many RMA, IRE and ASA committees. He holds several letter patents on radio apparatus and is a senior member of IRE.

WEBSTER

Takes Oath for New Term As FCC Commissioner

The move is one more in the growth of the bureau, which was authorized as an expansion of the old Broadcast Advertising Department of the NAB by action of the NAB officially transferred its New York last Wednesday. The B. Mitchell, occupies new quarters on board of directors at its convention meeting in Chicago in April. That action increased the budget of the bureau, charged the expanded organization with aggressive promotion of radio as an advertising medium and authorized acquisition of new headquarters in New York.

In its meeting at Portsmouth, N. H. [BROADCASTING, July 18], the NAB Board also directed that BAB place itself on a self-sustaining funding basis as soon as practicable and arranged that Mr. Mitchell be responsible to NAB President Justin Miller, although authorized to act in his absence.

Mr. Mitchell said the bureau, in its new New York headquarters will expand its staff and services as soon as suitable people can be found. Now serving as assistant directors are Miss Lee Hart and Charles A. Batson.

NAB Board also has directed BAB to undertake the promotion of television sales, as well as its efforts for aural broadcasting.

AWB Resolution

A RESOLUTION expressing "their profound loss" in the death of the late Elsie Dick, MBS correspondent who was killed in the Bombay air crash [BROADCASTING, July 18], has been adopted by the New York City members of the Asn. of Women Broadcasters of NAB. Resolution was announced in Washington Thursday by Pat Grif.

broadcasting • telecasting
“NEVER underestimate the power of radio. The last time we did, it nearly cost us money."

Thus did Lee Mack Marshall, advertising manager of Continental Baking Co., explain one of the most curious success stories in the industry.

It all began with the firm’s initial sponsorship three years ago of the Grand Slam show on CBS. A budget was set aside and listeners were urged to send in questions for use on the program. A generous outlay was provided in that budget to handle the mail, which one reckless executive predicted would reach as high as 5,000 letters a week.

Within three weeks the show drew better than 75,000 letters per week.

The situation deepened into crisis as, during the next four weeks, the tempo of returns increased. The cost of handling the mail then began to exceed the actual cost of the show, and murmurings were heard that the show might go off the air because it was too successful.

The dilemma was resolved by invoking a policy whereby only letters mailed during a specified two weeks in a 13 week cycle would be acceptable for use on the program. It is the policy which is still in effect, three years later. A typical two week return under the revised setup was that registered in April of this year for 470,000 letters were received in the fortnight mailing period.

Featuring Irene Beasley five times weekly, 11:30-4:55 a.m., the show is now fourth ranking in daytime programs according to the Hoopeating.

Continental, a $1 million advertiser, has had a series of network shows on CBS since 1928. In addition, the company has utilized spot announcements to introduce new products and carries a continuous schedule for Wonder Bread and Hostess Cakes in cities where they are available.

Its current Hostess Cake campaign features the company’s new cream-filled cupcake. Mr. Marshall reports that returns from the more than 86 Continental plants throughout the country indicate a successful and traceable response to the announcements.

Stressing the versatility of radio as an advertising medium, Mr. Marshall described the merchandising tie-up which Grand Slam affords his products. The gifts won by each woman participant are displayed in her local grocery store. This practice stirs direct and neighborhood interest in the firm and its products (Wonder Bread and Hostess Cakes) and creates a feeling of individual participation on the part of the local grocer and the company salesmen.

The Continental Baking Co. was originally organized in 1925. Three years later it sponsored its first network show, The Happy Wonder Bakers Show, on CBS.

Continental today spends 40% of its overall advertising budget in radio, Mr. Marshall revealed.

Ted Bates Inc., New York, is the advertising agency handling the account.

**FCC ACTIONS**

GRANTS for three new AM outlets were authorized by FCC last week and an initial decision proposes grant of another to existing outlets received improved facilities.

Nine stations received transfer grants. Three FM, two AM permits and two AM licenses were deleted. Details of these and other FCC actions are carried in FCC Roundup on page 84.

**GAMBLE**

Stresses Buyers’ Market Facts

“ADVERTISING was made for a buyer’s market,” it is one of the four dynamic activities which persuade buyers to buy—along with personal selling, promotion and display.” This assertion was made by Frederic R. Gamble, president of the American Assn. of Advertising Agencies, during a speech in Los Angeles Friday, in which he emphasized the need for “bold and vigorous” use of advertising by business to hasten a successful economic readjustment.

Producing the program for re-adjustment issued last week by the Chamber of Commerce of the U.S., which recommended that business costs have advanced less than other costs, so that the advertising dollar actually buys more and “it is high time for business to step on the accelerator,” Mr. Gamble said: “This is sound advice from the Chamber, and it is advice that many business men evidently need.

“In recent months, while the buyers’ market has been steadily coming in, there has been significant increase in advertising activity,” he said, adding that advertising costs have advanced less than other costs, so that the advertising dollar actually buys more and “it is high time for business to step on the accelerator.

Mr. Gamble also urged greater use of institutional advertising.

**KWIK TO ILGWU**

Would Move to Hollywood

INTERNATIONAL Ladies Garment Workers Union, licensee of KFMY, Los Angeles, last week, obtained KWIK Burbank, Calif., AM station, for $40,000 at a bankruptcy sale. Final sale is subject to FCC approval.

Acting through a dummy buyer, ILGWU outbid several other interested local groups. The union plans to combine KWIK with its FM station (KWIG) and seek to have both stations’ call letters to Hollywood based on the KFDY letters. ILGWU already has a New York FM outlet with the WFDY call.

According to the trustee in the bankruptcy, the property of KWIK inventoried at a total of $30,152.25. Cliff Gill, general manager of the union’s Los Angeles FM station, was to take over the management of KWIK over the weekend.
BLACKLIST

WHILE New York radio circles last week greeted with skepticism the existence of a blacklist barring performers from programs because of Communist sympathies, further action was taken by radio unions to get to the facts in the issue.

AFRA's New York local board called a special meeting to consider the matter and it, while apparently viewing such a blacklist with dubiety, passed a resolution condemning the practice if it existed, of barring employment to performers on the basis of their political beliefs.

The AFRA board, apparently feeling loose talk about such a blacklist would do the industry no good, then hastened to condemn indiscriminate discussion of alleged blacklist case victims.

Instead, it urged that members having information about such cases bring them to the attention of the board. In its turn, the board pledged to verify such complaints and take “whatever action is warranted.”

The blacklist issue was brought into the open recently by the resignation of William McD. (Bill) Sweets from the Phillips H. Lord package outfit, for which he directed Gangbusters and Counter-spy [BROADCASTING, July 18].

"Forced" to Resign

Mr. Sweets maintained he was forced to resign because of agency’s pressure, caused by letters from individuals and organizations protesting his alleged political beliefs. The Lord Company allegedly said that Mr. Sweets resigned because he had other plans.

The Radio and Television Directors Guild, of which Mr. Sweets is a member, became concerned over his dismissal and, at an executive council meeting of its New York local, passed two resolutions. One was to convince the Lord company it was doing Mr. Sweets an injustice and in the other, to set up a fact-finding board to determine whether a blacklist actually existed in the industry.

An RTDG spokesman said that a committee set up under the resolutions to investigate the Sweets matter would seek a meeting with the Lord company some time this week.

Meanwhile, National Assn. of Broadcast Unions and Guilds, which supported the RTDG position and also decided to establish a fact-finding committee to work with the RTDG fact-finders, announced through Chairman Oliver W. Nicoll the following had agreed to serve on such a NABUG body from AFRA—Vinton Hayworth, Clayton Colyer, Leonard Janney; from RTDG—Erik Barnew, Welbourn Kelley, Roy S. Langham, James A. Stabile; from TWG—Lee Berg, Evelyn F. Burkey, Kaye Wood, Ben Zavian; from NABET-Clifford Gorsuch, Harry E. Hiller, D. C. Shultes, Edwin Stolzenbecker.

The AFRA local board resolution follows:

The New York local board of AFRA strongly condemns the practice, if any, of excluding performers in the case of any performer on the basis of political beliefs or affiliations. It maintains and urges that all performers be hired or not, solely on the basis of their talent and ability. It further condemns the practice of AFRA members indiscriminately discussing any such alleged cases among themselves without recourse to the actual facts involved.

It urges all members to bring to the local board any and all complaints and the board pledges itself to verify such complaints wherever possible and to take whatever action is warranted.

Unions Seek Facts in Issue

CBS FALL PROMOTION

Aug. 1 Preview

The session at which the fall campaign will be detailed will be addressed by Victor M. Ratner, vice president in charge of advertising and sales promotion; Louis Hausman, director of advertising and sales promotion, and Neal Hathaway, director of program promotion.

Mr. Stanton will deliver the address of welcome to promotion executives. Hubbell Robinson Jr., vice president and director of programs will talk on promotion’s relation to programming and John Karol, sales manager, will discuss program promotion in relation to sales.

SPOKESMEN for FCC said last week that Rep. Francis E. Walter (D-Pa.) erred in his July 14 attack on the Commission when he said it had failed to publish its New Mayflower Decision as a rule or policy statement in the Federal Register [BROADCASTING, July 18]. The report was published in the Register on June 7, they noted.

Rep. Walter had claimed FCC cannot “legally” expect anyone to abide by the Mayflower editorializing decision unless it is in Administrative Procedure Act, of which he is co-author, stipulates that “no one shall in any manner” be required to observe any agency procedure which is not published in the Register. He felt, however, that all licensees would feel “obligated” to conform to the decision.

WALTER ‘ERRED’

Says FCC, Answering Attack

CBS's 1949 fall program promotion campaign—which itself is being considered as the biggest in radio history—will be outlined Aug. 1 at a closed meeting for network and affiliates executives.

The meeting will be a joint session of CBS’s Affiliates Advisory Board and of the CBS Program Promotion Clinic in the Waldorf-Astoria Hotel, New York.

Both the advisory board and the clinic meetings are scheduled for two days of sessions in New York Aug. 1-2, with the joint meeting a special feature which will bring together the two groups.

Among matters that will be discussed by the advisory board are the activities of the expanding CBS television network.

The board, representing 178 independently-owned affiliates, was instituted in 1943 to consider mutual problems of the affiliates and the network. The country is divided into nine districts, approximating the network country operational plan, with stations in each district electing one representative to serve on the board.

Members are:

1. R. Lounaberry, WGR Buffalo, chairman—representing District No. 1; E. B. Hill, WTAZ, Rochester; Mass., secretary, District No. 1; C. T. Lucy, WWVA Richmond, Va., District No. 2; Glenn Marshall Jr., WMBR Jacksonville, Fla., District No. 4; Howard Summerville, WWL New Orleans, District No. 5; Howard Boren, WBNG Columbus, Ohio, District No. 6; William Quarum, WMT Cedar Rapids, Iowa, District No. 7; Kenyon Brown, KWFT Wichita Falls, Tex., District No. 8 and Clude Coombe, KROY Sacramento, Calif., District No. 9.

CBS executives who are to attend the CAAB meeting include:

Frank Stanton, president; Joseph H. Beam, executive vice president; Adrian Murdock, vice president and executive; Howard S. Meighan, vice president, executive; Leonard L. Loman, vice president and general executive; Robert E. Akerberg, vice president in charge of station relations; John N. Janney, director of sales; Hubbell Robinson, vice president and director of programs; Davidson Taylor, director of personnel; Earle H. Ackerman, executive vice president; Carl Scudder, director of station relations, and E. E. Hall, eastern division manager, station relations.

The program clinic, to be attended by CBS promotion managers and station executives, will devote all of its attention to the fall promotion buildup. The Aug. 2 sessions will feature a special round-table discussion of specific promotion activities of CBS affiliates.

In connection with the two-day clinic, Aug. 3, a third day has been set aside for an "open house" at CBS headquarters at which CBS promotion managers can present their local promotional problems to the entire CBS promotion department for discussion and guidance.

Ratner To Speak

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Mr. Stanton will deliver the address of welcome to promotion executives. Hubbell Robinson Jr., vice president and director of programs will talk on promotion's relation to programming and John Karol, sales manager, will discuss program promotion in relation to sales.
PAID LOGS

New Chicago 'Tribune' Plan

THE CHICAGO TRIBUNE will begin charging for radio and TV logs Sept. 6. Each of Chicago's other dailies—Herald-American, Daily News and Sun-Times—is reported considering the same move.

In Tribune listings, AM and TV sponsors will pay for displays of "no less than two lines or more than 14 lines each in the same style and type as the regular program listings," according to Advertising Manager C. E. McKitterick. He said the directory will "continue to list all major programs as in the past." Sponsored listings will appear at the top of each time bracket, starred for emphasis. The idea originated with Chesser Campbell, Tribune Co. treasurer.

The Tribune last week cut the width of its listings from one to three-quarters column to conform with the format of other papers.

No advertising or editorial executives on the other dailies would comment on the proposal, other than to confirm that the proposal is being studied. It is understood the Herald-American plans to include corporate listings separately under individual headings. (It is not clear whether the proposed paid listings will supplement or replace completely those printed free.)

GOOD TIME was had by all upon the return of Janet Ross, conductor of the KDKA Pittsburgh Shopping Circle, from a month's tour of fashion-minded France. She was given a welcome at a New York cocktail party.

In attendance were (I to r): H. Preston Peters, president of Free & Peters; Walter E. Benoit, vice president of Westinghouse Radio Stations Inc.; Miss Ross; George D. Tons, KDKA sales manager; and Jones Scovorn, vice president in charge of sales, Free & Peters.

NAB's Broadcast Advertising Bureau last week took cognizance of— but deferred comment on—the announced formation of the Mail Order Network. It was slated to start operations Sept. 19 as a new business seeking to profit by bringing radio and the mail order trade together to their own mutual financial advantage.

BAB Director Maurice B. Mitchell, in the throes of moving BAB headquarters from Washington, New York, said he would withhold comment pending completed examination of MON plans and a study of member reaction. Both BAB and NAB are vigorously opposed to per inquiry deals, which would be a basic alternative feature of the MON operations.

Thomas F. Planagan, managing director of the National Assn. of Radio Station Representatives, also reserved comment. MON's plans were made known in New York by Harold Kaye, its president, who resigned as vice president and head of the New York operations of Ollan Adv., New York, to organize the mail order service. He explained details of the operation.

MON will get a certain percentage. The more time the station devotes to the MON programming, the less is to be MON's percentage. Mr. Kaye is now making public these percentages. The same percentages, however, will apply if the station revenue comes via the per inquiry route. Stations will not be charged fees for joining or for MON programming—only the percentage split.

MON itself will aim to function like a network without wires. Its clients will be agencies and advertisers in the mail order business. They will buy time or PI arrangements over MON affiliates, with MON providing programming and commercials.

Member stations will then air the MON discs. Their selling messages will direct that orders be sent to the station. Getting the orders, the stations will forward them to MON offices for sorting. MON will send the orders to the proper client for filling. MON will handle the billing and credit for the station.

As for the consumer, he is to be protected by two operations, according to Mr. Kaye. One is a testing service of all merchandise offered over MON and the other is a money-back guarantee.

The testing service is to operate under the name of Mail Order Buyers Guild and will have standards even higher than those of Good Housekeeping, according to Mr. Kaye. The testing service will put every MON-offered product through a testers market of persons who will use the product and answer questionnaires about it designed to gauge its validity.

The money-back guarantee will permit the consumer to return the merchandise, which in turn will send it on to MON. The network will send the consumer a check and the network will collect on the guarantee from the client.

Each affiliate must agree to devote at least five hours weekly to MON programming. MON is prepared to start out with 35 hours of unduplicated programming weekly, said Mr. Kaye. One station, he said, is starting out with 35 hours, using MON programming on an all-night basis.

MON is now lining up stations on an exclusive basis—only one station to a market, but is not yet announcing its affiliates said Mr. Kaye.

MON, an Illinois corporation, will have offices in New York and Chicago. Temporarily, the New York office is at 1440 Broadway.

Godwin on WRC

EARL GODWIN, veteran Washington commentator, has moved to WRC, NBC outlet in the nation's capital, starting today, July 25. He will continue to be sponsored by Phillips Packing Co., Cambridge, Md., Monday through Friday, 6:15-6:30 p.m. In addition, he will be on NBC's Alka-Seltzer News of the World. He also is preparing a TV news program for broadcast on WNBW (TV) Washington. Mr. Godwin shifts from WMAL Washington.

WHAS STUDIOS

Dedicated on 27th Birthday

WHAS Louisville's new offices and studios were dedicated July 18 with a special half-hour broadcast called "In Looking Ahead." The program closed exactly on the minute that WHAS first went on the air 27 years ago, in 1922. The program featured stories of the early broadcasting days of WHAS, with musical highlights by Rosalind Marquis, Bill Pickett and the orchestra and chorus. Jim Wallon was master of ceremonies.

Victor A. Sholis, WHAS director, and Vice President Mark Ethridge took part in the dedication part of the program.

Offices and studios are in the new Courier-Journal, Louisville Times and WHAS Building. Studios are lighted by nearly a half-mile of fluorescent tubing, operate on 707 vacuum tubes and the wiring exceeds 101 miles in length. In the music library are more than 17,500 orchestrations, 2,000 special arrangements, 15,900 vocal copies, 10,650 phonograph records and more than 17,500 musical selections on electrical transcriptions.

There are seven studios including one of some 165 capacity where audience participation shows are held daily. Ample space for expansion will be available, officials pointed out.

Mr. ETHRIDGE

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NPC PROMOTION

New 'On-Air' Unit Formed

A BROADCASTING promotion division of the NBC advertising and promotion department has been formed to take charge of on-the-air promotion.

Pat Steel, former copy writer in the network's promotion department, will head the new division, assisted by Ray O'Connell, former staff member in the network's promotion department. The new division will use network sustaining programs for promotion purposes, prepare recorded and live trailers and create promotion programs for network and local use.
GOVT. JUMPERS

EVIDENCE that Congress may enact some legislation to curb Government officials who resign and "loyalty for special interests" was Prime mover behind the movement, who has cited former FCC Chairman Paul A. Porter and Charles Denny, and others in a floor attack on lobbying [BROADCASTING, June 18].

Senator Butler told BROADCASTING he plans to introduce curative legislation shortly which would prohibit officials of FCC and other independent agencies from entering into any private traffic with those agencies for a period of two years. He said a draft is currently being prepared and may be presented early this week.

The Nebraska senator originally leveled his lobbying charge in support of Sen. Russell B. Long (D-La.) who said he proposed to conduct an investigation of ex-government officials. Sen. Butler noted it was "particularly appropriate that the Senate consider such practices in the light of new pay-rise legislation," presumably HR1689, giving FCC commissioners $16,000 a year. The latter has passed the House and is now on the Senate calendar. It is known, however, that he has received numerous complaints that many ex-government officials are now representing private firms before agencies, including FCC, they once served. He cited specifically FCC and CAB. He had hinted he would call various agency heads to account which would show that former employees had appeared before commissions, sometimes "in an effort to get radio licenses." His subcommittee has taken no action yet, however.

Senator Butler said hearings were possible, presumably to be conducted by Senator Long's subcommittee. He, too, had received "numerous" complaints, mostly from government people but a few from outsiders.

The curb on ex-government employees had the support, too, of Sen. J. Walter McFadden (D-Md.), who has a comparable bill on the Senate calendar dealing with former officials of RFC.

Senator Butler noted that various bureaus have rules which prevent former administrators from practicing before former agencies for terms running from six months to two years after which would prohibit FCC commissioners a year after passage from jumping to private industry within a certain period after resignation from the Commission, was incorporated in the McFarland bill reported to the Senate floor last week (see separate story). He told Senate

Butler Cites Porter, Denny

* colleagues Mr. Denny joined NB as chief counsel two weeks after his resignation from FCC, and that Mr. Porter represents various radio companies including Western Union Telegraph & Telephone. The new legislation which would authorize investigation of lobbying activities of all government branches still was pending in the Senate Rules & Administration committee where it was committed last month [BROADCASTING, June 27]. The measure (H ConRes 62) has not been taken up or meeting, a committee spokesman said.

RMA COMMITTEE

Ad Group Appointed

ADVERTISING executives of 18 member firms have been appointed members of the Radio Manufacturers Assn. Advertising Committee by RMA President F. Dietz, to serve for the 1949-1950 year. The group holds its first meeting July 26 at Statler Hotel, New York, for draft preliminary plans industry observance of National Radio Week Oct. 30-Nov. 5.

Stanley H. Manson, manager of advertising and public relations of Stromberg-Carlson Co., Rochester; N. Y., has been appointed chairman. L. E. Pettit of General Electric Co., Syracuse, N. Y., is vice chairman.

RMA activities in connection with National Radio Week again will be under the direction of a subcommittee headed by W. B. McGill of Westinghouse Radio Stations Inc., Philadelphia.

Other Members


BAKERS

Stress Radio After Strike

RADIO STATIONS in New York have received a windfall of orders from bakers and from the National Baking Co. (Bond Bread) will resume its spots and productions (discontinued last February) on WINS, WJZ, WMCA, WNEW, WOR, WVOV and WAAAT for a period of six weeks. After that, the spots and participation shows will most likely be renewed.

BBD0 New York is the agency.

At the Bermudiana Hotel, Bermuda, where they recently enjoyed a holiday with Mr. and Mrs. Elden A. Park of Roslyn, N. Y., Mr. Park is vice president of Crosley Broadcasting Corp. and general manager of WINS New York.

NAB MEETING

Cott Committee Convenes

NAB's Unaffiliated Stations Executive Committee, headed by Mr. Cott, vice president in charge of programs, WNEW New York, will hold a two-day meeting beginning today (July 25) at NAB Washington headquarters. The agenda was not disclosed.

However, it was understood that Mr. Cott may discuss questions bearing on NAB's program functions formerly under Program Dept., but will not consider NAB's authorized reorganization plan to go into effect Aug. 1. Functions of the department have been shifted to other divisions and departments, with NAB main departments now reduced to six [BROADCASTING, July 18]. Mr. Cott had served as a member of the program division.

The committee also is expected to discuss topics, site and times for future meetings, and also the committee's part in the 1950 annual convention, to be held at Chicago's Stevens Hotel. Also NAB convention committee will meet soon in Chicago, it was said, to formulate plans.

NAB also disclosed that a news conference held at New York's Waldorf-Astoria Hotel this Thursday when President Justin Miller is expected to discuss the changes contemplated under NAB's reorganization, for the benefit of New York trade and news editors.

QUARTZ PROCESS

Army Treats Crystals

U. S. ARMY Signal Corps announced last week that a new development in the processing of quartz crystals may make it possible to crowd more radio and television channels into the ether.

The new process is said virtually to eliminate the aging characteristics of quartz crystals.

The new process involves placing blank quartz crystals in a converter belt, similar to that used in an automobile assembly line, and drawing them through an electrically heated oven for periods of two to three hours. Then the crystals are subjected to exact controlled cooling for 24 hours.

Office Guild Talks

RADIO GUILD of United Office and Professional Workers, CIO, has begun negotiations at WMCA New York for a 15% increase and at WOR New York for a $10 weekly increase for maintenance workers. A union spokesman said that both WOR was standing pat on conditions of the old contract, while WMCA talks were making some progress. The guild also has started preparations for negotiations with CBS where its contract expires December 1.
IOWA WOMEN SPEND 5½ HOURS PER DAY WITH RADIO!

A RECENT New York University Survey reveals that the average American adult listens to the radio 12 to 14 hours a week.

Iowa women listen to their radios an average of 5 hours and 25 minutes each weekday—or more than a third of their waking hours! In the State’s largest cities, the figure is 6 hours and 26 minutes; on farms, it’s 5 hours and 40 minutes.

Throughout the State, men listen less than women, but even they spend 3 hours and 28 minutes per day at their radios!

These and many other valuable facts about Iowa radio listening habits are taken from the 1948 Edition of the famed Iowa Radio Audience Survey. Write to us or Free & Peters for your free copy. Your request will also reserve for you a copy of the 1949 Survey, to be published this Fall.

* 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 is 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 9,224 Iowa families, scientifically selected from cities, towns, villages and farms. It is universally accepted as the most authoritative radio survey available on Iowa.

WHO

for Iowa PLUS

Des Moines . . . 50,000 Watts

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

FREE & PETERS, INC.
National Representatives
Ever try home-grown talent?

It scared a Cincinnati greeting card manufacturer.*
He thought buying a local live talent show
in a far-off market—Boston—was like putting his head
in a lion’s mouth...too risky.

Until Radio Sales showed him it wasn’t a gamble at all.

A Radio Sales Account Executive played him
an audition record of “Uncle Elmer’s Song Circle” on
WEEI. Pointed out the natural tie-in
between his sales story and the show. Furnished him
with proof of its pulling power. The pay off...

The manufacturer bought this WEEI local
live talent program. And his New England sales hit
an all-time high! That was four years ago. He’s still
on—because sales are still climbing.

No wonder national spot advertisers now sponsor
more than 750 local live talent broadcasts each week
on the stations represented by Radio Sales. Their
sales curves prove that you can get a sales-effective
performance with local live talent supplied by
Radio Sales. Without a bit of a risk.

*A real life story

RADIO SALES

Radio and Television Stations Representative...CBS

Radio Sales represents the best radio station—the CBS one of course—in Boston, New York*, Washington, D. C., Philadelphia*, Richmond, the Carolinas*, Alabama*, St. Louis, Chicago, Minneapolis-St. Paul, Salt Lake City*, Los Angeles*, San Francisco, and the West Coast’s leading regional network. (*And the best TV station in these markets.)
Editorial

McGrath's Wrath

SOME STATIONS are playing with matches around a keg loaded with political dynamite. They are launching—of course—double—rates for time purchased for political broadcasts. It's a practice that stems from newspaper precedent, and an unsavory one in our judgement.

Most recent upshot is introduction of a mischievous and dangerous bill by Sen. Harold D. McGrath of Rhode Island, who doubles in brass as chairman of the Democratic National Committee. The bill would place sanctions upon stations charging more than card rates for political time, ranging from 30-day suspensions to revocation.

Mr. McGrath introduced the bill in high dudgeon, because of what has been transpiring in the special election in Pennsylvania, to fill the seat of the late Rep. Coffey, killed in a plane crash. Mr. Coffey's mother is a candidate, and Sen. McGrath has been active in her behalf.

It isn't enough to lick this bill on legal grounds—which probably could be done. The bill is dangerous because it reflects a growing sentiment in Congress. It is dangerous because it proposes to fix rates for time. It veers toward placing radio on a common carrier footing. It would be but a short haul to fix rates for other classes of service as well, and to put the program in the hands of the Government.

Sen. McGrath's irritation is understandable. Stations are complaining that there's more economic justification for it in radio than in newspapers, because it entails program cancellations, revision of schedules, and other out-of-pocket. But to us it's penny wise and pound foolish.

We think stations should see to it that they are reimbursed, including all extra expense. But the card rate should apply. And we're confident that Sen. McGrath and other fair-minded legislators will agree that stations are entitled to that money, cash-in-advance.

Whither NAB?

THE NEXT few weeks will tell the story of the " streamlined" NAB. Will it be revitalized to fit the blueprint drafted at Portsmouth? Or has it become so deeply entangled in its own red tape that nothing short of a fresh start will do?

The board gave to President Justin Miller a project, not a fait accompli. It is for him to complete. He must undertake it without the assistance of A. D. (Jess) Willard, who, as executive vice president, directed the day-to-day operations of the NAB during Judge Miller's four years of stewardship. Judge Miller now personally assumes those functions.

Judge Miller has a tough job. He has made a formidable start with the appointment of Ralph W. Scott, former radio's outstanding young men, as director of the newly created Audio Division.

After Judge Miller realigns personnel to conform with the new organization chart, his task is membership. He must seek to hold present members and get new ones. He must broaden the membership scope to embrace more TV and FM stations. His opportunity will come at the meeting beginning in September, where non-member stations also will be invited to a portion of the business sessions.

One of the first tasks is to separate the Broadcast Advertisers' Resolutions from the NAB. The board postponed action because it felt first things should come first, and that BAB should take root under the NAB aegis before embarking upon the Herculean task of getting business for broadcast radio and of necessity seeking to divert it from the printed media.

Broadcasters should not delude themselves about BAB. A number of the recent newspaper-station resignations may be traced to BAB. In the NAB, the BAB forces will fight newspapers, magazines and other media. Most newspapers won't stand still while their radio dollars through an NAB-controlled BAB are at war with their newspaper dollars via their Bureau of Advertising, which, incidentally, is separated from the American Newspaper Publishers' Assn.

BAB, like Broadcast Music Inc., should be separate and free. There are stations which subscribe should call the shots. The NAB need not be enmeshed in newspaper-radio controversy where business competition is concerned. The common battleground is freedom of expression. Broadcasters should have the ability to license in every mass radio medium, whatever his related businesses.

Stemming from a successful and independent BAB—perhaps later incorporating the more desirable aspects of Broadcast Measurement Bureau—would deliver radio from the utterly fantastic situation which places the operations of networks and stations alike at the whim of private organizations. Today there are several survey organizations which are cursed or blessed depending upon whose ox is gored—and upon whose innocent conflicting outputs time is bought and sold.

But that's another installment.

The NAB, to hold the membership line and attract new members, must return to fundamental trade association concepts—legislation, lobbying, regulation, and related functions applicable to AM, FM and TV alike. It must cease trying to be all things to all radio people. The Portsmouth Mandate so decrees. By following it the NAB can again become a Badge of Honor to be proudly displayed by enterprising stations of all classes.

Ole Man Volga

THE COMMUNIST party line, heretofore reasonably content to attack American "imperialism" and the like, has, now with its propaganda machine, the USOD, appears to have lengthened its "cultural" string to encompass radio.

At a meeting in New York a fortnight ago, sponsored by the so-called Committee for the Negro in Arts, such Negro performers as Paul Robeson and Canada Lee hurled invective at American radio. Actor Lee said radio has a "lych mentality"; that it seeks to distort and conceal Negro faults and hire qualified Negro workers. And Singer Robeson seemed to echo the crimson-hued words of the Kremlin, having only recently returned from a tour of the Soviet Union.

If Robeson & Co. think they can do better in the Soviet, they should try it. Can they name any stars of Soviet radio of their race? Or any race other than those propagandists of the Foreign Commissariat? Don't they know what happened to Cardinal Mindszenty of Hungary, supposed a Sovereign nation? He didn't act or sing. He was a preacher of God's Word.

We're not sure we understand what these men, who are not content with their attainments in the arts, are talking about. But we are reasonably certain that over there they could have been "liquidated" for what they said over here.

Our Respects To —

D R E T I R E M E N T in the lives of most men is a time for closing busy careers and beginning a period of quiet, earned relaxation. But not so with Dr. Emrich Weglein. When in 1946 Dr. Weglein retired as superintendent of Baltimore City Schools, a position he had held for 21 years, these words were written for the occasion: "His characteristics . . . may be briefly summarized in the words—competence, courage, common sense, and endless capacity for hard work."

Today, in his role as public service counselor for WBAL-WBAL-TV Baltimore, the words still apply to Dr. Weglein. His period of retirement was virtually non-existent. The desire for quiet, earned relaxation was overclouded by the "endless capacity for hard work."

On April 14, 1947 Dr. Weglein accepted his present position with WBAL.

Although his radio career had a rather late beginning, Dr. Weglein's vast experience in educational fields, his ready grasp of rapid developments in science, and his ability to utilize those developments for the best interests of the public, have made him one of the most important public figures in Baltimore's radio and television circles today.

An example of this progressive thinking can be found in an experiment he recently launched in cooperation with several Baltimore schools.

Dr. Weglein arranged to have various instructors give brief lessons on their subjects before WBAL-TV's cameras in the station's studios. Television receivers were then set up in school classrooms, and the lessons were corporated into the regular teaching periods at the schools.

At the close of the series in June, a committee from the board of education met with Dr. Weglein to study the effectiveness of the television lessons. Whole hearted support of the project was voiced by the committee and plans are being made to continue and expand the in-school televising during the coming school semester.

Dr. Weglein feels that such a plan will have several advantages. For one thing, he points out, some laboratory experiments require scarce or expensive equipment not accessible to all schools. Television can solve that problem easily, he says. Just put the teacher and the equipment in front of a camera, telecast the lesson, and it immediately becomes available to every student in the city.

Such innovations and advanced thinking do not seem particularly remarkable to the Doctor. They are merely a continuation of the policy he pursued for more than 50 years as (Continued on page 36)
Do you share with Robert Browning the belief that "there is no truer truth obtainable by man than comes of music"? Over half a million New York families do. They seek that truest truth in the fine music that comes always over WQXR and WQXR-FM. So constantly do they seek it that no other stations can reach them so effectively. For the advertiser, these are New York's choice families, too... people who love good things as they love good music, and can afford to buy them. For the advertiser, these families form one of the choicest markets within this biggest and busiest of all markets. You'll find it profitable to ask us to tell you more.

WQXR

AND WQXR-FM

RADIO STATIONS OF THE NEW YORK TIMES
Respects
(Continued from page 31)

a Baltimore educator.

Born in Baltimore on June 10, 1937, David Weglein attended public schools there and graduated from Baltimore City College. He received his A.B. degree from Johns Hopkins U., his M.A. at Columbia U. and his Ph.D. from Johns Hopkins.

Dr. Weglein began his teaching career as vice principal of Baltimore City College. He then became a member of the faculty of the Baltimore Training School for Teachers, and was later promoted to inspector of the Board of Education. He then became a Department in the Baltimore City College. Promotions came rapidly to Educator Weglein. He became principal of West High School, assistant principal, superintendent of schools, and, in November 1925, superintendent of Baltimore City Schools, a position he held until his retirement July 31, 1946.

The interval between "retirement" and joining WBAL was not a period of idleness for Dr. Weglein. Throughout his teaching and administrative career he was active in the Dept. of Education at Johns Hopkins U. and during the year 1946-47 he was educational consultant in the U. S. Office of Education in Washington, D. C.

Since 1947, when he became public service counselor for WBAL-WBAL-TV, he has been responsible for the station's public affairs programming, Baltimoreans the opinions and ideas of the city's top educational, cultural and civic leaders.

The belief that accomplishment merits recognition has long been a guiding policy of Dr. Weglein's. Putting this theory into practice, he was responsible in 1947 for inaugurating the WBAL Merit Awards. These honors are awarded regularly for outstanding achievement in various fields—civic activities, government, business and industry, medicine, education, social welfare, and agriculture.

Encourage Achievements
Purpose of the Merit Awards is to encourage and recognize the achievements of Maryland men, women and organizations. The winners are selected by three-member committees representing each of the fields. Dr. Weglein serves as chairman of the committees even though WBAL is his representative in the project.

Dr. Weglein outwardly gives little indication of the tremendous energy and determination characteristic of men in his profession, however, speak for themselves. As is to be expected, the Doctor also is active in civic and fraternal organizations. He is a member of Phi Beta Kappa and the American Association of University Professors. He is also a member of Phi Delta Kapi. Club memberships include the Rotary, Civitan, University and Johns Hopkins Clubs. He is for-

mer president of the Middle States Assn. of Colleges and Secondary Schools, former president of the Maryland State Teachers Assn. and of the Educational Society of Baltimore.

Dr. Weglein was at one time chairman of the board of the Baltimore Safety Council and is still active in its program. For some years he has been chairman of the Junior Red Cross in Baltimore, is interested in Boy Scouts work and has taken part in numerous civic services such as the Community Chest.

A bachelor, Dr. Weglein describes his hobbies as reading, music, motion pictures, and, of course, radio.

Many words of praise for Dr. Weglein were written when he retired as school superintendent. Like the brief summarization of his characteristics from the publication School Executive, written in 1946, still stand:

"No man has ever given more of his time and energy to a job than Dr. Weglein. The task of superintendent of schools in a large city is a heavy one. He knew no restricted hours of service, and recognized that no phase of the city's educational life was too limited to merit his attention."

"Not only was Dr. Weglein interested in Baltimore, but he gave generously of his time, advice and money in the field of medical research. Probably no other man has ever been called upon as frequently or rendered services more constructively or more unselfishly than Dr. Weglein in representing the needs of education in the national councils."

Today at the age of 75, Dr. Weglein's "endless capacity for hard work" continues to make him one of the guiding lights of education—now, education by radio and television.

KTHS CASE
FCC Hit on Ruling
CHASE the FCC was violating its own multiple ownership rule and unjustly failing to abide by issues it had declared in the proceeding were made before the Commission by WKBW Broadcasting Co. in oral argument last week in the Hot Springs, Ark., 1090 kc case.

Hot Springs Broadcasting, headed by Publisher C. E. Palmer, and the former Gov. Carl E. Bailey of Arkansas, received proposed denial for new station in Hot Springs for 550 kc. The decision would grant Publisher John D. Ewing's KTHS Hot Springs switch to West Memphis with power increase on 1090 kc to 50 kw day, 25 kw night, and would grant the same interests a new station at Hot Springs on 550 kc with 5 kw day, 1 kw night, to replace KTHS [broadcasting, April 4].

Paul D. Spearman, Washington counsel for the Palmer group, at the argument on Tuesday verbally attacked the Commission for its ruling. He contended the Ewing interests would not have been favored over his client if the Commission had not compared the two proposed denial also for 1090 kc.

At the same session argument also was heard in the Wilkes-Barre and Scranton, Pa., 950 kc case. FCC proposed to grant WARM Scranton switch from 250 with 10 kw on 1400 to 5 kw on 590, directional, and deny WBAX Wilkes-Barre switch from 250 on 1500 and WBAX's the latter on 990 [Broadcasting, April 4].

John P. Southmayd, WBAX counsel, held that WARM could not maintain the high efficiency of the antenna system it proposed and therefore service would be diminished. WARM was represented by Albert Schilling.

On Monday the Commission heard argument on its proposed denial of power boost on 1140 kc to KSOO Sioux Falls, S. D. WRVA Richmond was intervener.

No WHMA Interest
R. A. DAVIDSON, general manager of WHTB Talladega, Ala. and who fortnight ago was granted permission by FCC to acquire 60% interest in that station, has never owned the station. The WHMA group, Ltd. Delta Hanover. Probably no other man has ever been called upon as frequently or rendered services more constructively or more unselfishly than Dr. Weglein in representing the needs of education in the national councils.

Today at the age of 75, Dr. Weglein's "endless capacity for hard work" continues to make him one of the guiding lights of education—now, education by radio and television.

TEST HOURS
Would Curtail Operations
PROPOSED rules changes by FCC relating to program and equipment tests will have detrimental effects on specified hours and day-time only station, FCC was advised last week.

Guilford Janes, president of the Federal Communications Bar Assn., and the Washington law firm of Haley, McKenna & Wilkinson, who represented the proposed changes would prevent daytime or specified hours stations from commencing operation before 6 a.m. local standard time. At present they may commence as early as 4 a.m. during some six months of the year.

The present rule allows testing from midnight to local sunrise while the new rule would designate 1-6 a.m. local standard time and would prevent any programming during this time by other than full-time stations [broadcasting, June 15].
THACKREY
Seeking Hearing Dispensation
IN LAST minute effort to secure definite FCC action before Aug. 1 expiration date for sales contract, Mrs. Dorothy Schuff Thackrey last week petitioned the Commission to dispense with hearing on the $1,045,000 sale of her KLAC-AM-TV Los Angeles and KYA San Francisco to Warner Bros. Pictures. FCC set the case for hearing because of the anti-trust question involving the movie firm [BROADCASTING, July 18].

Mrs. Thackrey specifically asked the Commission to dispense with the hearing in the case and hear it in oral argument instead. She also asked that the parties be directed to submit in writing at the oral argument all the additional information FCC has indicated it wished and that the argument be designated for such a date as would enable the Commission to determine the case before Aug. 1.

If the Commission does not act by that date, FCC was informed, "petitioner will suffer heavy losses and will be seriously prejudiced." Mrs. Thackrey pointed out that the sale is conditioned upon FCC approval and becomes void if FCC denies the transfers or takes no action by the deadline date.

The petition further gave an alternative request. FCC was asked to reconsider its order setting the case for hearing and that the parties be directed to submit in writing such information as is necessary in such time to get a decision by Aug. 1. The petition asks that the transfer applications be "granted or denied without hearing" on the basis of information now in them or which would be supplied.

WQXR
Asks WPTR Stay Order
STAY ORDER which WQXR New York sought against commencement of program test by WPTR Albany, N. Y., on new 50 kw operation on 1540 kc was denied last Wednesday by the U. S. Court of Appeals for the District of Columbia.

Following brief argument at which FCC and WPTR were also represented, the court upheld the Commission's earlier refusal of a stay against the Albany outlet [BROADCASTING, July 11]. WQXR has an appeal pending in the court against the grant of power increase to WPTR on grounds such operation would cause objectionable interference to its present coverage. WQXR is assigned 10 kw on 1560 kc fulltime.

SPECIAL, broadcast of championship races in Milwaukee Sentinel-Chrysler Soap Box Derby were presented over WISN Milwaukee yesterday (July 24).

Network Gross
(Continued from page 25)
the toiletries field, replacing Gillette and its Toni Co. subsidiary.

No major product group shows a serious drop in purchases of network advertising through May, although Drug advertising is mysteriously lower than other relatively high sales in the industry for the year. Television's bite into AM network radio has been small, and the recession in business has not hit the radio networks seriously.

**Table III**

<table>
<thead>
<tr>
<th>Class</th>
<th>Top Network Advertiser</th>
<th>Gross Time</th>
<th>Advertiser</th>
</tr>
</thead>
<tbody>
<tr>
<td>Agriculture &amp; Farming</td>
<td>Allis-Chalmers Mfg. Co.</td>
<td>$523,162</td>
<td></td>
</tr>
<tr>
<td>Apparel, Footwear &amp; Accessories</td>
<td>Frank H. Lee Co.</td>
<td>41,452</td>
<td></td>
</tr>
<tr>
<td>Automotive, Automotive Accessories &amp; Equip.</td>
<td>Ford Motor Co.</td>
<td>211,408</td>
<td></td>
</tr>
<tr>
<td>Aviation, Aviation Accessories &amp; Equip.</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Beer, Wine &amp; Liquor</td>
<td>Paulist Sales Co.</td>
<td>58,380</td>
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<tr>
<td>Building Materials, Equipment &amp; Fixtures</td>
<td>Johns-Manville Corp.</td>
<td>101,990</td>
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<tr>
<td>Confectionery &amp; Soft Drinks</td>
<td>Cape-Cola Co.</td>
<td>167,111</td>
<td></td>
</tr>
<tr>
<td>Consumer Service</td>
<td>Electric Companies Advertising Program</td>
<td>82,202</td>
<td></td>
</tr>
<tr>
<td>Drugs &amp; Remedies</td>
<td>Sterling Drug Co.</td>
<td>597,119</td>
<td></td>
</tr>
<tr>
<td>Entertainment &amp; Amusements</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Food &amp; Food Products</td>
<td>General Foods Corp.</td>
<td>619,894</td>
<td></td>
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<tr>
<td>Groceries, Lubricants &amp; Other Fuels</td>
<td>Sun Oil Co.</td>
<td>85,832</td>
<td></td>
</tr>
<tr>
<td>Household Equipment &amp; Supplies</td>
<td>Ferry-Narine Seed Co.</td>
<td>17,244</td>
<td></td>
</tr>
<tr>
<td>Household Furnishings</td>
<td>General Electric Co.</td>
<td>232,232</td>
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<tr>
<td>Industrial Materials</td>
<td>International Silver Co.</td>
<td>70,150</td>
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</tr>
<tr>
<td>Insurance</td>
<td>U. S. Steel Corp.</td>
<td>194,222</td>
<td></td>
</tr>
<tr>
<td>Jewelry, Optical Goods &amp; Cameras</td>
<td>Prudential Insurance Co. of America</td>
<td>172,449</td>
<td></td>
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<tr>
<td>Office Equipment, Stationery &amp; Writing Supplies</td>
<td>Longines-Wittnauer Watch Co.</td>
<td>95,286</td>
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<tr>
<td>Publishing &amp; Media</td>
<td>Ensharpo Inc.</td>
<td>85,035</td>
<td></td>
</tr>
<tr>
<td>Radios, TV Sets, Phonographs, Musical Instruments &amp; Acces.</td>
<td>Christian Science Publishing Co.</td>
<td>31,000</td>
<td></td>
</tr>
<tr>
<td>Retail Stores</td>
<td>Philco Corp.</td>
<td>65,088</td>
<td></td>
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<tr>
<td>Smocking Materials</td>
<td>First National Stores</td>
<td>5,496</td>
<td></td>
</tr>
<tr>
<td>Soap, Cremails &amp; Polishes</td>
<td>Liggett &amp; Myers Tobacco Co.</td>
<td>459,674</td>
<td></td>
</tr>
<tr>
<td>Sporting Goods &amp; Toys</td>
<td>Procter &amp; Gamble Co.</td>
<td>1,053,325</td>
<td></td>
</tr>
<tr>
<td>Travelers &amp; Tilet Goods</td>
<td>Lever Bros. Co.</td>
<td>597,403</td>
<td></td>
</tr>
<tr>
<td>Transportation, Travel &amp; Resorts</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Miscellaneous</td>
<td>Assn. of American Railroads</td>
<td>87,036</td>
<td></td>
</tr>
<tr>
<td>Lutheran Laymen's League</td>
<td>39,995</td>
<td></td>
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</tbody>
</table>

*Source: Publishers Information Bureau*

HAS CORRALLED THIS BIG
$870,000,000
OKLAHOMA MARKET FOR YOU

**TÜRKLUL**
TULSA'S EXCLUSIVE RADIO CENTER
avery-knoedel, inc
Radio Station Representatives
John Esau, Vice Pres. & Gen. Mgr.

| RETAIL SALES | $682,310,000 |
| FOOD SALES | 156,427,000 |
| DRUG SALES | 24,420,000 |
| FARM INCOME | 199,710,000 |

Estimates from SRDS Consumer Markets, 1949-50

POPULATION | 984,500 |
RADIO HOMES | 242,044 |

BROADCASTING  Telecasting
July 25, 1949  Page 37
Deadlines for FCC?
(Continued from page 30)
"the end-product of a decade of Congressional investigations, studies, hearings, and reports by committees in both Houses of Congress.

The Committee's abandonment of the two-panel system envisioned in the earlier version came as no surprise, inasmuch as it had predicted it himself, as well as other committee men, had questioned its value. Retention of the staff reorganization plan was equally unsurprising.

Under this plan, the present organization of the staff into Legal, Engineering, and Accounting bureaus would be divided, with the functional divisions being set up, each containing lawyers, engineers, and accountants. The three presumably would be Broadcasting, Common Carrier, and Safety and Special Services. Additional divisions might be set up to handle work which cuts across these three main divisions or which does not lend itself to handling by an integrated divisional group.

In support of the plan, the committee noted the mounting backlog of unfinished business, the present arrangement whereby each of the three professional bureaus passes independently upon applications. Declaring that, whatever the reasoning for this arrangement in less than two years," the committee continued:

Moreover, under this system, the threerequency bureau, which is to become self-contained and independent little kingdoms, would paralyze the radio industry's ability to operate and able to exercise almost dictatorial control over the expenditure of a case. They can, and have, set at naught the best efforts of individual Commissioners to spur action. Whether or not these bureaus also have been effective agents in preventing the Commission from doing its own reorganization is not clear...\[###\]

The limitations on job-jumping by both Commissioners and key personnel, plus the proposed pay raises, were viewed as effective means of keeping job-hunting Commissioners from leaving the FCC to become private attorneys, and, incident to this, to prevent the Bureau from securing the services of independent counsel who may then become Commissioners in the Commission.

The limitations on job-jumping by both Commissioners and key personnel, plus the proposed pay raises, were viewed as effective means of keeping job-hunting Commissioners from leaving the FCC to become private attorneys, and, incident to this, to prevent the Bureau from securing the services of independent counsel who may then become Commissioners in the Commission.

The committee pointed out that its proposal with respect to Commissioners would not prevent a member from resigning at any time. "But if he resigned after one year following enactment of this Act and before his term of office had expired, he could not accept a position for the unserved portion of his term of office with any person who comes under the jurisdiction of the Communications Act," the report explained.

The committee also tightened the bill's language on employment of temporary personnel, stipulating that they are to be employed for specific special service and nothing else. This is to make clear that such temporary employees cannot become in effect permanent employees in the guise of holding temporary appointments.

Elimination of the requirement that a hearing on renewal be governed by the same considerations applicable to original applications was described as a time-saver which "does not in any way impair the Commission's power to consider..." the overall performance of [a] station against the broad standard of public interest, convenience, and necessity.

The next section on hearing procedures would require FCC, when it cannot make a grant without hearing, to notify the applicant and other known parties in interest, specifying the reasons before designating the case for hearing. A new step inserted in the revised hearing rules, would be added for the applicant to reply in an effort to show that hearing is not necessary.

The proposed new "protest rule," the committee explained, "merely insures that if the Commission grants a license or other type of authorization without a hearing, at least the party who protested will be able to file an opposition under oath for a 30-day period by any party in interest." In event of protest FCC would be required in anti-trust process to file a petition whether a hearing was necessary or not.

Such transfer procedures as the "objective" rule, which FCC dropped on its own motion last year, would be eliminated. They would be replaced by a change stipulating that transfers be approved "upon finding by the Commission that the person transferring the license to assignee possesses the qualifications required of an original permittee or licensee." The procedure would be that provided for action on original applications.

Would Mark Victory
Enactment of the new anti-trust provision would mark a victory long sought by industry leaders. It would eliminate the "double jeopardy" with which FCC had to deal the existing provision permitting FCC to revoke the license of any person whom the courts have found guilty in anti-trust proceedings. The courts' authority to revoke licenses in such cases would be retained; FCC's would be stricken.

"The modification proposed merely provides that an applicant instituting its own anti-trust proceeding," the committee explained. But it was quick to add that the change was necessary, "if FCC's right to consider the effect of anti-trust violations upon an applicant's character qualifications — as it currently is doing in its investigation of motion picture producers and others involved in anti-trust decisions.

The revised cease-and-desist provisions are substantially the same as originally proposed. Normally the cease-and-desist method would precede revocation proceedings, but in cases where new action has been added so that, where there is a need for immediate action, revocation can be instituted by show cause order. At present, revocation is only possible for violations of anti-trust laws or rules, whether the breach is major or minor. Cease-and-desist proceedings could be instituted in such cases. Failure to observe a cease-and-desist order would be one of the grounds for revocation.

The appeals section, unchanged from the November proposal, would provide for a limit judicial review of all cases involving the exercise of FCC's

HARRY WISMER (r.), nationally known network sports commentator and general manager of WJR Detroit, presents Walter F. Loidau, vice president and general manager of United Foundation, with a check for $1,000 for the foundation's full campaign. The money had accumulated in a jackpot built up on WJR's Anything Goes program.

radio licensing power to the U. S. Court of Appeals for the District of Columbia; provide for appeal direct from the Court of Appeals to the U. S. Supreme Court on revocations and new applications, and for Supreme Court review of certain appeals under writ of certiorari, as at present.

Provisions on hearings are designed to assure separation of the prosecutory and judicial functions. All FCC hearings of a judicial or quasi-judicial nature would have to be held before a three-member panel or a single Commissioner, or one or more examiners, not a single Commissioner. "This is important," the committee held, "because we want the public to believe that the Commission to review the preliminary or intermediate report of one of its members with the same degree of objectivity or fairness with which it reviews the report of an examiner."

The hearing officer or examiners would file an intermediate report which, as a result of the initial decisions which they currently issue, would be subject to review by the Commission upon the filing of exceptions by any party to the proceeding.

A great deal of the McFarland Bill incorporates non-policy provisions of the White Bill of 1947-48, except that the provisions found in the apppellate portion, which works that would be done by the Federal Communications Bar Assn. and individual attorneys over a period of years. The measure would have no final force until approval during the hearings, with opposition and counter-suggestions coming primarily from FCC and, with respect to sections having anti-trust implications, the Justice Dept.

1949

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BROADCASTING  Telecasting

Leaders for FCC? (Continued from page 30)
RADIO and television increased its advertising in newspapers 683.1% in 1948 over 1939—more than any other product classification.

That figure was announced by Bureau of Advertising, American Newspaper Publishers Association, last week in its report, "Expenditures for Advertising in Newspapers: 1948."

In all, radio and television bought $14,401,000 in space from newspapers in 1948, however, the figures are higher, since the ANPA estimates only included national advertisers who bought $25,000 or more space. The $14,401,000 figure was broken down as follows: Set advertisements, $10,479,000; station advertisements, $3,786,000; miscellaneous, $2,135,000.

Two networks appeared in the ANPA Bureau's figures: NBC with $62,270, and ABC with $25,027. The ANPA Bureau's report cited "spectacular increases" in the expenditures of the top four newspaper space buyers in 1948 over their 1939 figures. They were:

1939 1948
General Motors $9,136,853 $18,512,575
Procter & Gamble Co. 3,143,037 6,750,000
Colgate 2,852,036 2,900,000
Palmolive-Peet 1,711,095 2,718,128
Lever Bros. 2,900,401

[Analysis by Broadcasting of the expenditures of the top four newspaper space buyers reveals that their purchases were not made at the expense of the radio dollar. Their network radio expenditures also increased significantly as follows:

1939 1948
General Motors $3,403,000 $5,211,000
Procter & Gamble 1,953,037 3,786,000
Colgate 1,695,037 1,718,384
Palmolive-Peet 1,711,095 2,718,128
Lever Bros. 2,900,401 7,218,128

The report was called by the Bureau the best of its kind as it began, a comprehensive study on advertisers' newspaper expenditures since 1944. The Bureau expects to resume its publication on an annual basis.

In a foreword, the Bureau characterized the report "as detailed documentation of a year in which national advertisers expressed their faith in the efficacy of newspaper advertising far more eloquently, with their dollars, than any year on record.

"The record of 1948 is shown," the bureau continued, "in the rise of national advertisers' total newspaper investments from only $109,000,000 in 1939 to a point affected to any marked degree by World War II, to the $389,261,000 of 1948."

([Radio network billings in the same period from Hill, cited in Broadcasting, July 15, 1948. According to an analysis by Broadcasting.])

In all, the Bureau reported on 1,102 advertisers and 2,586 individual products or services in 1948 as compared with 649 advertisers and 1,655 products or services in 1939.

Among the radio and television space buyers:

Admiral Radio Corp. $1,086,970
Radio $546,900
Radio & Television 258,000
Admiral Refrigerator 31,400
Admiral Television 25,800
Andrea Radio Corp. 18,512
Crosley Radio Company 11,250
Crosley Television 35,744
Crosley Radio 309,188
Crosley Television 158,385
Emerson Air Conditioners, (radio) 98,000
Emerson Radio & Phonograms 134,574
Emerson Radio & Television 24,943
Emerson Television Sets 20,510
Emerson Radios 89,421
Farnsworth Television & Radio Corp. 52,659
Capehart Radio Sets 17,053
Fieldcrest Radio Sets 20,052

Farnsworth Radio & Television 5,402
General Electric (radio) 4,372,000
General Electric (television) 371,983
Radio 62,094
Radio Sets 179,577
Television Sets 169,573
Philco (radio) 171,968
Philco (radio and television) 171,668
Philco ($70,000) 1,739,201
Philo ($70,000) 1,739,201
Radio Corp. of America 194,484
Radio Corp. of America 914,944
Sparks-Wilcoth Co. 57,711
Stronberg-Carlson Co. 259,582
Television Sets 259,582
Radio and Television 50,583
Westinghouse Electric Corp. 101,943
Westinghouse Electric Corp. (radio) 212,000
Westinghouse Electric Corp. (television) 212,000
Zenith Radio Corp. (radio) 30,834
Zenith Radio Corp. (television) 30,834

The House Judiciary subcommittee on monopoly power, which had been inactive during the fall but consistent with its antitrust status throughout the year, now began studying the radio industry. However, Judge Miller reported that "it was not available" because of the pressure of heavy duties, and Don Petty, assistant NAB counsel, indicated to the subcommittee either he or another representative would attend. Suggested date of the appearance of the NAB official was not disclosed.

The monopoly group previously had indicated it was considering an invitation to a high network representative, possibly NBC President Johnnie Tingley. However, the committee's general counsel, C. Murray Bernhardt, wrote to NBC President J. Miller asking him to appear on behalf of the broadcasting industry. However, Judge Miller reportedly was "not available" because of the pressure of heavy duties, and Don Petty, assistant NAB counsel, indicated to the subcommittee either he or another representative would attend. Suggested date of the appearance of the NAB official was not disclosed.

The tentative plan to call radio into the picture during the present series of hearings also has been dropped, Mr. Bernhardt revealed, unless one of the witnesses presently scheduled to appear inject the radio issue, which he thought highly unlikely. The slate of Invitations already has been filled. He said it still was too early to discuss plans for the fall but that additional persons will be added when the radio hearing and agenda take shape.

Meanwhile the subcommittee last week continued its three-hour meeting with Dr. John Blair, FTC's chief of the Division of Economics, testified, along with Adolph Berle, former assistant Secretary of State, and Ellis Arnall, former governor of Georgia.
**TV MUSIC**

NAB Television Music Committee reviewed terms of the blanket licenses on television and to discuss terms which should be included in the per program TV licenses.

A practical agreement has been reached with ASCAP on the blanket licenses, which are to run five years and to call for payments figured on the same basis as the ASCAP license for so-called broadcasting plus an extra 10% for the video use. Talks about per program licenses, however, have just commenced between Robert P. Myers, NBC assistant general counsel, chairman of the NAB committee, and Herman Finklestein, resident attorney for ASCAP.

When the two committees have reached an agreement on both license forms, ASCAP will then go to its membership for new agreements from the members, authorizing the society to handle the enlarged TV rights required by the proposed licenses and for a five-year period. ASCAP's current agreements with its members covered only limited use of their music on telecasts and run only until the end of next year.

Pendencing completion of the license agreements, it is anticipated that ASCAP will continue to grant further extensions to its present TV licenses which are due to expire on Aug. 1. Extensions cost ASCAP nothing as the terms of the new licenses will be retroactive to Jan. 1, 1949. Failure of an extension would entail a claim to a declaration of war on ASCAP's part as it would immediately bar all ASCAP music from all TV programs. Such a move is therefore extremely unlikely to occur since it is preceded by a complete breakdown in negotiations which is certainly not anticipated at this time.  

**COLOR TV**

Wash.-Balto. Test Okayed

PLANS for experimental color telecasts from Baltimore to Washington were revealed in an application filed with FCC last Thursday by the Sunpapers' WMAR-TV Baltimore. FCC promptly authorized the tests.

The experimental color service will demonstrate surgical and medical techniques at Johns Hopkins Hospital in Baltimore, using color pickup facilities and special receivers employed in the Atlantic City demonstration before the American Medical Assn. earlier this summer [BROADCASTING, June 6, 13]. CBS color experts would again supervise the demonstration. It would be distinguished from the Atlantic City operation, however, in that WMAR-TV's regular transmitter (Channel 2) rather than point-to-point relay would be used. The CBS sequential system would be used.

E. K. Jett, former FCC Commissioner who is vice president and director of radio for the Sunpapers, said owners of conventional TV sets, by tuning the vertical control, would see four miniature black-and-white pictures on their screens.

Parallel arrangements were completed Friday by General Manager Kenneth H. Berkley of the Washington Evening Star stations whereby WMAL-TV Washington NBC Committee Confers On ASCAP Terms

met Thursday in New York to review terms of the use of ASCAP music on television and to discuss terms which should be included in the per program TV licenses.

A network executive, technically attempting only to negotiate licenses for their TV networks, was able to work out with ASCAP a basic formula for the blanket licenses which was subsequently made the industry pattern.

Task of translating that general formula into concrete contract language has been handled by Mr. Myers and Mr. Finklestein, who have spent days, nights and weekends working out the necessary details. These two attorneys will probably bear the brunt of the detail work on the per program licenses as well, although Mr. Myers told BROADCASTING that as the per program licenses are a matter of moment to individual stations than to the networks, which will doubtless all adopt the blanket licenses, he will call freely on the individual station representatives on his committee for counsel along the way.

**Final Forms**

Final license forms will of course be gone into fully by the whole committee before they are submitted to the TV broadcasters.

NAB Television Music Committee members are: Chairman Myers; Julius F. Brauner, CBS; Robert L. Cole, WPIX (TV) New York; William Fay, WHAM-TV Rochester, N. Y.; Clair R. Moughlough, WGAL Lancaster, Pa.; Joseph A. McDonald, ABC; Theodore C. Streibert, WOR-TV New York; Don B. Tatum, Mutual-Done Lee.

**PROPOSALS OFF**

Two Grants Set Aside

TWO PROPOSED decisions were set aside by FCC last week for further hearing in view of site difficulties caused by CAA disapproval of proposed locations.

Proposed grant to Belleville, Ill., News-Democrat for 1 kw on 1260 kc, directional night [BROADCASTING, Dec. 20, 1948], and proposed grant to Radio Modesto Inc. for 1 kw on 1360 kc at Modesto, Calif. [BROADCASTING, July 7] were granted.

Also involved was proposed denial to WTMV East St. Louis, Ill., to switch from 260 to 1450 kc, and proposed denial of Frank M. Helm for the 1360 kc assignment at Modesto.

In a separate ruling the Commission made final its proposed denial of the use of 1290 kc to Hobart G. Stephenson Jr. at St. Louis. FCC found he had not filed exceptions to the proposed ruling in the St. Louis area caption.

In both cases the Commission allowed applicants 60 days to file amendments pertaining to new sites which would be satisfactory.

**WHO To Aid Tests**

WHO Des Moines' How's the Weather broadcast will attempt to perform another public service of an unusual nature in the near future. Two Iowa State College students are to conduct cosmic ray experiments by periodic releases of special containing scientific instruments. The college researchers and Des Moines Weather Bureau have asked WHO to help them obtain through broadcast appeal as high percentage of recovery as possible, after the balloons have burst, dropping the instruments back to earth.
CONVENIENCE WHERE IT COUNTS

THIS SA-50 DUAL CHANNEL CONSOLE GIVES YOU More Flexibility Better Identification of Control Functions VU Meter in Each Program Circuit Easier Maintenance

"Well styled, easy to use," that's always the first comment about the SA-50 Console, you can see it's well stated from the above illustration.

This unit goes with the SA-50. It's the wall mounting power supply which also contains the audition amplifier and cueing amplifier, you get quieter operation because all high level circuits are kept away from the sensitive program channels.

The SA-50 Console is your answer to good program handling, because more and better control facilities are at your operator's fingertips.

High fidelity amplifiers housed in the "tip-back" cast aluminum cabinet and matched in the best manner assure the highest quality, low noise and distortion and long life.

Words say so little, get the complete picture on the SA-50 Console, write today and get complete information on this better way of studio control.
PROTESTS bristling with charges of illegality and monopoly were mounting last week over FCC's UHF-VHF television plan [Broadcasting, July 18], while communications engineers' and lawyers' associations were planning special meetings to line-comb the proposal.

The already broad scope of the proceeding meanwhile was expanded by the Commission with the docketing of an application for common carrier facilities from common carrier television companies. Details on the findings of the 32 experimental television licensees and permittees. FCC asked AT&T bluntly to explain the failure of its current intercity facilities to accommodate the full 4.5 mc television bandwidth, and called upon both the telephone company and Western Union for statements on prospects for network facilities for color.

President Guilford Jameson of the Federal Assn., said the FCBA Practices and Procedures Committee under Leonard H. Marks is making studies directed particularly against FCC's time-table in which allocations table into the rules, and that he would ask that the time for filing comments be extended from Aug. 8 to Sept. 5. The recommendation of the Assn. of Federal Communications Consulting Engineers scheduled a meeting for Tuesday (July 26) to review FCC proposal in detail, and it seemed likely that this session also would produce a request for delay in the proceedings.

Specifications, Replies

FCC's hearing is slated to start Aug. 4, 18 months after the deadline for comments and Aug. 19 for replies. Though Commission authorities did not appear to favor postponement of the proceeding, a formal statement, Kear & Kennedy, has asked that the time for comments be delayed to Sept. 11, and several others reportedly were planning similar requests individually.

Two weeks of study of the Commission's far-reaching plan to open up 42 six-megacycle UHF channels to augment the present 12 of the VHF generated widespread and frequently bitter complaints. Chiefly they related to the unavailability of UHF equipment and uncertainty as to when it can be ready. Estimations ranging from one year to several.

In this light, it was argued that the allocation plan violates the "equitable distribution" requirements of the Communications Act by giving some communities "usable" UHF channels and others not usable ones. Similarly it was felt that the plan engenders monopoly by permitting entrenchment of VHF stations.

In what appeared to be the first comments formally filed with the Commission, Attorney Paul M. Segal on behalf of the Toledo Blade Co. outlined objections which seem likely to be heard in many cases when the hearing gets under way. In opposition to the proposal to allocate one VHF and two UHF channels to Toledo, Mr. Segal noted:

"Equipment is not available, nor will it probably be in the near future, for adequate reception or transmission at the frequencies indicated. This will result in a monopoly of access to the public by the existing VHF station."

CABLE HOURS

Division of P.M. Time Set On N.Y.-Chicago Circuit

After two weeks of daily meetings, representatives of the TV networks and AT&T have worked out a division of the evening hours of video time on the coaxial cable circuits between New York and Chicago for the period starting Sept. 1 and ending Dec. 31. New line-up succeeds the present cable time division which runs through Aug. 31.

Unsettled matters of start-time hours of many of the auxiliary legs connecting with the main cable route will be taken up at further hearings to be held this week. The evening hour allocations were considered the major problem, however.

Reason that these negotiations are necessary is the lack of circuits available for TV program transmission between the East and Midwest. Two westbound circuits are available to the video broadcasters on 24-hour, seven-day basis; one additional west-bound circuit is available after 6 p.m. and one eastbound circuit also after 6 p.m. On weekends when the telephone traffic is less, additional circuits may be secured for TV use.

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WESTBOUND NEW YORK TO CHICAGO

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* Only two circuits available before 6 P.M., Monday through Friday.

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Eastbound cable not available before 6 P.M., Monday through Friday.

CODE: A—ABC, C—CBS, D—DUOMONT, N—NBC.
More than cameras, or lights, or settings—
and NBC has the finest facilities the industry can offer...
more than any of these, it's experience that makes
NBC programs the most viewable in television.
For back of the varied skills of the NBC engineer, producer, director and
cameraman are more than twenty years of NBC-RCA experiments in
sight-and-sound...a continual refinement of technique that sets your
NBC program in a class by itself...on America's No. 1 Television Network.
When it's "Carol Calling"...

Customers Do the Answering!

"Carol Calling" is a twice-weekly WPTZ program featuring pert Carol Reed. Built specifically for participating spots, the program has been a success right from the start. For instance, here's a letter from Ralph A. Hart Advertising, agency for Mar-Clay Nylon Hosiery:

"Our clients, the makers of Mar-Clay Nylon Hosiery, began promoting their product in this market on a real scale just when the hosiery industry began to experience "dark days." As part of our campaign, we included a mere one spot per week participation on your "Carol Calling," expecting very little to happen from so small a schedule.

"To date, the number of actual accounts opened and directly traced to our one-per-week on WPTZ, has more than doubled those attributable to our various other forms of advertising COMBINED.

"We think you'll agree, it's things like this that make TV a 'must' in any aggressive advertiser's future plans. And this is just to make 'official' my statements to you on the phone the other day that we're ready to 'talk turkey' about a real TV schedule for Mar-Clay Nylons on WPTZ this fall."

"Carol Calling" is just one of WPTZ's participating programs which have been tailor-made to help advertisers reach the country's second largest TV audience effectively and at low cost. For spot availabilities on "Your Own Home," "The Girl Next Door," "Cartoon Comics," as well as "Carol Calling," get in touch with your NBC Spot Sales representative or call us direct.

PHILCO TELEVISION BROADCASTING CORPORATION
1800 Architects Building • Philadelphia 3, Penna.

WPTZ FIRST IN TELEVISION IN PHILADELPHIA
LOW-COST COMMERCIALS

ONE ANSWER to the problem of producing a television commercial at low-cost is to use the tricks of the scale model builders.

This is the premise of Martin M. Baker, in charge of the scale model department of McCagg Inc. (scale models), Mt. Kisco, N. Y.

On that premise, too, McCagg is making available to the needs of television, skills and facilities once used to produce scale models for the Army and Navy.

Mr. Baker claims four chief advantages for use of models as part of a TV commercial: (1) low cost, (2) flexibility, (3) foolproof performance, and (4) viewer interest.

As an illustration of these advantages, Mr. Baker points to the use of a small cottage he made for NBC as part of the commercial on the Bona-ﬁde Mill's Benny Rubin Show (see illustration).

The cottage was used as part of a roofing materials commercial. Two live characters named "Wear" and "Tear" appeared in the commercial with the cottage, poured water on it, tried to set ﬁre to it—all to illustrate the hardihood of the Bonaﬁde product. The toy-like cottage produced a picture of considerable verisimilitude, and took its beating time after time. It was made of lucite and its shrubbery of sponge rubber. It cost $250.

Mr. Baker contends that the model made a better basis for a commercial than a film could have made. It looked real, it had the advantage of being susceptible to considerable verisimilitude, and the cottage produced a considerable interest.

**Business of Telecasting**

One of a Series

Introduction of live characters, it could be shot from many angles, and the commercials could be varied if necessary.

**Flexibility Important**

The ﬂexibility possible in use of models and displays is especially an important feature, Mr. Baker believes. He points to the Gulf Pride Globe as a further illustration of this.

McCagg, at a cost of $220, made the Gulf Pride Globe, a Young & Rubicam idea used on the We, the People and Bob Smith show. It is actually a hemisphere, around which are set the words "The World's Finest," and atop of which sits a product. A small reduction motor at 10 rpm causes the hemisphere to rotate while the product itself stands still atop it. Currently the model is being used to sell Gulf Pride motor oil, but other products could be substituted for the can of oil. It is also possible to introduce live characters, if necessary. Without that, however, the display still has motion, while at the same time the eye ﬁxes on the stationary object—the product to be sold.

**Diorama Use**

Still further to illustrate the ﬂexibility possible for models, Mr. Baker points to a diorama his company did for NBC for its sustainer The Clock.

This is a 30 x 40 x 14 inch city skyline. The buildings are made of cardboard and plywood and are in relief. The diorama has become the theme-look of The Clock (see accompanying illustration). It cost $220.

This diorama can be changed considerably by moving buildings forward, backward, or out. Various mood effects can be created by lighting, to produce sunlight, cloud, fog. Other effects are possible by camera movements. The many uses inherent in its ﬂexibility, according to Mr. Baker, could hardly be duplicated on ﬁlm.

**Meets TV Demands**

The building of The Clock diorama also illustrated how quickly the model business can meet video's demands. He said the order for it was received on a Friday and the finished product was turned over on the next Monday.

Mr. Baker contends the possibilities of the scale model business have hardly been tapped yet for television. With puppets or characters, also made by the model builders, together with motors, many kinds of animation are possible which would cost considerably if done by other means. Still other effects of animation are possible by making ﬁgures, furniture and other articles move or walk by use of magnets.

He believes that when the full possibilities of small-scale models are realized in TV they will become big-scale stuff.

**'Li'l Abner' To TV**

SAID to be the ﬁrst character out of the "comics" to enter video in a regular series, "Li'l Abner" and his Dogpatch cronies will appear on the ABC-TV network beginning in September. ABC-TV has acquired exclusive rights to present the Al Capp strip, which will be done entirely with "live" actors, for which the network and producer, Mort Millman, are currently conducting an extensive search.

**Lucite Scale Model Used for Commercials**

On the NBC Benny Rubin Show by Bonaﬁde Mills is used with live characters, "Wear" and "Tear," who illustrate hardiness of the Bonaﬁde Mills roofing product. David Bashkow of NBC is in the photo.
SPORTS:  
THE WLWT TOUCH  

By
VERNON (RED) THORNBURG  
DIRECTOR OF SPORTS  
WLW-T CINCINNATI

TIME was when a sportscaster could fill the gaps in his knowledge by a flow of fast talk all about the hometown of players or what a nice day it was at the ball park. He could conjure up a word picture of intense grid rivalry or a battle of the boxing giants—eagerly, and with great feeling.

But now it's different. The lovely day at the ball park is nice to mention, but the fans, grouped around television sets, can see it.

Television fans can see what the AM sportscaster sees. Even better, because of the switch from camera angle to camera angle as the play changes.

Want Interpretation
What fans want is interpretative reporting—not mere description. They want to know what the quarterback or catcher is going to signal next. In other words, it's a "master-mind" operation for the video sportscaster. And he must know his game backwards and forwards."

It would look silly to describe a 40-yard grid run when 100,000 people could see by television that it was only 30.

And that, roughly, is the major difference between television and radio. I think I've learned that difference, along with a group of die-hard cameramen and technicians at WLWT. We spent a few months in 1947 floundering around with this new medium before we learned—the hard way. Admittedly, we have much yet to learn. But if the comments of players, set-owners and sponsors are a guide, we're on our way.

I've been a radio sportscaster for years. I guess I'd qualify as a "veteran of the airwaves."

Television entered the picture in August 1947, when Crosley Broadcasting Corp. President James D. Shouse asked me to head sports operations for W8XCT, WLWT's experimental predecessor.

It was a new departure for me, one which has been as thrilling as it has been trying. Maybe our precociousness was a blessing; in fact, I'm sure it was in the light of what we learned through it.

Our remote equipment, the key to our sports door, arrived on Monday, Sept. 15, 1947. Three days later we set up at Crosley Field to catch the Cincinnati Reds in a practice game. The following Sunday we televised major league baseball for the first time in Ohio.

We may have been amateurs in television then, all of us, but we had an audience of 10,000 persons that day, just as eager and excited as we were. And there were fewer than 100 sets in the W8XCT area at that time.

Then, in rapid succession, we televised wrestling, football, an ice show, boxing, bowling, gymnastics, basketball, swimming, diving and table tennis. It was a hectic six months into which we crammed as much experience as we could—realizing that we would need knowledge soon.

In the spring of 1948 W8XCT, became commercial station WLWT.

Cameras with good elevation catch the action at Crosley Field (baseball) and River Downs (racing)

** **

Since that time we have successfully televised harness racing, midget auto races and sportsmen's shows, in addition to the other seasonal sports we aired during that experimental period.

What we learned, we learned by constant experiment and change. Our operation, based on our experience, is by no means perfect, but to the neophyte video station our history may be of interest.

Grid Illustration
Take our football operation as an illustration.

We began with the premise that most football fans don't know a T-formation from a single wing. Upon this concept we based a series of pre-game television features which were designed to inform.

Before every game I scheduled a little grid session to enlighten the fan about the game he would be watching the following Friday or Saturday. On the program football coaches and I showed the formations which would probably be used.

Another pre-game feature was a scouts' report, with the grid spies telling what to expect from next Saturday's opponent. Then, without tipping the hand of good old Homeville, the Homeville coaches illustrated the defenses they would use against State's offensive plays as outlined by the scouts.

About the stadiums we used:
All cameras, in televising a football game, are placed on the same side of the field, at about the midway stripe.

Cameras one and two cover the same action, with one relieving the other. Camera one specialized in following the ball, while two picked up shots of the ball carrier, action in the backfield and individual plays. Camera two had a 220 mm. lens, in addition to a 50, 90 and 135 mm. Hence its closeup function. Camera one, on the other hand, in addition to these three lenses, carries a 330 mm., which adequately takes in the kicker and the ball in flight.

Second Camera's Function
Camera two is used to pick up the scoreboard, time clock, officials and occasionally to pan the crowd—especially after a touchdown.

Followers are some effective shots and the corresponding lenses as used by WLWT.

For the toss in midfield starting the game, we use a 330 mm. The men trotting out onto the field are covered by a 135 mm. lens. The playing field as a whole is shot in two different ways: in half; with a 90 mm. on each camera picking up half of the field; or with a single 50 mm. shot taking in the entire field by itself. At the kickoff a 330 mm. lens (on camera one) takes the kicker and follows the ball. Immediately upon the kicking of the ball, I switch to camera two with a 135 mm. which shows the ball being caught and the interference forming. Then we go back to camera one for a closeup of the ball carrier and the tackle. During the later half of the '48 season we added a Zoomar lens, and the results were terrific.

In WLWT's football telecasts I sit in the press box and carefully select the best image from two
available to me at all times from the two cameras out on the field. Xavier U.—seats 18,000 people, cameras' location is on the mid-stripe, 115 feet above the playing field and 90 feet from the side lines.

U. of Cincinnati—seats 30,000 people, cameras' location is on the mid-stripe, 90 feet above the playing field and 97 feet from the sidelines at the press box. Both U. and Xavier have excellent lighting systems for televising night games.

In football, which WLT-V televises regularly during the last season, the U. of Cincinnati set an attendance record. This, with a team with even violent fans, was a team which even violent fans admit was not outstanding.

My explanatory approach to football consisted of a series of cards with players drawn on them. Before the game began, I displayed the cards and explained each one, with comments like: "Watch for this wide run. He'll get around the end by Xavier," or: "The T is off the line here. The T is off the line here."

Explanatory approach to football consisted of a series of cards with players drawn on them. Before the game began, I displayed the cards and explained each one, with comments like: "Watch for this wide run. He'll get around the end by Xavier," or: "The T is off the line here. The T is off the line here."

Locations of Cameras for Cincinnati Baseball & Football

(Continued on page 48)
WCPO-TV, Cincinnati television outlet of Scripps-Howard Radio Inc., is scheduled to be in operation tomorrow (July 26), with a pickup of the Cincinnati Reds-Boston Braves game as its first telecast. The station, operating on Channel 7 (174-180 mc), went on the air with test patterns July 16.

WCPO-TV is Scripps-Howard's second television station and is affiliated with the Cincinnati Post. Its WEWS (TV) Cleveland has been in operation since December 1947, and is affiliated with ABC, CBS and DuMont TV networks.

The Cincinnati video outlet will be affiliated with ABC and DuMont networks and will program kinescopic versions of shows of both networks. WCPO-TV plans to keep a full network service in October when coaxial cable connections to Cincinnati are completed.

AM-FM-TV operations, with the exception of WCPO-AM-FM news departments, have been moved from the 38th floor of Carew Tower back to the pitcher, camera three switches to the pitcher catching the ball. This move may be varied if I select the picture of the ball in flight between catcher and pitcher. After showing we are both alert and the pitcher is ready, the lens to camera three that the batter shot.

If the batter hits, I change to camera one to see the pitcher catching the ball. On an infield grounder, camera one with a 220 mm lens focuses the ball to third, short, or second, then follows the toss to first base on the play. A fly ball to the outfield is also in camera one's range. In order to give the televisioner a chance to see the direction the ball is going, I switch to camera three with a 430 mm lens for a closeup of the catch.

In typical play number two, a man is on first. Camera one has a 135 mm lens which picks up second base, the pitcher, batter, catcher and umpire. Camera two also has a 135 mm lens which picks up second base and the runner on first. Camera three, meantime, has a 430 mm lens focused on the batter walking up to the plate.

Here is the sequence of camera operation. The director selects camera three with its 430 mm lens, shortest of the three, to pick up the runner. Camera one with a 135 mm lens is selected to show delivery by the pitcher. Meanwhile, while noticing camera two that the runner has a good lead off first base, I caution cameraman one to watch for a double play or a pitch and throw-out by catcher to first or second. Let's say the batter hits the ball short and camera one follows the ball to the shortstop who throws to second for a double play. Let's say the batter hits the ball to left and camera one picks up the action to second base. Camera three switches to the shortstop. Then camera two switches to the pitcher and pitcher's hands and camera three switches to the bat and ball. The sequence continues until the ball is gone.

The Cincinnati Reds are playing the Boston Braves. For the catcher to follow the ball, the pitcher's hands and the bat and ball is most important. The Reds are leading 3-2 in the third inning. The game is over.

Sports: The WLWT Touch

(Continued from page 47)
Mr. Richard Dunne  
Radio Research Director  
Kenyon & Eckhardt, Inc.  
247 Park Avenue  
New York 17, N. Y.

Dear Dick:

The old saw about a few facts spoiling a good argument has just been verified again. The argument revolved around the use local television viewers are making of their receivers. The facts were turned up by a coincidental telephone survey made by WRGB last March.

At that time there were 17,900 sets in our coverage area. Exactly 1553 telephone calls were completed. That sample is large enough to be significant, we think, and while we now have in excess of 25,000 receivers in the WRGB territory, the percentages developed then are equally valid now.

For example, over 66 per cent of the receivers were in use when the calls were made. More than 25 per cent of those not in use when a call was made either had been or were to be in use that evening. Nearly 92 per cent of the receivers in the Capital District Area of New York State, then, are in use nightly at some hour, and that is good news for the television advertisers using our WRGB facilities.

We are preparing a condensed version of this startling survey for distribution among advertisers and agencies, but a complete detailed copy of it is here waiting for you and for any other research expert who is interested in the procedures used as well as the results obtained.

So let me hear from you. Or, if for any reason it is more convenient, Jim McConnell or any of the NBC Spot Sales people will be glad to get a copy for you.

Sincerely,

G. Emerson Markham
STATIONS MANAGER
AN IMPENDING strike of 1,800 film laboratory technicians in New York City developed last week as a threat to television stations' sources of kinescopic films and newreels.

Some industry spokesmen said that should the stoppage occur on the July 31 deadline date, none of the television networks would be able to service affiliates with film transcriptions. One spokesman, however, said a way would be found to do so by delaying the time basis.

The strike itself would not be against television organizations but against 17 big film laboratories who number among their customers television networks, newsreel companies and Hollywood's big producing organizations.

| Geared to Huge Volume |

These film laboratories are geared to make prints in the huge volume required both by Hollywood producers and by the mushrooming operations of television in the kinescopic field. Networks themselves do not have the equipment necessary to do the big print production job required and perform must farm out their manufacture.

John J. Francavilla, president and business manager of Local 702, Motion Picture Laboratory Technicians, IATSE, said the union's executive board set the July 31 deadline at a meeting Wednesday. In doing so, the board backed up the membership, which said the July 16 unanimously voted a strike.

The strike action was taken after negotiations between the union and the companies had broken off two weeks ago. Federal Conciliator J. W. Mandelbaum, who has had considerable success in several disputes in which radio and television have been affected, was seeking to bring the parties together.

The deadlock developed after the union submitted new demands for a contract to take the place of its expired agreement which expired June 19. The demands included a 32-hour week with pay for a 40-hour week, creation of a welfare fund and night differentials.

Effort to Spread Work

Mr. Francavilla said the 32-hour week was demanded in an effort to spread work among the 1,800 laboratory workers, many of whom are now working only three or four days weekly. He said that technological improvements in the production of prints in the last ten years had created an unemployment threat which only the shorter work week at former pay scales for the full week could ameliorate.

One network spokesman said it was possible that in the event of a strike, kinescopic negatives could be sent to Chicago or Hollywood for processing into the required number of prints. This would mean a delay of perhaps 24 to 48 hours, but would insure stations off coaxial lines of the kind of program ming to which they have been accustomed.

Mr. Francavilla, however, doubted whether such a strategy would prove successful. He said that film print production facilities in both Chicago and Hollywood are too small to do much extra work. He also said that since the Chicago and Hollywood laboratories were manned by members of locals of his own union, it was unlikely that such laboratories would be doing work detrimental to men on strike in New York.

THEATRE INTERESTS were cautioned recently that advanced thinking was necessary in plans for theatre television so that its programs could be of a quality that might be beyond reach of commercial telecasting stations.

The counsel came from Dr. Alfred N. Goldsmith, television consultant, at a meeting in New York called by the Society of Motion Picture Engineers Theatre Television Committee to draft strategy for the theatre TV presentation to be made to FCC in September [Broadcasting, July 4].

Dr. Goldsmith urged the industry to be mindful of the possibilities of color theatre television and of high-definition systems so that the quality of theatre TV would be of the highest.

Needs Industry Support

Gael Sullivan, executive director of the Theatre Owners of America, stressed the need for "all inclusive industry sponsorship" of theatre television. He said the secret of making theatre television successful lay in showmanship.

The meeting was attended by representatives of exhibitors, film producers and other industry segments. From suggestions brought to the meeting, an outline will be drafted by the SMPE for presentation before the FCC, it was reported by Donald E. Hyndman, chairman of the SMPE Theatre Television Committee. It is likely that additional meetings, including manufacturers of theatre television equipment and of common carriers, will be held.

Those Attending


SMPE Drafts Presentation To Be Made to FCC

WILL the public pay a nickel to see minutes of video in private booths at cafes and restaurants? That question is now being investigated by General Electric Co. and AMI Inc., juke box manufacturer, according to an announcement by George F. Metcalfe, manager of the GE Speciality Division which designed the individual booth TV receiver. Two booth sets have been installed for the experiment in a luncheonette in Hoboken, N. J., Mr. Metcalfe said. Each booth set operates as a "slave" to a master receiver which picks up the signal and delivers it by cable to each booth. Only sound volume can be regulated on the booth sets, Mr. Metcalfe explained, with all other controls located at the master receiver. Both companies stated it will be several months before any evaluation of the system can be made.

WEBS RATES

NEW Card Starts Aug. 15

NEW rate card (#4) has been issued by WEBS (TV) Cleveland, Ohio. In announcing the new rates, J. Harrison Hartley, director of WEBS, stated that the new card will apply to all new business accepted by the station to start on or after Aug. 15, effective date of the new rates.

Basic one hour rate for Class A time (7-10:30 p.m., Mon.-Sat.; 4-10:30 p.m., Sun.) is $500 under rate card #4. Class B time (6-7 p.m., Mon.-Sat.; 10:30-11 p.m., Mon.-Sun., 1:4-4 p.m., Sun.) is $300 and Class C (all other times) is $200.

Coin TV for Cafes
EXECUTIVES of Wembly Inc. and officials of its newly appointed advertising agency, John A. Cairns & Co., map out advertising plan which includes television. They are (l to r): A. F. Hanson, Wembly vice president in charge of customer relations and exporting; William A. Bartel, vice president of John A. Cairns & Co.; S. C. Pullitzer, Wembly president; E. S. Pullitzer, executive vice president; J. William Wode, Cairns' director of public relations; and R. G. Drown Jr., vice president in charge of Wembly's advertising.

THE CAMPAIGN
Wembly to Test in Fall

WEMBLY INC., New Orleans, (tie manufacturer), will launch a television campaign for the first time in its history through its newly appointed agency, John A. Cairns & Co., New York. Plans for the 1950 schedule include video in a test market.

Boston has been selected for the test area. One-minute spots using animation will be beamed three times a day, six days a week for 13 weeks. Timed so as to stimulate the purchase of ties by women for the four spring gift dates, the schedule calls for three weeks leading up to Valentine's Day, four weeks preceding Easter, three weeks prior to Father's Day and three weeks before graduation.

These four segments of the 13-week contract run close enough together to establish a continuity. Specific starting date in early fall has not been designated as yet, nor has the station been assigned.

‘LIBERTY’ TV FEATURE
Special Nine-Story Section Run

CURRENT ISSUE of Liberty Magazine has devoted an entire section to "what you should know about television."

Divided into nine articles, each dealing with a separate phase of video, the series is written in concise, non-technical terms, aimed at instructing the average family about to take the television plunge.

"How to Buy a TV Set" explains the various tube sizes, projection set advantages (mainly lack of glare), and advises that potential set owners query current owners in their neighborhood about reception in their area.

According to experts queried by Liberty, prices of sets are not likely to drop much in the future. The article explains that better production techniques might lower costs somewhat, but that TV set prices will never come down to the level of radio set prices.

Outlining "How TV Works," the article follows the video image from studio to home viewer, without use of a single term as complicated as "synchronizing generation."

The subject of obsolescence is treated in the chapter "Will You Love Your '49 TV Set in '59?" Such authorities as Dr. Allen B. DuMont, ABC President Mark Woods, Ritz Board Chairman David Sarnoff, FCC Chairman Wayne Cox and others are quoted, reassuring the public that today's receivers will pick up tomorrow's programs with the possible addition of reasonably priced converters.

A picture layout of today's video stars, an article on "How To Entertain the TV Way," which includes special menus for hungry viewers, and a lightly-treated essay on "How TV Will Affect Family Life" are included in the series.

The latter piece points out that while video may keep people home and give night clubs and roadhouses a beating, sporting events will draw as many crowds as before.

"In the case of horse racing," the article explains, "as long as it's impossible to televise a two-dollar pari-mutuel show bet, the tracks will continue to be crowded." The author also feels the new art will be good for junior, keeping him off the streets. He does not advocate the disposal of radios. TV, he feels will not replace radio any more than the latter replaced the morning newspaper. You can't, he points out, swallow a fly with a TV set any better than you can with a radio.

A two-page map shows the video cities of today and tomorrow, with dates indicating the year when future TV cities will have stations of their own.

The possibilities for international television, rural television and the use of films for video are covered in "The TV Show of the Future." The over-all value of the medium is lauded in the final paragraph:

"An evening's entertainment, daytime service programs, improved industrial techniques, better education for children—all these television has to offer. But perhaps not one of them is half so important as TV's potential for promoting the unity of mankind."

Also refuted in Liberty is the conception that video is harmful to the eyes. Dr. Franklin M. Foote, executive director of the National Society for the Prevention of Blindness, reports that television may help folks learn about existing eye troubles and the need for glasses.
ONE OF the fastest growing television sponsor classifications is "banks" and one of the earliest and most dramatically successful bank users of television is the Marine National Exchange Bank of Milwaukee.

In September the bank starts its second year of sponsorship of Salute to Wisconsin, a half-hour weekly live television program on WTMJ-TV Milwaukee.

Each week the bank salutes a key Wisconsin industrial business, service or civic organization with a program built around the personalities, products and background of the company. As many as 75 people have appeared on individual shows.

In its initial year, the Marine Bank television program saluted such groups as Allis Chalmers, The Dairy Industry, Junior Achievement, A. O. Smith, General Electric X-Ray, Wisconsin Telephone Co., and 19 others.

Marine's decision to go into television within a few months after the first set came into Milwaukee represented a major decision, for the monthly cost of the program exceeded the bank's previous highest monthly advertising budget for all other media combined. Proof of the program success is seen in the fact that the current series carries a budget more than double the previous year.

The values of the program, as the bank sees it, are several. Being basically "a bank for industry," Marine is doing an appreciated public relations job for all industry by telling the story behind Wisconsin business firms. School officials, students, NAM and businessmen all over the WTMJ-TV area have expressed their belief that the program is "one of the most mature things on television." Requests for scripts have come from all over the country.

The programs, incidentally, carry only a bare minimum of bank commercials, and even that is institutional in value.

From a production standpoint, the program is not a simple undertaking. A series of meetings with the company or group to be saluted are attended by an executive of the bank, the agency account executive working with the bank and one or more members of the television department of the Cramer-Krasselt Co. As many as three or four members of the C-K television department have worked on phases of single shows. The program has no regular format. Shows have originated from the Radio City auditorium, from the television studio, and in one case from the offices of the Telephone Co. Some shows have been strong on music and entertainment; some have been almost entirely on film, and others have been 90% educational. The story of the industry being saluted determines the format and no two have been alike.

The company being saluted is the major source of material. Its bands, choruses and other talent form the entertainment portion of the program. The story of the company's growth and products is told through the use of film, demonstration, illustrated interviews, etc. Viewers meet the people of the company via video.

Officials of the organization being saluted gather in the lounge of Radio City to view the program on a large screen set as guests of the bank. The large Radio City auditorium is usually packed with employees, while other members of the company are gathered in homes.

Promotion of the program has come from both the station and the bank. Mentions of the company being saluted are regularly featured on the station Program Reviews. A newspaper ad outlining the program for the evening is run every Wednesday.

Having pioneered an expensive program through the days of just a few thousand sets, the Marine National Exchange Bank is naturally gratified to see its program reach a point of community interest where companies are actually clamoring to be on the show.

Today, similar programs are under consideration by banks and utilities in several markets. While the package is owned by C-K, it is being released to sponsors in any market on a "token fee" basis.
Sure, Television's amazing

-and it's practical, too!

(TO SEE HOW PRACTICAL, TURN TO BACK PAGE OF PROGRAM SCHEDULE)
<table>
<thead>
<tr>
<th>Time</th>
<th>Monday</th>
<th>Tuesday</th>
<th>Wednesday</th>
<th>Thursday</th>
<th>Friday</th>
<th>Saturday</th>
</tr>
</thead>
<tbody>
<tr>
<td>9:00</td>
<td>Chuck Wagon</td>
<td>Chuck Wagon</td>
<td>Chuck Wagon</td>
<td>Chuck Wagon</td>
<td>Chuck Wagon</td>
<td>Children's Sketch Book</td>
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<tr>
<td>10:00</td>
<td>Howdy Doody</td>
<td>Howdy Doody</td>
<td>Howdy Doody</td>
<td>Howdy Doody</td>
<td>Howdy Doody</td>
<td>Lucky Pup</td>
</tr>
<tr>
<td>11:00</td>
<td>Lucky Pup</td>
<td>Lucky Pup</td>
<td>Lucky Pup</td>
<td>Lucky Pup</td>
<td>Lucky Pup</td>
<td>Double feature</td>
</tr>
<tr>
<td>12:00</td>
<td>Red Barber's Clubhouse</td>
<td>Red Barber's Clubhouse</td>
<td>Red Barber's Clubhouse</td>
<td>Red Barber's Clubhouse</td>
<td>Red Barber's Clubhouse</td>
<td>Red Barber's Clubhouse</td>
</tr>
</tbody>
</table>

Programs in Italic are sustaining.

Time is EDT.


CBS Daytime:
- Monday through Friday, 1-1:30 p.m.: "The Big Break" (E)
- Monday through Friday, 12:30-1:30 p.m.: "The Big Break" (M)
- Monday through Friday, 1:30-2:30 p.m.: "The Big Break" (N)

Teletesting Network Shows:
- Monday through Friday, 12-1:30 p.m.: "The Big Break" (E)
- Monday through Friday, 1-2:30 p.m.: "The Big Break" (M)
- Monday through Friday, 2:30-3:30 p.m.: "The Big Break" (N)

Daytime Schedule:
- Monday through Friday, 10:00-11:00 a.m.: "Your Television Show" (E)
- Monday through Friday, 11:00-12:00 p.m.: "Your Television Show" (M)
- Monday through Friday, 12:00-1:00 p.m.: "Your Television Show" (N)

Fashions in Song:
- Monday through Friday, 11:00-12:00 p.m.: "Fashions in Song" (E)
- Monday through Friday, 12:00-1:00 p.m.: "Fashions in Song" (M)
- Monday through Friday, 1:00-2:00 p.m.: "Fashions in Song" (N)
### TOP TEN REGULARLY SCHEDULED TV PROGRAMS

<table>
<thead>
<tr>
<th>Network</th>
<th>Program</th>
<th>Time</th>
<th>Rating</th>
</tr>
</thead>
<tbody>
<tr>
<td>NBC</td>
<td>Texaco Star Theatre</td>
<td>8:00 PM</td>
<td>69.0</td>
</tr>
<tr>
<td>CBS</td>
<td>Godfrey's Talent Scouts</td>
<td>9:00 PM</td>
<td>52.4</td>
</tr>
<tr>
<td>CBS</td>
<td>The Goldbergs</td>
<td>10:00 PM</td>
<td>47.6</td>
</tr>
<tr>
<td>NBC (Dumont)</td>
<td>Broadway Revue</td>
<td>11:00 PM</td>
<td>46.3</td>
</tr>
<tr>
<td>CBS</td>
<td>Godfrey &amp; His Friends</td>
<td>12:00 AM</td>
<td>46.6</td>
</tr>
<tr>
<td>CBS</td>
<td>Toast of the Town</td>
<td>1:00 AM</td>
<td>43.0</td>
</tr>
<tr>
<td>NBC</td>
<td>Kraft TV Theatre</td>
<td>2:00 AM</td>
<td>38.5</td>
</tr>
<tr>
<td>NBC</td>
<td>Boxing</td>
<td>3:00 AM</td>
<td>37.3</td>
</tr>
<tr>
<td>CBS</td>
<td>Suspending</td>
<td>4:00 AM</td>
<td>31.2</td>
</tr>
<tr>
<td>NBC</td>
<td>Arrow Show</td>
<td>5:00 AM</td>
<td>30.6</td>
</tr>
</tbody>
</table>

### TOP TEN PROGRAM TYPES

**JANUARY-JUNE, 1949**

<table>
<thead>
<tr>
<th>Category</th>
<th>Rank</th>
<th>6 Mo. Av. Rating</th>
</tr>
</thead>
<tbody>
<tr>
<td>Comedy-Variety</td>
<td>1</td>
<td>22.6</td>
</tr>
<tr>
<td>Drama and Mysteries</td>
<td>2</td>
<td>20.3</td>
</tr>
<tr>
<td>Talent and Amateur Programs</td>
<td>3</td>
<td>16.0</td>
</tr>
<tr>
<td>Visual Sports</td>
<td>4</td>
<td>15.6</td>
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<tr>
<td>Comedy Situation</td>
<td>5</td>
<td>13.0</td>
</tr>
<tr>
<td>Misc. Format Variety Programs</td>
<td>6</td>
<td>11.1</td>
</tr>
<tr>
<td>Kid Shows</td>
<td>7</td>
<td>10.8</td>
</tr>
<tr>
<td>Quiz-Game Programs</td>
<td>8</td>
<td>9.9</td>
</tr>
<tr>
<td>Westerns and Serials</td>
<td>9</td>
<td>7.2</td>
</tr>
<tr>
<td>Special Events</td>
<td>10</td>
<td>6.2</td>
</tr>
</tbody>
</table>

**Further Information**

Ask The Pulse

THE PULSE INCORPORATED
ONE TEN FULTON STREET
NEW YORK SEVEN
It takes good looks to be a winner. That's why CBS-TV programs win the largest audiences in 5 out of 9 program categories in all television, and rank first or second in all nine. So no matter what type of program you have in mind, the chances are that on CBS-TV it will get the biggest vote from the audience.

CBS-TV

NOW OPERATING IN 37 MAJOR MARKETS
"TV COMMERCIALS should be bought only when there is a sales idea behind them...and when the producer is sufficiently aware of the sponsor's problems to put on film a screen story that sells." This philosophy, expressed here by Al Sherman, film and publicity consultant to the Royal Norwegian government during the war, Mr. Sherman has produced numerous television spots and has supervised film for Norway. He is the producer of "The Inaugural Story," a color sound television motion picture of the inauguration of President Truman, also included in his varied background: former radio editor and motion picture critic with the New York Morning Telegraph; director of short subjects, publicity and advertising for Columbia Pictures Corp.; motion picture trade paper editor and correspondent; press secretary 1936-1937 for the Assn. of Foreign Press Correspondents; former commentator on motion pictures at WVOY and WNEW New York; taught film and public relation classes at American U., Washington, U. of Richmond.

RAJAH and the movie mogul should get together, in talents and in brains, and bring forth a new idea in entertainment selling—television shows for television audiences.

From our own experience, we have learned that the television picture should tell the story or sell the product. The verbal message should be only an aid to selling; it should not do all the selling. TV audiences fast are getting past the stage where they will rush to buy because a handsome male or a lovely female offers, in close-up, some lip-synced drooling over a product while the next scene shows the product front, rear and sideways. Nor will the audience continue to suffer even for 20 seconds, while the TV screen shows a slide of a product as an off-screen announcer rushes through sales talk in competition with the second-hand.

For that reason, we believe that video sales messages should have motion picture sequences that are dramatic, exciting and interesting.

Must Move, Says Sherman

It is our contention that a well-told screen story, even within the confines of 20 seconds to one minute will have greater visual and selling effectiveness than verbal selling. Messages were placed upon music as a background—rather than upon the too-untactful phrasing of a wordy message by an announcer. In other words (and because announcers really are swell guys) we believe that the verbal message should be reduced to a minimum.

You'd be surprised at the amount of suspended selling action that can be put into a video "spot" if the producer knows how to handle a camera, handle continuity—and handle his client.

Video Clinic

Sponsored by Utica Agency

VIDEO clinic, under the auspices of Devereux & Co. Inc., advertising agency, was held July 12 in the Hotel Utica, Utica, N. Y.; John T. Farquhar, radio and television director of the agency, showed examples of the film being used by national advertisers and samples of the techniques used by the film producers.

L. W. Devereux, agency president, welcomed the guests and introduced Michael C. Fucro, general manager of WKTV (TV), Utica, who spoke on the plan which plans to commence operation in the fall. Mr. Fucro's talk included the plans for the outlet.

Final phase was a discussion period with representatives of the film producers, the agency and WKTV answering questions.

Westinghouse Electric Corp., Pittsburgh, has inaugurated price protection policy for dealers and distributors of its TV sets, guaranteeing them against loss due to company price reductions on any sets purchased within 60 days prior to price readjustment. Plan is retroactive to July 1.

AM - FM
TELEVISION TOWERS

SAYS SHERMAN: "TV COMMERCIALS should be bought only when there is a sales idea behind them. . . . and when the producer is sufficiently aware of the sponsor's problems to put on film a screen story that sells." This philosophy, expressed here by Al Sherman, film and publicity consultant to the Royal Norwegian government during the war, Mr. Sherman has produced numerous television spots and has supervised film for Norway. He is the producer of "The Inaugural Story," a color sound television motion picture of the inauguration of President Truman, also included in his varied background: former radio editor and motion picture critic with the New York Morning Telegraph; director of short subjects, publicity and advertising for Columbia Pictures Corp.; motion picture trade paper editor and correspondent; press secretary 1936-1937 for the Assn. of Foreign Press Correspondents; former commentator on motion pictures at WVOY and WNEW New York; taught film and public relation classes at American U., Washington, U. of Richmond.

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For that reason, we believe that video sales messages should have motion picture sequences that are dramatic, exciting and interesting.

We urge that the aural message behind the filmed story be staccato, concise and to the point. In other words, we contend that the aural message on video should be to the film story what the old-fashioned screen title meant to the early silent motion picture—explanation without distraction. We have been told, time and time again, that the eye records a message to the brain faster than the ear can hear it. Judging by present TV commercials, it seems that most advertisers believe their audiences are suffering from astigmatism, myopia and just plain blindness—and are blessed only with acute hearing.

Music Background

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STAINLESS, INC.
50 CHURCH STREET.
N. Y. C.
PLANT: NORTH WALES, PA.

July 25, 1949 • Page 57
HOW TO SELL A USED CAR

A 30-YEAR-OLD Chicago Irishman is showing midwest automobile dealers a thing or two about how to sell used cars. He has a simple technique: He polishes up a few of his better-looking jobs to the lustre of a fruit peddler's Jonathan; trains a battery of floodlights on them, then unvels them before thousands (not just the dozens who crowd into his salesroom) through the medium of television.

Big, tow-headed Jim Moran, president of Courtesy Motor Sales, Hudson dealer, has been sponsoring the wrestling matches from Chicago's Rainbo Gardens on WENR-TV Chicago every Wednesday night since February 23. But the Courtesy show gives the televiser more than alternate grunts and groans, head-locks and half-nelsons. It gives an occasional glimpse, and a few "honest, sincere" words, from the engaging Mr. Moran himself, as well as a parade of his glamorous used cars.

Lots Congested

Strange as it may seem, Courtesy was once the new car business before Mr. Moran heard about TV commercials. With auto manufacturers turning out more and more new cars, Chicago used-car lots became congested. But few of these operators took the time to doll up their wares, and none of them got the bright idea of using TV as a showcase.

Business Up 30%

Since Mr. Moran took the air in February, his used car business has increased 30% to an average of 150 cars sold monthly. And while most of his prospects are attracted to his west side showrooms to see used "buys," he ends up selling a fair percentage of them new Hudsons. New car sales are up 15% to an average of 100 per month. Courtesy Motors now is rated the largest selling Hudson agency. It is reportedly the only Hudson dealer in the country using television, although Hudson dealers, as groups, have been on TV.

Mr. Moran is a former gasoline filling station operator. Shortly after graduating from Chicago's Loyola Academy in 1939, he started working at a Sinclair station. By the time he joined the Army as a "foot soldier" in 1942, he was running four stations for Sinclair. After two years in the European theatre, he started selling Fords, and by 1947 had opened a Hudson agency called Mid-Town Motors. He changed the name to Courtesy a year ago to stress the friendliness of his service staff.

The company's contract with WENR-TV is for 52 weeks at an average cost of $1,200 weekly. Mr. Moran's total advertising budget is $1,500 a week. Fourteen weeks on the air have brought Courtesy buyers from Indiana and Wisconsin, as well as most of the northern counties of Illinois. Groups of Hudson dealers from as far away as Detroit have visited Chicago Wednesday nights "to see just what Jim does it.

Since using television, Mr. Moran has found it necessary to add 10,000 square feet to his salesrooms, and has acquired more space for his used cars.

"For those of us who like to take our sales story direct to the public, and personally do a sincere, honest, constructive selling job, TV can't be beat," Mr. Moran says.

ELECTRONICS

Manual Aids Engineers


THE PRACTICAL circuit information needed by practicing engineers is provided in this manual. In 289 articles, brought together for quick reference, are explained the mathematical foundations needed by radio design engineers as well as the measuring and operating techniques needed for putting radio equipment into use and keeping it at peak efficiency.

The articles are the all-time great articles published in Electronics during 1940-48. Also included are articles for radio production men, covering such topics as quality control, inspection procedures and production floor test equipment. Arranged according to the major interests of those in the radio field, the book is thoroughly cross-indexed.
YOU don't have to spend a lot of money in television to bring results. It can be accomplished with a limited advertising budget if you have the know-how.

That's the opinion voiced by Jack Ward, general manager of Stears Restaurant, Beverly Hills, Calif. A simple, low-cost entertaining program with a smart and clever commercial twist will do the trick if properly produced and presented, he declares. And Stears Restaurant has accomplished this with a weekly five minute program Interview at Stears on KTAL (TV) Hollywood. Cost, for time and talent, is in neighborhood of $250 per telecast.

Packaged by Al Buffington Productions, and placed through California Advertising Agency, program content is simplicity itself and reveals how effective low-cost on TV can become a reality. It's an interview type telecast. Format starts off with a film of a sizzling steak, symbolic of the restaurant's specialty.

Program then dissolves into the staging for the interview which is handled by Mr. Buffington and takes place at a simulated corner of the restaurant on a studio set. At conclusion of the interview, film is again brought into play. The show then moves into views of Stears own modern scientific meat aging plant and through the unique services of the restaurant. Final commercial shot is the sizzling steak.

Skeptical at First

"We originally took over sponsorship of the program in mid-March on a three time telecast test basis only," Mr. Ward said. "We were a bit skeptical... But following our first telecast several telephone reservations were the direct result. Patrons asked if they could actually get such steaks as were shown in the telecast. That perked us up in the Los Angeles something. And during the following week we had many others who made reference to our sizzling steak they had seen on television. Response to our second telecast was even more remarkable."

Impact of these first three telecasts resulted in Stears making its advertising appropriation for the year. And Interview at Stears became a regular Wednesday feature on KTAL at 8:25 p.m. Interviewees have included such well known personalities as Gene Krupa, Rudy Vallee, Donna Reed, Harold Adamson and Harry Cooper.

"We don't worry about Hooperatings or Nielsen ratings; our concern is results, and since this weekly five minute telecast was instituted business has increased 20%. With all restaurant business off 10% in the Los Angeles because of the seasonal slump, we know that it is bringing results. Ample proof is the continual stream of new faces—often patrons who flock into Stears wanting to find out if that thick juicy steak is as good as it looks on their TV screen."

UP'S MULTISCOPES

Leased by 19 Stations for News Telecasts

NINETEEN television stations have leased United Press Multiscopes, a projection device for news and commercials, the UP said last week. The multiscope was developed by John H. Mitchell, general manager of WBKE (TV) Chicago, and C. C. Quinlan, the station's promotion manager. It is manufactured by Acme Electronix for Sterling Television, Chicago. The UP is installing the machines as part of its television service.

LeRoy Keller, UP general sales manager, described the Multiscope as a practical and thrifty means of telecasting spot news and enabling stations to turn time now devoted to test patterns into revenue producing programs.

"The Multiscope is easy to operate and the indications are that it is going to enable stations to make a profit out of news now when they need it most," Mr. Keller said.

Produces Two Types

Two types of shows can be produced by Multiscope, according to UP. One is a projection of a running ticker-tape of news; the time, minute by minute; the weather, and, in a center space of the TV picture, station announcements, commercials or news pictures. The other is "roll-up" technique, bringing to the TV screen a continuous, rising display of news bulletins, commercials, news pictures, cartoons or comic strips.

Major TV Tubes

MAJOR TELEVISION corp. has postponed its TV set building plans to concentrate on the production of hand-blown viewing tubes for other set manufacturers, six of whom already have contracted for the use of Major tubes. Advantages of the hand-blown tubes are said to be brighter, clearer pictures, more optical perfection, uniformity of glass face thickness, high efficiency of light transmission, reduced weight and greater tensile strength.

A United Press Multiscopes in operation.

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**VIEWERS' VIEWS**

**KNBH Programs are TV Toppers**

I t didn't take Southern California television viewers long to discover that KNBH has the programs—and the talent!

Only three and a half months after NBC's Hollywood station went on the air, Tele-Views Magazine, a regional consumer periodical, asked its readers to vote on their favorite TV programs and personalities.

Of the 14 classifications in the Tele-Views poll, KNBH won 7 firsts, 3 seconds! Advertisers, too, were quick to discover the punch packed by KNBH! You're in good company—program-wise and sponsor-wise—on Southern California's Number 1 Station. For time and program availabilities, consult your NBC Sales office.

*First: Milton Berle and Teresa Sarto* (Thirtysome or Less) for best comedian, best all-around star, best comedy show and best all-around show; Judy Splitters for best children's program; Phil Gordon for best male vocalist; Your Show Time for best drama.

Second: Loretta Burns, female vocalist; Perry Como, male vocalist; Philco Television Playhouse, drama.

The National Broadcasting Company
Sunset and Vine, Hollywood 28

A Service of Radio Corporations of America

**STEARS STEAKS Sold by Low Cost Video**

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July 25, 1949 • Page 59
THE DOCTOR LOOKS AT TV
Not Dangerous to Vision, Says Philadelphia Group

IF LOOKING at television hurts your eyes perhaps there was something wrong with your eyes before you ever acquired a TV set. In other words, TV is not dangerous to vision—this is the medical opinion of the Philadelphia Committee for the Prevention of Blindness, which considered the question as a result of the public's heightened interest in video. While the medical advisory board of the committee has carried on no actual research project on TV, it is able to base its views on general past knowledge about the eye.

The committee made three recommendations to the televiwer, to ensure his full enjoyment of TV without any after-effects:
1. Don’t sit too close to the TV screen. Less than five or six feet from the average set is "too close."
2. Keep the room as light as possible while viewing the screen. The reason for this is that the eye becomes "dark adapted" when it is registering images in a dark room, and it tries to become "light adapted" when it encounters the bright television, thus producing a conflict and maybe a temporary headache.
3. Look at the screen from a position on a level with it or from a position above it. It is natural for the eye to view objects below it, the committee explained. This advice, which also goes for viewing movies, is advocated especially for children, who are apt to follow TV while sitting on the floor.

The worst that can happen from this position, however, is that the child will be sleepy and maybe parents will consider this an "advantage." In summary, the committee points out that "the eye is a remarkable instrument which adjusts to a variety of situations without harmful effect. It takes pretty good care of itself."

"HOODY DOODY"
Paris Files Suit

FRANK PARIS, puppeteer formerly employed on NBC's Hoody Doody video show, has filed suit against the NBC and Bobo Incorporated, which conducts the program, asking $200,000 damages plus a share in the profits of the program and an injunction restraining NBC from using the name Hoody Doody in connection with any puppet program. Suit was filed July 8 in the United States District Court, Southern District of New York, by Beekman Aitken, attorney for Mr. Paris.

Plaintiff, now puppeteer on Pizie Pickle shows on WPIX (TV) New York, asserts that in September 1947 he was retained to put a puppet show on WNB, NBC's TV station in New York, and that in January he introduced a puppet called Hoody Doody "which gained a great television acceptance." His repeated refusal to sell the puppet to NBC, Mr. Paris charges, led to an ultimatum that unless he did he would no longer be retained on the program and in May 1948 he moved to WPIX.

NBC then announced that Hoody Doody was having his face lifted and after an absence of some weeks returned the puppet to the air with a new face. This, Mr. Paris asserts, constituted "unfair competition" to him and "a fraud and a willful deceit upon the television public."

RTDG BOARD
Holds Three-Day N.Y. Meet

PLANS for future negotiations and organizational problems were analyzed over the weekend at a three-day meeting in New York of the Radio and Television Directors Guild's National Board. Also on the agenda was the submission for approval of four recently negotiated contracts.

WPIX (TV) and WJZ-TV New York for television directors and at KNX Hollywood and MBS New York for radio directors.

One subject included in the investiture of four new board members: Ernest Ricca, New York; Mel Williamson, Hollywood; Hal Ricca, Chicago and John Gueld, Hollywood. A vice-president to succeed Bob Shroyer and treasurer to succeed Bill Robson also were scheduled to be elected.

WFIL-TV Philadelphia sponsored second annual Police Athletic League boxing tournament, which it telecast each night after 9:30.

DOMINION BANK
Analyzes TV, Advertising

RADIO and television, with special emphasis on the Canadian aspects, is reviewed in the monthly letter of the Royal Bank of Canada, the largest bank in the Dominion, with branches throughout South America.

The entire July issue of the bank's monthly letter is devoted to radio, and it concludes that "it could be one of the great functions of radio to supply complete, accurate and uncolored information about what is happening, to discriminate between what is a significant movement and what is trivial."

On the subject of radio advertising, the monthly letter states, "we may assume that advertisers would not continuously spend millions of dollars if the sometimes stupid and almost always unmusical ditties with silly words supplied them by their writers did not attract purchasers by the hundred thousands. But radio has not achieved the best in the face of such pathetic poverty of imagination, coupled with such a low view of people's intelligence standard."

WAYNE U, Detroit, is offering summer courses in television.

TELECAST.
Most exciting, entertaining TV news program?—Telepix!... which offers news while it's news... not just parades, fashions and baby kissing contests!

With total staff of twelve... five cameramen covering New York, Washington and much of the Eastern seaboard... two planes, a station wagon for fast on-spot work... AP and News wires... the most modern movie production facilities... Telepix provides a complete and comprehensive motion picture report on the New York area... is one of many outstanding programs now building larger, more attentive audiences for WPIX—New York City's only independent TV station.

For full facts on availabilities... phone, write, wire—WPIX, 220 East 42nd Street, New York City.
By MAL BOYD
President
Television Producers Assn., Hollywood

THE IMMEDIATE future is not bright for Hollywood's place in the television sun. Based upon recent interviews with top agency executives of 15 top national advertising agencies in New York, there is presently little hope for any quality of West Coast production via kinescoping.

Only one agency executive was an outspoken advocate of kinescoping immediately from Hollywood for the eastern and midwestern networks. A top echelon man, TV only one of his functions, he urged adoption of kinescoping now for five-minute programs in order to pare down overall budgets with a day's concentrated work. In fact, he went on record as endorsing use of kinescope to the extent that all programs in his shop would be done via kinescope on closed circuit. In this way, he pointed out, superior production quality could be enforced.

A Park Ave. agency's television head believes that New York's leadership in TV is so great that inferior quality, not kinescope, will confine Hollywood's programming on a local basis for several years. He cited poor film output on the West Coast as a back ward, "B thinking" live programming as the basis for this point of view. He believes that New York television is mushrooming so fast that quality is automatically being advanced by leaps and bounds. He is convinced that kinescope will never provide a programming answer and that Hollywood must wait for the [co-axial] cable before it contributes on a national scale.

New York's Strides

A Lexington Ave. shop's television spokesman cited a somewhat similar story. His agency is staff ing producers to such an extent that it leaves the West Coast operation in a non-activated condition. The agency feels New York is advancing by leaps and bounds and is not seriously considering West Coast solutions. Particularly, he feels that Hollywood lacks the correct concept of the TV medium. Hollywood's output of films produced for television and the fact that Hollywood has not yet developed an outstanding television show capable of national accept ance (like the Chicago originated Mr. Pickwick) are the reasons advanced by the agency leader.

A top agency, located in Rockefeller Plaza, is receiving regular request for copies of, but has not yet been impressed by the point of following up any lead for a particular client.

The agency agreed that before long it might delegate its West Coast production to place an option on certain shows and kinescope them for New York viewing. This agency believes that kinescope will be perfected enough within a year for viewing in the eastern market.

Kinescope Is 'Decoy'

One of the most active ad agencies in New York opined that kinescoping is a decoy. The agency's television head man flatly stated that, if kinescope were perfected today, his agency would not be using it to supplement eastern television. He considers video on the West Coast so inferior that it would act as a deterrent in the fast mushrooming drive to make the entire eastern and midwestern areas television conscious.

He believes that Hollywood is passing up an opportunity to experiment with new ideas. The agency feels that before long it might delegate its West Coast origination to place an option on certain shows and kinescope them for New York viewing. This agency believes that kinescope will be perfected enough within a year for viewing in the eastern market.

MAL BOYD is a packager in his own right, as well as heading the Television Producers Assn. Previously he operated his own movie exploitation firm handling campaigns for independent picture producers. He broke into radio as a radio producer with Foote, Cone & Belding, Hollywood, and also has been radio publicity director of Republic Pictures. Mr. Boyd recently returned from a three-week survey of television in New York and this article represents a consensus of agency thinking on the question of Hollywood originations.

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Hollywood's TV Prospects

For better or worse, Hollywood cannot contribute to the national video scene until kinescope has been perfected with no apparent loss in quality contrasted to live telecasting. At that time, he said, Hollywood will be able to compete with New York on an equal basis in a programming sense, although management will remain in the East as it did in the case of motion pictures and radio.

One of the country's top agencies, which has not yet actively participated in television production, plans to make use of kinescoping from the West Coast when quality permits, according to its television head. This agency will be active in video this fall but has advised its clients to wait until that time and to avoid committing a lab for experimentation. Until kinescope quality is near-perfect, the agency will not advise its clients to subject eastern and midwestern audiences to viewing it, he said, because they have become accustomed to watching live local and cable programs.

A television spokesman for one of New York's most active agencies in television is dissatisfied with the kinescope results of its programs in Los Angeles and other non-cable areas. In light of this experience, the agency has no plans for kinescoping shows in Hollywood for transmission to kinescope elsewhere. In fact, the agency produces its programs with strictly live reception in mind and, although the shows are on kinescope, does not advertise them as kinescope receptions.

Whether kinescoping is perfected or not, TV programs will originate in New York for at least two years while close supervision is called for, according to the video spokesman of another television-active agency. Whether there is too much business for New York to handle, additional programs may be assigned a Hollywood emanation.

Kinescoping Advanced

Kinescoping is far enough advanced for immediate importation of Hollywood shows on kinescope into the New York market, according to the TV head of another agency. But he felt that it is problematical that many Hollywood TV formats are close enough in touch with eastern production developments to qualify on a programming basis. He also questioned the effectiveness of Hollywood's production values to the extent that a top national show could be handled out of Hollywood at this time, without considerable supervision by New York staff personnel.

He showed particular interest in Hollywood name value at a reasonable rate, stating out that the agency might recommend a "name" show to a client if the budget could be reduced proportionately to compensate for loss of viewing perfection via kinescope.

Four additional agencies covered unanimously agreed that kinescope will not provide a coast-to-coast program format until it has been greatly improved. But they conceded this may not take much time. However they felt that West Coast programming must more closely resemble television sets quickly adopting program philosophies in the East and Midwest before Hollywood shows can be viewed or national basis.
Still more results on WMAR-TV in Maryland!

TV Success Story

Submitted by GRIFFITH'S
3631 Hickory Ave.

The excellent results acquired from my television spot during the afternoon "WMAR-TV Sports Parade" leaves no doubt in my mind as to the sales producing power of this medium of advertising. I am convinced, beyond a doubt, that WMAR-TV has a vast buyers market in its television audience. Conclusive proof of the satisfying results I have experienced, is demonstrated by the fact that a renewal of my spot contract has been authorized by me.

CHARLES E. GRIFFITH

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

TV Success Story

Submitted by HAMBURGERS
Baltimore at Hanover Sts.

Since our first one-minute film appeared on WMAR-TV, the many favorable comments we have received from new customers prove that television is a successful medium for us and WMAR-TV provides a receptive audience for our message. We are more than pleased with the selling job WMAR-TV has done for us.

BETTY K. HAMBURGER

The television advertising referred to above was placed by THE JOSEPH KATZ CO.
8 South St.
Baltimore, Md.

TV Success Story

Submitted by KOESTER'S BREAD

"One picture is worth a thousand words" says an old Chinese proverb — but sounds like an Irish "ad" writer). Anyway it's true . . . in advertising . . . TELEVISION brings a series of pictures vitally alive . . . full of ACTION! Einstein himself couldn't figure out just how many words this is worth. A new advertising era of more pictures . . . fewer words, is here today. Koester's is in the ground floor and we anticipate big advertising dividends.

CARROLL JONES

The television advertising referred to above was placed by CARROLL JONES
16 W. HAMILTON ST.
Baltimore, Md.

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

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
POTENTIAL markets for TV film in England and Europe will be surveyed by Miss Patricia McGowan of Film Studios, Chicago, who left for England last week. Miss McGowan will try to find markets for two series of 13 and 26 films Woman Speaks and Spanik's Original Vod-A-Vil. Survey will cover France, Italy, Norway, Sweden, Finland and Switzerland. Firm is considering sending representative to Central American countries to conduct similar survey. Film Arts Corp., Milwaukee, is developing series of 18 12-minute films to be sold at about $75. Price is figured on basis of acceptance of films by one-half of stations now in operation, firm said. Stations would be permitted to resell film for second runs on other stations... WNAC-TV Boston has signed with Foote, Cone & Belding's, Chicago, for Roving Camera series, on 26-week basis. To be sponsored by Home Ease Oil Burners. United Artists, New York, announces its second major newscast program within past few weeks. Newscast aimed at vast women's daytime audience will feature coast-to-coast coverage of all important news events and personalities on distant side of national and world scene. Entitled Women in the News film is scheduled for early fall release on one-a-week basis. On June 14 United Artists announced release of Top View in Sports, starring Jimmy Evans, for telecasting on spot market basis. IMPRO Inc., Hollywood, expanding into live television programming with plans to produce two half-hour TV shows, Court of Law and Cop, Nineties Review. Kenneth Herts, formerly with Armour Productions, joins IMPRO as vice president in charge of firm's live shows. Gifford Phillips, president, and Merrill Fye, vice president in charge of production announce formation of new television production company known as TEEVEE Film Co., will retain all assets of recently dissolved Telepak Inc. All syndication contracts of former company will continue under new TEEVEE banner with one-hour nationally syndicated show now in production. Chicago Film Labs completed series of four one-minute spots for Kroehler Manufacturing Co. (furniture), Naperville, Ill. Series features live action in studio and showroom. Agency: Henri, Hurst and MacDonald. Produced by Telecraft Films Inc., You Can Dance, quarter-hour open end TV film series will be sponsored on WJAR-TV Providence, by Bette Rand Inc., dress shop. Agency Ben Kaplan Advertising. Telecraft also has produced one-minute commercial film spots for Red Fox Ginger Ale Co. and Arrow Glass for use on northeast television stations. John Guerry Jr., has been named promotion manager of Visual Aids Inc., Chicago firm which is going into production of TV films. Mr. Guerry was formerly sales and promotion man with Phileo Corp., Philadelphia. ... Griffith Laboratories, Chicago (spices) has contracted with Jerry Fairbanks Inc., Hollywood for four one-minute commercials.

DALLAS AD MEN
Hear Seymour Andrews
KBTV (TV) Dallas plans to operate in the black from the moment it begins telecasting. Seymour C. Andrews, manager of the station, told a Dallas Advertising League luncheon.

Unlike other TV operations which have contemplated losing money at the start, Mr. Andrews said, "from the beginning we are out to make a profit on KBTV." Another difference in television as he noted it in the Southwest is the fact that in that region private capital, rather than large corporations, is taking the risk. KBTV is owned by Tom Fetter, a Dallas man.

Its building is nearing completion at a site north of downtown Dallas, and tests are scheduled to begin soon.

Mr. Andrews, formerly with WBAP-TV Fort Worth, added that with the prospect of three TV stations serving the Dallas-Worth area by fall, competition "will improve the quality of our shows." In addition to WBAP-TV and KBTV, KRLD-TV Dallas is scheduled to go on the air about Oct. 1.

TELEDRAAMA Productions has demonstrated what it believes is the cure for one of video's most acute headaches—the need for rehearsal time far in excess of that required by radio. After the initial readings of the script and a camera rehearsal, the cast ran through the action again with each member using a hand microphone connected with a Brush recorder, which recorded their voices on a tape. For the final part of the demonstration, each member of the cast and the announcer was fitted with an ear plug attached by a fine wire to a pocket receiver, all of this equipment invisible to the camera. As they acted the script again before the cameras, the cast and announcer got their lines from their own recorded voices, played back by the recording unit and carried on loops of wire strung around the video sets from which they were picked up by induction by the invisible receiving units. There was no hesitation, no fumbling for lines, despite the fact that the actors had received their scripts only two hours before.

Teledrama's recipe for eliminating memory and its attendant overlay rehearsals from TV drama is based on the Telesonic system of induction pickup, developed originally for use by the hard-of-hearing in theatres. The patented system is owned by Charles H. Lehman, president of Telesonic Theatrophone Corp., which manufactures the receiving units. S.A. (Jock) MacGregor and Philip N. Clarke, principals of Teledrama Productions, produced the demo. 15-minute tape-the shortest possible TV process in the television study of the School of Radio Technic New York.
The Multiscope is a television projector of United Press news and commercials that's easy to afford, easy to operate, easy to make pay.

Stations from coast to coast are installing Multisscopes as fast as they can be made. They're turning dead-loss test-pattern time into lively dollar-making time.

Ground-floor sponsors are renewing contracts, extending programs. New advertisers are signing even before machines arrive.

The Multiscope automatically presents programs in two forms. Both are moving, illustrated, versatile, geared to mesh in smoothly with commercials.

The 4-in-1 projection beams into the broadcasting camera—all at the same time—a running ticker-tape of U. P. news, the time, the weather and—in the spacious center—station announcements, advertisements, news pictures—with dissolves, fade-ins, superimpositions, montages.

The roll-up projection provides a continuous, rising panel of U. P. bulletins interspersed with stations' or advertisers' displays, news pictures, cartoons, comic strips—an endless belt of interest and income.

The Multiscope requires only one operator—and no outlay of capital. United Press leases it as part of its special television service.

Demonstrations are readily arranged through United Press bureaus in Atlanta, Chicago, Dallas, Los Angeles and New York.

See it, lease it—profit.

The Multiscope is made by Acme Electronix for Sterling Television, Chicago. Leased to stations everywhere by——
Examiner Bond Denies Request For Move to New York

WHOM Jersey City was told by an FCC hearing examiner last week that it can continue to program all but 15 minutes a week from New York City but cannot move its main studios there. In an initial decision released Monday, Examiner J. D. Bond held that "the enormity" of Jersey City's needs for "locally originating broadcast service" outweigh all arguments advanced by WHOM in support of its proposal to move main studios.

Spokesmen for the foreign-language outlet said they would file exceptions and ask the Commission to hear oral argument on the examiner's report, which otherwise would become effective in 40 days. WHOM, owned by Generoso Pope's Il Progresso Italo-Americano Publishing Co., is operated as a foreign-language station for the New York metropolitan area as a whole, not Jersey City alone. Elimination of its Jersey City studios, officials maintained, would decrease operating costs and thereby make more funds available for better programming, be more convenient, and abolish the "nuisance" of announcing the station as a Jersey City outlet with studios also in New York.

Mr. Bond paid tribute to WHOM's operations. He conceded that programming from New York alone would be more convenient for the staff and talent and less expensive for the station. He felt there would be "some deterioration" in program service if all broadcasts had to originate in Jersey City.

Sentiment of Witnesses

But he noted that moving the station would leave New York with at least 15 AM stations and Jersey City, a community of more than 80,000 population, with none. He stressed the "spirited opposition" presented by "prominent Jersey City witnesses"; theirs, he said, is a "community plea against destruction of the city's hope" for an AM outlet, "even though [WHOM's] local service is presently negligible." Since denial of the application "will not directly require or effect any change" in the practice of originating all but one program per week from the New York studios, he concluded, "this decision will not impair the applicant's program service, talent availability or staff convenience." Of the added expense of the Jersey City studio and the "nuisance" of station identification announcements in comparison with Jersey City's needs, he said: "The relative insignificance of the former is accentuated by the enormity of the latter."

He found "no merit to the applicant's claim that the Commission's actions [on past WHOM applications] evidence on its part such a recognition of the type of service rendered by station WHOM as requires or permits its grant of the proposed station minus in disregard of the respective needs of the two cities."

Though Examiner Bond's decision would not affect WHOM's origination of substantially all of its programs from New York, FCC has pending a proposal which could. This is the plan to require stations to make a majority of their originations in the cities where their main studios are located. WHOM, however, has asked in this case for an exception in situations such as its own.

Mr. Bond found that WHOM, under present ownership, has improved its technical service, strengthened its hours, and "enhanced" its foreign-language programming by "quantitative and qualitative increases." He viewed the "integrating and Americanizing influences exercised and fostered by foreign-language broadcasting" as service in the public interest, and found WHOM's contributions in this regard to be "substantial." But the "basic and critical" question in the WHOM case, he ruled, is the relative need of New York and Jersey City for locally originating service.

WHOM is assigned 1480 kc with 5 kw.

Leslie Morson, manager and program director for WLIC-FM New London, Conn., has announced his resignation, effective Aug. 1. Mr. Morson, who has been with the station since 1944, leaves to pursue personal plans. No successor has been named as yet.

JIM MACRIL, formerly acting manager at WORS Jacksonville, Fla., has been named general manager.

J. B. (Steve) CONLey, vice president of Westinghouse Radio Stations Inc., Philadelphia, underwent a gall bladder operation last Wednesday at U. of Pennsylvania Hospital, Philadelphia, was reported showing favorable progress.

WILLIAM N. HAWKINS has been appointed manager of CFOS Owen Sound, Ont., succeeding RALPH T. SNELGROVE, who has been manager of station since 1940. Mr. Snellgrove leaves CFOS to start his own station.

Leslie Morson

Mr. Hawkins Mr. Snellgrove

CKRB Barrie, Ont. Mr. Hawkins has been with CFOS since its opening in 1940, starting as announcer, and being assistant manager when promoted to the management. Mr. Snellgrove will continue to be member of CFOS management board in advisory capacity. His own station is to go on the air early this autumn.

HOWARD SUMMERVILLE, station manager of WWL New Orleans, was chairman of radio committee for Grand Isle Tarpun Rodeo, deep-sea fishing rodeo in Gulf of Mexico.

B. WALTER HUFFINGTON, general manager of WSAP and WSAP-FM Portsmouth, Va., has been elected chairman of Portsmouth Chapter of American Red Cross for two-year term. He recently served as director of public information for local Red Cross Chapter's 1949 fund campaign.

GEORGE T. CASE, acting manager of WNAO WNAO-FM Raleigh, N. C., is the father of a boy, Graeme Mitchell.

A. W. TRIGGS Jr., general manager of KJKX Waterloo, Iowa, is the father of a girl, Laurie.

Charles Roesser

Succumbs to Long Illness

Charles F. ROESSER, 61, one of the owners of KFJZ Fort Worth and the Texas State Network, died July 14 in a Fort Worth hospital after a long illness.

He was head of a Fort Worth oil company, former president of the Independent Petroleum Assn. of America and chairman of the board of the Continental National Bank of Fort Worth.

For a better-than-ever BUY

In OHIO'S THIRD MARKET
Now Under Construction

5,000 w AM 50,000 w FM

WFMJ

BASIC ABC FOR YOUNGSTOWN

5K HEADLEY REED

Broadcasting • Telescasting

Drumming Up Business in PETROLEUM (Ky.)?

If you're drilling for business in Petroleum (Ky.), Mister, you've got miles to go before you have any gushers. All the way to Louisville, in fact!

All you need to strike it rich in Kentucky are the 27 prosperous counties in the Louisville Trading Area. WAVE gets a greater and greater yield from this billion-dollar area every year, because where WAVE drills everywhere it—doesn't go prospecting around in the low-yield parts of the State.

Better check on WAVE—at your very "oilman" opportunity! And say, Bud—that's now!

Louisville's WAVE

115 Affiliates . . . 9480 Watts . . . 175 KB
FREE & PETERS, INC.
National Representatives

Mr. Snellgrove

The Texas Rangers

"AMERICA'S FINEST WESTERN ACT!"

The Texas Rangers, stars of stage, screen, radio and television, early this summer made a personal appearance tour in the Midwest. They are pictured here in Oklahoma City, when they were commissioned honorary Colonels of the State of Oklahoma by Governor Roy J. Turner.

The Texas Rangers transmissions, used on scores of stations from coast to coast, have achieved Hoopings as high as 27.4.

Advertisers and stations — ask about our new sales plan!

Wire, write or phone ARTHUR B. CHURCH Productions KANSAS CITY 6, MISSOURI

July 23, 1949 • Page 67
**VOA BUDGET**

Full $34 Million Okayed

PRESIDENT Truman last week was expected to give his approval to legislation making 1950 appropriations for the State Dept. after Congressional conferees finally broke a deadlock over different versions of the bill as passed by the Senate and House [BROADCASTING, April 11, June 13]. The conference had been meeting since June 21 to reconcile amendments contained in the measure (HR 4016) which also carried funds for the Justice and Commerce Depts. and the Judiciary.

Highlights of the compromise reached by conferees:
- State Dept.’s Office of International Information, under which Voice of America functions, and Office of Educational Activities will receive $34 million as proposed by the House instead of $32,348,000 urged by the Senate.
- The Voice’s shortwave antennas at domestic shortwave transmitters requested by State Dept. were not allowed.
- Commerce Dept.’s National Bureau of Standards is limited to $700,000 for building, grounds and plant facility improvements instead of $600,000 proposed by the House and $800,000 by the Senate. NBS would receive $1,400,000 for operation and administration compared to $1,310,000 approved by the House and $1,510,000 approved by the Senate. Bureau is allowed $3,100,000 for its radio propagation and standards work.
- Sum of up to $2,760,000 could be transferred from OII to other State Dept. appropriations.
- Funds for Commerce Dept.’s 17th decennial census would be put at a figure of $41,886,000.
- Agreement was reported to the House floor July 15 by Rep. John J. Rooney (D-N. Y.). The OII-Voice budget request by the Bureau of the Budget originally called for $36 million, which was reduced to $34 million by the House and $32,348,000 by the Senate.

GENERAL ELECTRIC Co., Syracuse, N. Y. has announced FM-AM table radio at refitted consumer price of $49.95 in East.

**UAW-CIO MEET**

Stations Air Sessions

HEAVIEST coverage of a major labor convention was begun after night ago at the UAW-CIO convention in Milwaukee. WEXT Milwaukee carried the programs locally with the half hour and hour shows being fed to two UAW stations—WDET Detroit and WCUO Cleveland—the ILGWU station WFRD New York, WVUN Chattanooga and KFMV Los Angeles and Washington’s WCFM. These are all FM stations. In addition, proceedings were carried by WEMP Milwaukee, WWJ Detroit and WJW Wyandotte, Mich.

Ben Hoberman, general manager of WDET, and News Commentator Guy Nunn handled the convention pickups direct from the convention floor with the voices of delegates interspersed with comments by Mr. Nunn. Speeches by Walter Reuther, Philip Murray and Franklin D. Roosevelt Jr. also were heard over the network.

KOMO Seattle, Wash., received annual radio award of Dept. of Washington, Veterans of Foreign Wars.
Announcing the Collins 735A 25 kilowatt FM transmitter

Provides, with the Collins 37M FM antenna, the most efficient means of radiating 100 to 400 kw

The modern, thoroughly engineered 735A presents a dependable means of developing high FM power with an installation of comparatively small size and cost. Two power amplifiers instead of one, each developing 12.5 kw, are driven by a 5 kw amplifier, and it in turn by a one-kilowatt exciter.

Operation of the 735A with a Collins 37M FM antenna of four bays or more will produce from 100 to 400 kw effective radiated power in the most efficient and economical manner.

The outputs of the two power amplifiers may be combined to feed one transmission line and one antenna, or operated into separate transmission lines and two antennas. An exceptionally high gain (over 16 times using two 8-bay 37M antennas) may be obtained by stacking the two antennas of the separate feed system.

This transmitter and antenna combination will minimize your installation costs and complexities. The only components external to the four transmitter cabinets are three power transformers. The 37M antenna, well known for its light weight and light windloading permits the use of a less costly supporting structure, and is easier to install.

Only ten different tube types are used in the entire transmitter. Both power amplifiers and the driver amplifier use identical tube complements. Spare requirements are inexpensive.

Servicing is simplified by complete accessibility. Maintenance may be accomplished on one of the power amplifiers while the other is on the air.

Write us for full details about these and other advantages offered you in the new Collins 735A.

FOR THE BEST IN FM, IT'S . . .

COLLINS RADIO COMPANY, Cedar Rapids, Iowa
CINDERELLA SHOW SET

NEW $3,000 JACPOKT program, The Cinderella Show scheduled to start about Aug. 15 on WMCA New York, will soon be made avail-
able to other stations in a limited number of major cities throughout the country, it is announced by Norman J. Edelmann, president of Know-How Inc., the program's originator. The show combines with its prize gimmick recorded music, show gossip and interviews.

Robert F. Christlie, formerly of WFRA Charlotte, S. C., has been named commercial manager of KLEE Houston, Tex.

William Rambeau Co., Chicago, has been appointed national representative for WLS Lansing, Mich.

Ernest F. Oliver, former commercial manager for WENY Elmira, N. Y., has been appointed general sales manager for WESB and WESB - FM Bradford, Pa. Mr. Oliver has been a radio executive for 16 years and is now president of National Sales Executives Inc., Elmira.

Ray Herbert, former account executive at WJHP Jacksonville, Fla., has joined WOBS same city as commercial manager.

Clark Hudson, former radio instructor for Naval Reserve, Birmingham, Ala., has joined sales staff of KSIX Corpus Christi, Tex.

A. A. Palmer, formerly of headquarters accounting staff of Westinghouse Radio Stations Inc., Philadelphia, has been appointed auditor for Westinghouse's WBZ Boston. Mr. Palmer is graduate of Temple U. in Philadelphia, and saw service as gun-

nery lieutenant for two years with the Navy.

Sid Lancaster, sales manager of Radio Representitives Ltd., Toronto, and president of Toronto Radio Executives Club, is leaving Toronto in mid-August to return to western Canada. He was assistant manager of WUNN Edmonton before joining Radio Representitives Ltd. five years ago. He has no plans as yet, but ex-

pects to re-enter western Canadian radio.

Boling Co., New York, has been appointed national representative for KFGO, ABC outlet in Fargo, N. D.

Fran Cole has joined Kaye Water-

loo, Iowa, as commercial manager.

Allen Craig, formerly of sales department of WCLT Newark, Ohio, formerly with WJHP Rochester, has joined WISC same city as sales manager. Vet-

eran of 13 years in radio, Mr. Nick-

eson will continue to handle sales work for Washington Service Inc., Madison radio advertising agency.

John Vande-

venter, for last four years member of sales staff of KMOX St. Louis, has joined sales staff of WIL same city.

John M. Piper, formerly with KWLI Waterloo, Iowa, has been ap-

pointed sales representative on staff of KIRO Seattle, Wash. He succeeds Pfeffer Mertens, who has been promoted to national service.

Charles Kugelman has joined sales staff of WCMK Camden, N. J. He was representative of American Transitads in Philadelphia area for five years, and previous to that was associated with Philadelphia Record.

Robert M. Smith, former member of guest relations department at NBC New York, has joined sales staff of WAZZ Huntington, W. Va. He served in recent war and was graduated from Marshall College in Huntington.

Robert H. Harger, regional sales manager for WBO Des Moines, Iowa, has been elected vice president in charge of programs for Advertising Club of Des Moines.

Bill Warner has joined sales staff of KBYR Anchorage, Alaska.

E. W. Sweetman Jr., manager of Atlanta, Ga., office of Headley-Reed Co. is the father of a boy, Eli Wash-

ington.

John McPartlin, local TV sales-

man at NBC Chicago, is the father of a boy, Gregory Michael.

POLICE officials will discuss crime increase over KDKA Pittsburgh to-

day (July 25) in connection with Pennsylvania Chiefs of Police Assn. convention in Pittsburgh.

AAW ELECTION

Kirschner Named Head

Herbert H. Kirschner, president of Kirschner and Co., San Francisco, was elected president of the Advertising Association of the West at the 46th an-

nual convention held this month in Vancouver, B. C. He succeeds Gilbert L. Stanton of Boise, Idaho. Five hundred delegates attended the five-day session.

Other officers chosen were: senior vice-president, Harold J. Merilees, of the British Columbia Electric Co., Vancouver; vice-president-at-large, Lorna Moi-
toret of Honig-Cooper & Co., Seat-

ton; treasurer, Molnar; and the Stromberger of West-Margua Advertising Agency, Los Angeles.

The session also was highlighted by announcement of awards in the association-sponsored radio advertising contest.

For spot announcement in cities of less than 100,000 population, first prize of $1,000 was won by Regal Pale Beer program, Ligh and Mellow prepared by Ab-

bot-Kimboll Co. and entered by KNBC San Francisco. Placing first for program commercial in city of less than 100,000 was Stump the Band, sponsored by Sexty's Jewel-

ers, Boise, prepared by KDSE.

An award of over $500 was given to the winner of the Vancouver Per-

petual Trophy was Bugler Feeds spot announcement prepared by KPXD.

No award was made for spot announcements in cities of 100,000 or over.

Feature

(Continued from page 10)

child was rushed to the hospital the night before the presentation. Next morning, Mr. Bruce went with reporters to the hospital, set up his wire recorder in a closet and summoned the teen-age mother, Mrs. Warren Boudreaux.

When told by Mr. Bruce that she and her husband won the award, Mrs. Boudreaux sobbed, "God has been good to us" into the WDSU microphone.

The five-minute interview was featured next day on the New Orleans item's front page with pic-

ture and story. UP and ACME's New York offices released copy and photos to all member newspapers.

Summing up the promotion, Robert D. Swezy, WDSU executive vice president, said the amount of solid public relations, good will and listener interest precipitated by the promotion was inmeasur-

able.

"I am confident that promotions similar to our 'Tenant Wanted' could be utilized by other stations successfully," Mr. Swezy said.

Get More Recording For Your Money

BY THE SENSATIONAL NEW

COLUMBIA

MICROGROOVE METHOD

Savings Like This!

* Substantially Lower Cost Per Record
* More Program Time Per 12" Disc Than On Present 16" Record
* 12" Record Plays 20 Minutes, each side— 10" Plays 13 Minutes, each side.

Full Columbia Transcription Quality Maintained Throughout.

WRITE, CALL OR WIRE FOR FULL DETAILS!

Columbia Transcriptions

A Division of Columbia Records, Inc. ®


Los Angeles: 8723 Alden Drive
Braddock 2-5411

New York: 799 Seventh Avenue
Circle 5-7300

Chicago: Melody Building
810 North Michigan Ave.
Whitehall 6000

Page 70 • July 25, 1949
WILLIAM MURPHY, formerly chief announcer of WMIX Mt. Vernon, Ill., has joined announcing staff of WJPS Evansville, Ind. Mr. Murphy, who has been in radio for six years, was at one time with KYPR Bloomerick, N. D. and staff announcer with NBC Chicago.

DEL FRANK, formerly of WCAV Norfolk, Va., and WMID Atlantic City, N. J., has joined announcing staff of WSAP and WSAP-FM Portsmouth, Va. He replaces SCOTT DAVIS, resigned.

JACK FULLER has left WRBM Chicago to join announcing staff at WGN Chicago. Former freelance announcer, M. C. and actor, he appeared on Procter & Gamble shows in Canada and on four William L. Wigley Jr. Co. programs aired weekly on CFRB Toronto.

GENE ROBINSON, former control room operator at WCHS Charleston, W. Va., has returned to station as announcer. He has completed one year’s work at Purdue U. in engineering. He replaces MEL BURKA, resigned.

GEORGE W. LEE, author of Beale Street Where the Blues Began and other stories about blues, has joined WHBQ Memphis as a死后 announcer.

DICK WYATT, program assistant at WENR-TV (ABC) Chicago, has resigned to join New York cast of “High Button Shoes” as a featured ballet dancer. Musical will tour West Coast after several weeks of rehearsal. Mr. Wyatt, who has been at station since March, is former dancing star with national ballet troupes and appeared in “High Button Shoes” road company last season.

HELEN J. SIOUSSAT, CBS director of talks, has been cited by American Heart Assn. for “devoted service rendered to the 1949 National Campaign to combat diseases of the heart and circulation.”

HERBERT J. FONTAINE has been appointed program director for WOCU and WOCU-FM Lewiston-Auburn, Me. Mr. Fontaine had been staff announcer, copy writer and special events man for WOCU. He replaces GENE PAKER, resigned.

FRANK SATENSTEIN, president and executive producer of Marathon Pictures Corp., New York, has joined CBS-TV program staff as a producer-director. He will continue his association with the film company in advisory capacity.

LINN BURTON of WAAF, Dave Garwood of WMAQ, Edie Hubbard of WIND, and Ernie Simon of WJJD, all Chicago disc jockeys, headlined Chicago Theatre stage revue for two weeks in third appearance in past one and one-half years. HAL THOMAS has joined announcing staff of KFYR Anchorage, Alaska.

FRANK CROMBIE, formerly program director of WTAC Flint, Mich., has signed program-production and announcing staff of WBKB Muskegon, Mich. STEVE CONRAD, formerly sports announcer for WDUZ Green Bay, Wisc., joins same station as announcer.

WAYNE FARRELL, formerly of WJHP Jacksonville, Fla., has joined announcing staff of WJPS Evansville, Ind. He replaces M. N. DEL FRANK, Ind. Overall announcer for the year’s W. Va., Co. Procter & Gamble.

JACK BARD of SATENSTEIN, formerly of ABC Networks, has joined the announcing staff of WJPS Evansville, Ind., in production and an- nouncing department. FRANK CROMBIE was joined in recruiting Mr. Bard of New York by Procter & Gamble in charge of general sales for Admiral Corp., plan to be married in October.

ROBERT MOORE, writer for WHO Des Moines, Iowa, and Harriet Porter have announced their marriage. PAULINE TURNER, program department secretary for same station, and Donald Olson also announced their marriage.

JOE SIMON, director at WBKB (TV) Chicago, and ANN GREEN of WJJD Chicago are to be married Sept. 9.

AFN POSITIONS

OPEN FOR RADIO PERSONNEL

HIGHLY SKILLED radio personnel seeking employment with the Armed Forces Network in Germany will be interviewed by Louis Adelman, chief of operations, who will arrive in New York Aug. 8.

Mr. Adelman stated that key positions are open in the engineering, program, news and sports departments. He will interview applicants in Room 1050A at 641 Washington St., New York, Aug. 8 until Aug. 20. Appointments may be made by calling Watkins 4100 Ext. 95 and all applicants are advised to have complete written details and recommendations at the time of their interview.

ANNUAL National Electronics Conference, a forum on research, development and application of electronics, will take place in Chicago Sept. 26-28 at Edgewater Beach Hotel.

LOOKING FOR A BARGAIN IN RADIO?

WBNS HAS IT IN CENTRAL OHIO—Yes, for just 74¢ per thousand tuned-in homes you can broadcast your sales message to this rich Central Ohio area. It’s low cost advertising with high results. That’s because WBNS has the listening audience of Central Ohio— an audience that goes out and buys your product when they “Hear it on WBNS.”

TOP TEN COLUMBUS HOOPERATIONS AGAIN PROVE WBNS LEADERSHIP—Hooperations Winter-Spring 1948-49-Monday through Friday, top ten to be WBNS programs. Another demonstration of the station’s intensive coverage of Central Ohio.

BILL ZIPP’S “FARMTIME” TOP DAYTIME HOOPER FOR LOCAL PROGRAMMING IN CENTRAL OHIO—Go into the rural areas of Central Ohio and ask them if they know Bill Zipp. Your answers will run into the thousands who day after day depend upon Bill for information on farming. Newspaper columnist, authority on agriculture, broadcaster, friend—that’s Bill Zipp to the farmer and city dweller of this area. A novel twist to this farm packed program is Sally Flowers with her salty songs and snappy humor. Here’s a sales harvest for advertisers.

IN COLUMBUS IT’S

COVERS CENTRAL OHIO

POWER 5000 D-1000 N CBS

ASK JOHN BLAIR

July 25, 1949 • Page 71
TREASURY Dept. has exceeded its quota of $1,040,000,000 in the Opportunity Savings Bond drive which ended June 30—thanks largely to radio's "sensational" promotion job, the department acknowledged last week.

While official figures were not yet available for the period May 16 through June 30, a final day of the drive, Treasury spokesmen disclosed that the figure would approximate $2 billion, surpassing the goal set by the department last spring. Final accounting date was July 15, and totals will be released shortly, the Treasury reported. Estimated value of radio time and talent in 1948 was in excess of $25 million, it noted.

"While the radio industry has done a magnificent job in the promotion of Savings Bonds from the beginning of World War II up to the present, it was sensational in the recent drive," said Edmund Linehan, associate radio-TV chief at Treasury and former program director at KSO Des Moines, Iowa. Radio's role also was acclaimed from higher echelons of department officials, currently away from Washington, it was reported.

The drive opened May 16 with a full-hour broadcast featuring Hollywood talent and addresses by President Truman and Treasury Secretary John Snyder over the four networks [BROADCASTING, May 16]. Program was offered to independent stations as well, with an estimated 1,981 stations carrying the show.

The Treasury Dept. also has announced a five-minute children's' transmitted feature, "Bill Squirrel," will be aired on over 100 stations beginning in September. A single announcement of the program's availability drove radio stations from coast to coast, the department revealed.

McCANN TO WNEB
Named Commercial Manager

EDWARD T. McCANN Jr., formerly with the sales department at ABC, has been appointed commercial manager of WNEB Worcester. He succeeds Kenneth B. Murray who has sold his stock in the station and resigned as vice president and commercial manager.

Mr. Murray was one of the original incorporators of WNEB and had been active in the sales department of the station since its inception in December 1946. John J. Hurley, general manager, and Paul C. Lytle, president, remain as principal owners of WNEB. Mr. McCann is a native of Worcester and prior to entering radio he served as an officer for three years in the Anti-aircraft Artillery Div. of the Army.

MUNIZ RE- NAMED
Heads Puerto Rico Assn.

TOMAS MUNIZ of WIA San Juan, P. R., was re-elected president of Puerto Rico Broadcasters' Assn. at the annual meeting July 13 at San Juan Zero Club. Representatives of 17 Puerto Rican stations attended the session.

Re-elected vice president was Harwood Hull, WAPA San Juan. Also named were Alfonso Jimenez Aguayo, WPAB Ponce, secretary, and Angel del Valle, WRAQ San Juan, treasurer.

The new board of directors for 1949-1950 includes Federico Virella, WVJP Caguas; Jose Madrazo, WMDD Pajardo; Andres Camara, WPRA Mayaguez; Matsumoto Dize, WENA Bayamon, and Ramon Montaner, WPRP Ponce.

SAVINGS DRIVE

Treasury 'Over Top,' Praises Radio

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Canadian Set Output

A TOTAL of 168,000 radio receiving sets have been produced in Canadian factories in the first three months of 1949, according to a report of the Dominion Bureau of Statistics, Ottawa.

WWDC Signs Massey

JON MASSEY, called "Washington's No. 1 Negro Disc Jockey," has been signed by WWDC Washington AM-FM to do a daily morning show and a Saturday night program, Ben Strouse WWDC general manager announced. Mr. Massey, 28, was born in Princeton, N. J., but spent most of his life in South Carolina. He went to Washington two years ago made a try at radio on a guest appearance basis and caught on with his musical knowledge and glib personality, Mr. Strouse reports.

Regular Rates
(Continued from page 8)

The closing statement, which must be signed by the applicant, with his title in the organization, reads as follows:

"This is to certify that no money will be spent during this calendar year for advertising on other radio stations, billboards, car cards, or in newspapers, promoting this project or event. It is agreed by the undersigned and the organization represented that if any funds are so spent, the undersigned will pay Fisher's Blend Station Inc. (KOMO), at regular card rates, for all services rendered."

It is the closing sentence which serves as the clincher, Mr. Green told BROADCASTING, and has already resulted in the withdrawal of several requests for free time.
VIVIAN J. COOPER, formerly of WIP Philadelphia promotion department, has been appointed publicity director of WKNQ Camden, N.J. Miss Cooper will also do Carol Dean Show, women's feature aired daily.

RICHARD L. PECKINPAUGH, formerly of ABC recording department, New York, has been appointed promotion manager for KSHS Corpus Christi, Tex.

MICHAEL ANDREW, member of publicity department at WCAE Pittsburgh, has transferred to merchandising department.

EDWARD M. KEATTH has joined staff of St. Louis Globe-Democrat as radio promotion man. Newspaper is affiliated with KWGD-FM St. Louis. Mr. Keath has been with KFRI Columbia, Mo., WIL and WER both St. Louis, as announcer-newscaster.

DOBOTH FLECK has been appointed promotion director for WTRC Elkhart, Ind.

CRAIG CLAIRBONE, ABC Chicago publicity assistant, leaves network July 29 for Paris where he will do graduate work in geography and history at Alliance Francaise. Mr. Clairborne, who has worked at ABC for 3½ years, was graduated from University of Missouri. He plans to remain in Europe two years. He is succeeded by JIM DUFFY former reporter for Rockford (III.) Register Republic and Beloit (WIs.) Daily News. Mr. Duffy also was assistant publicity director at Beloit College.

VINCENT PIANO, promotion manager for WSB and WSB-TV Atlanta, Ga., is the father of a boy, Vincent Louis.

Three-Dimensional Display
DIFFERENT TREATMENT of window display for Cisco Kid, Frederic W. Ziv production sponsored by Schulthe Baking Co. for Butternut Bread on WGN Chicago, was given to station. Window at WGN was set up in three-dimensional effect with cut-outs of Cisco and Pancho, program's leading characters, against background of desert and sky. On sign hanging from ceiling, right to left, reads: "Travel in Kansas and WIBW's the place to be." A large red shield of sponsor was displayed. Bottom of window was occupied by large block letters giving program information.

KDKA's Coverage
SURPLUS full length coverings used as gas protectors during war were being distributed to the trade by KDKA Pittsburgh as instant shields. Coverings, which look like small tents, are sent out to point up KDKA's coverage of tri-state area. "Slip it in your golf bag...in your desk drawer...and when you get caught in a sudden shower...it will give you well covers," the station suggests, adding, "Nothing can beat KDKA's coverage."

Winner Takes Job
SIXTEEN-WEAR-OLD Beverly Hope is fulltime news writer for two summers as result of winning first prize in WINS-Engel, Westchester, N. Y., contest, open to high school boys and girls in Westchester County. Contest for six weeks and weekly winners were interviewed on Know Your Community show over WINS. Purpose of contest was to find and encourage talented high school students in factual news reporting.

"Stop the Airplane!"
UNUSUAL promotion stunt is used by WABD Baltimore on quiz show Stop the Airplane. Program begins in studio where announcer explains that plane in circling particular area with banner reading "Listen Now—WBMD — And Stop the Airplane." One letter of inscription is missing, and phone calls are made to homes in area to find listener who knows which letter. When one is found, program switches to second airplane which goes into whining dive, giving listeners feeling of falling through space.

Log Supplement
PAID radio and television listings, supplementing regular radio listing, which will appear in Chicago Tribune starting Sept. 2, according to Advertising Manager Carl Petry. Regular directory will continue to list all major AM and TV shows but sponsored listings, pointed out with a star, will appear at top of each time bracket. Star will also be carried at top of radio listing with statement: "Starred program listings are all paid for by sponsors to give you more complete information about their radio and television programs."

"Madame X"
SERIES of displays pointing up volume and variety of acceptances accorded in Farm Gadget Show sponsored by WMT Cedar Rapids, Iowa. Gadget Show is one of many attractions scheduled for WMT's Fourth Annual National Farm Field Day, July 29. Considerable emphasis is being placed on farm safety, and two special prizes will be awarded in this category.

Graphic Folder
FOLDER containing graphs and other information concerning the advertising potentialities of WTAG Winchester, Mass., is being distributed to the trade by that station.

Travel in Kansas
ALUMINUM AUTOACOAT hangars inscribed with message, "Travel far in Kansas selling—hire WIBW—the voice of Kansas" are being distributed free with compliments of WIBW Topeka, Kan. Additional hangars, plus copy of study, The Kansas Red Association of 1948 and WIBW's current and near future availabilities, are available by writing station.

K. M. Landis II
KENERAW MOUNTAIN LANDIS II, commentator at WMOR (FM) Chicago, died July 12 at Billings Memorial Hospital. Mr. Landis was the son of Frederick Landis, former Congressman from Indiana, and grand-nephew of K. M. Landis, first high commissioner of baseball. He is survived by his wife.
would be more opportunity in a smaller office, he joined Kenyon & Eckhardt as assistant to radio director Joseph Stauffer, now N. W. Ayer & Son production chief. Bob's first assignment was supervising What's My Name and producing one-minute commercials. Later chores were producing the Jack Berch Show, supervising production on Superman, Breakfast Club, Breakfast in Hollywood, Jeans Saloon Show, County Fair.

Frequent business trips to the West Coast during this time further infected him with the California bug, and, in 1948, when he was offered the job of heading the agency's Hollywood office, Bob took it. In this capacity he supervises production of Hollywood originating shows: NBC Noah Webster Says, and CBS Mother Knows Best, and has been purchasing properties and arranging for the appearances of stars on CBS Ford Theatres.

In 1956 Jeanette Scott became Mrs. Wolfe. The young Wolves, with Catherine, 9, and Virginia, 5, are very proud of their newly-purchased home in Brentwood.

Bob restricts his advertising activity to one—the Hollywood Ad Club. Hobbies include swimming, horseback riding and taking pictures.

OZZIE & HARRIET

Are Signed by ABC

OZZIE NELSON and Harriet Hilliard were signed last week to a long term contract covering radio and television by ABC.

The team, whose CBS program was dropped last spring by International Silver Co., will begin a weekly broadcast of their Adventures of Ozzie next fall, ABC said.

Also included in the contract were the two Nelson children, David, 12, and Rickey, 9, who play themselves in the series. It was understood the contract was for 10 years and that, if options are exercised, Mr. and Mrs. Nelson will earn a minimum of $1 million.

WHAS SALE

Crosley, Station Owners Ask Oral Argument

EXCEPTIONS urging FCC to reverse the hearing examiner's initial decision and approve Crosley Broadcasting Corp.'s $1,925,000-plus purchase of WHAS Louisville properties have been filed by both Crosley and the Courier-Journal and Louisville Times, owners of WHAS.

The facts and FCC's rules and policies demand approval of the transfer, the two clear-channel licensees declare in separate briefs. They ask for oral argument on the examiner's decision, which held that transfer must be denied under the Commission's duopoly ban because of the overlap between WHAS and Crosley's WLW in Cincinnati [Broadcasting, June 27].

Crosley claims the examiner's decision improperly deny a transfer involving all three services—AM, FM and TV—because of overlap involving only AM; that the WHAS-WLW situation adequately meets FCC rules and policy on exceptions to the duopoly rule; and that the hearing examiner is in the face of evidence which "shows without dispute that [Crosley's] acquisition of WHAS will result in no impairment of the radio company's ability to maintain the quality and quantity of the program service now being rendered by [WHAS]."

The Courier-Journal maintains the decision properly denies emphasis on AM overlap without considering the potentially great effect of television in particular upon AM; that it errs in holding that the duopoly rule should be construed strictly because clear channels are involved; that it falls to give adequate consideration to Crosley's qualifications and its plans for WHAS or to the Courier-Journal's record, its desire to retire from broadcasting, its property rights and the possibility that the property value may diminish, and the fact that there were no competing bidders in the hearing even though the Avco Rule was then in force. Though Crosley and the Courier-Journal cite the WGAR case, in which FCC approved a power increase for WGAR Cleveland despite overlap with the commonly owned WJR Detroit, as requiring approval of the WHAS transfer. Both WHAS and WLW are 1-A, 50 kw outlets, the Louisville station operating on 840 kc and affiliated with CBS while WLW is on 700 kc and affiliated with NBC. There would be no overlap between the respective stations if the decision were reversed.

The sales contract calls for payment of $1,925,000 by Crosley plus 10-year rental of space for the stations in the new Courier-Journal building at $75,000 a year.

Date for oral argument on the examiner's decision will be set by the FCC.

Crosley's exceptions were filed by the Washington law firm of Hogan & Hartson; the Courier-Journal's by Miller & Schroeder, of Cincinnati; W. G. Wyatt, Graffon & Grafton, of Louisville.

WBT LABOR CASE

IEBW Pickets Station

PICKETS representing the International Brotherhood of Electrical Workers Local 1299, took up station outside Charlotte, N. C.'s Wilder Bldg. last week in a protest aimed at WBT's management. A discharge clause covering the station's radio broadcast technicians.

After the action Charles Crutchfield, vice president of Jefferson Broadcasting Co., station licensee, and general manager of WBT, issued a statement in which he charged the union with "insisting... that an outside arbitrator be appointed to determine if we can or cannot discharge an employee even though we find him incompetent or unsatisfactory to us." He noted the station had not discharged a single engineer or technician "in the last 12 years" and said the union had "no reason... to assume that we would act arbitrarily in discharging any of our employees." He added the management already had "agreed to many far-reaching demands on their part...".

IEBW's international representative, John A. Thompson of Washington, stated the union was using picketing to bring the matter to the public eye and had no intention of retarding the progress of radio and television in the area.

TWO German editors, Walter Tschupik and Robert Lemcke, in this country studying American newspaper methods under Military Government sponsorship, were interviewed over WDBC Hartford, Conn.
G O O D N E I G H T R E Q U I R E D 

M U N I C I P A L progress is theme of MILWAUKEE — A progress Report heard alternate Saturdays over WTMJ-TV Milwaukee. Experts explain progress of various city government plans utilizing aerial maps, charts, pictures and designs. Chairman on each program is Mayor Frank Zeidler. He is assisted by other city officials and heads of special projects.

Agricultural News CORRESPONDENTS located in eight rural communities in area of Moose Jaw, Sask., gather agricultural information which is aired daily on CHAS Moose Jaw. Also broadcast on daily program are agricultural news items from provincial capital, Regina.

Miniature Musical NEW SPONSOR participating program,klaxon's Dinner, is telecast weekly on WAAM (TV) Baltimore. Program is in form of miniature musical comedy with Gene Klaw writing material. Sponsors are Western Maryland Dairy, Hauswald Bread, John Hoos & Co. (restaurant supplies), Levering Coffee Co., Meadow Gold Ice Cream, and Becker Pretzels Co.

STORECASTING

CONVERTING from telephone lines to FM radio transmission in southern New England, Storecast Corp. of America, New York, has announced that 160 retail National stores in that area will carry its service when the process is completed.

WMMW-FM Meriden, Conn., is currently beaming Storecast programs to FM homes in the area, as well as to hyper-markets installed with fixed-frequency receivers. Kenyon & Eckhardt Inc., New York, will handle Storecast publicity for WMMW-FM and other Storecast services in Chicago, Philadelphia and Pittsburgh.

I, Dicky, from Philadelphia and has announced lines to FM.

JANUARY-New York, will be stalled with as well as southern CONVERTINGeriiJaw, Sask., rural CORRESPONDENTS.

ON AIR parents work for informal GOOD Milwaukee.

715 WIDE Biddeford -Saco, alternate Saturdays from Hardware Store, Biddeford.

Moose Industry, Storecast projects. Gene explains program are City Government program are AMBERT-CORP.

Frank Vries. Gene explains program are City Government program are AMBERT-CORP.

The area's residents for informal GOOD Milwaukee.

715 WIDE Biddeford -Saco, alternate Saturdays from Hardware Store, Biddeford.

Moose Industry, Storecast projects. Gene explains program are City Government program are AMBERT-CORP.

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The area's residents for informal GOOD Milwaukee.

715 WIDE Biddeford -Saco, alternate Saturdays from Hardware Store, Biddeford.
Situations Wanted (Cont'd)

Station owners. Why not reduce personnel, step up net income? I have the qualifications. Serves as creative director, program director, chief engineer, promotions manager, and live-wire sales producer. I will increase top sales position. 28 yrs old, 28 yrs in radio sales and management. Not afraid of rushed hours. Box 91BB, BROADCASTING.

Trade 35 years experience, engineering, announcing, sales manager. Ten years top network announcer work, now in management. Built five stations from scratch. Will buy, sell, operate. Also top sales position. Trade this experience and my name and address for manager—general manager network station staff. Full particulars on request. Box 912BB, BROADCASTING.

Station managers. Local news, well written and presented, is a product the metropolitan listener will welcome. Today, one man, with three years metropolitan newspaper and radio experience, has established a moderately sized city. Box 948BB, BROADCASTING.

Need a station manager? Desire connection with small station as manager. 8 years radio experience, background of large station management. Box 959BB, BROADCASTING.

Pacific Northwest station owners. Man- age station if you can take over basic NBC station west coast. Will give management, program director, production ability. Write Box 952B, BROADCASTING. Bring you a survey of your market and make a station analysis. Please get in touch. Box 953BB, BROADCASTING.

Manager, 8 years experience all phases of management. Two stations, both top east- eastern United States only. Can invest. Box 960BB, BROADCASTING.

Situations Wanted (Cont'd)

Analyst, 25 years experience. Retired. Experienced in sales, promotions, research, and have knowledge of effective use of radio advertising. Write Box 961BB, BROADCASTING.

I can put your FM in the black. Chicago FM executive now available. I have proven radio sales ability and am thoroughly familiar with in-store broadcasting. Also, a straight FM broadcasting. Interested in any good location and pay. Box 962BB, BROADCASTING.

Are you looking for a salesman who can create, sell and develop new business for your station? Particularly in regional and farm accounts. Straight commission together with small draw. Accounts can be offered at $20.00 a week. If you are interested, please write Box 963BB, BROADCASTING.

I will buy your microwave equipment. Please reply. Box 964BB, BROADCASTING.

Will buy your equipment. Box 965BB, BROADCASTING.

Salesmen

Needed. Experienced announcer. Can cover news. Disc shows. etc. Can also operate board. Married. Box 967BB, BROADCASTING.

Salesmen

Experienced announcer-engineer. Will buy and operate small station in central city. Box 968BB, BROADCASTING.

Join our staff in this big growing city. Write Box 969BB, BROADCASTING.

Two colored operators with first class license. Exper. in. Future is bright. Box 970BB, BROADCASTING.

General manager, commercial manager, sales manager and operators. Just good solid business executive, with first-class knowledge of programming and public relations. 15 years experience in management and sales. Can efficiently operate small station. Excellent background, best of references. Write Box 971BB, BROADCASTING.

General manager, Independent station, good name, medium, Connecticut. Know how to get business. Best references. Box 972BB, BROADCASTING.

12 years experience all facets radio broadcasting. Present situation. Box 973BB, BROADCASTING.

For results, select an experienced, talented, intelligent radio executive with whom you are familiar. Practical, versatile, program manager, sales, ana- lyst with excellent references. Employed. If future prospects are en- couraging will accept position for get acquainted period. Box 974BB, BROADCASTING.

Sales manager-sales manager. Experienced. Dependable. Desires permanent position with progressive medium size station. Box 975BB, BROADCASTING.

Civil War soldiers. Why not reduce personnel, step up net income? I have the qualifications. Serves as creative director, program director, chief engineer, promotions manager, and live-wire sales producer. I will increase top sales position. 28 yrs old, 28 yrs in radio sales and management. Not afraid of rushed hours. Box 91BB, BROADCASTING.

Manager, sales manager. Experienced in all phases of broadcasting, manage- ment, promotions, research. Employed as sales and promotion manager for large station in Midwest. Desires permanent position in Midwest. Box 918BB, BROADCASTING.

Management, west coast only. Nine years sound record in sales and manage- ment. Looks for long-time association and profit participation required. Box 952BB, BROADCASTING

Help Wanted (Cont’d)

Production-Programming, others

Wanted—Experienced copywriter-an- nouncer by western CBS affiliate. Box 440, BROADCASTING.

Wanted. Topflight continuity director for one of larger midwestern coast affiliates in midwest. Must be experi- enced in typing copy and mailing. Must be able to direct de- partment and have knowledge of traffic, and production. Excellent starting salary with plenty of advancement opportunities. Give complete details, including references and samples in first letter. Box 924BB, BROADCASTING.

Complete staff required by new 250 watt New England station. Box 935BB, BROADCASTING.

Farming, 25 kw New Mexico state. Must know California agriculture. Ex- perience in Farm news and sports. Will go wherever you expect. North central station. Box 938BB, BROADCASTING.

Morning man also capable all types peps and general station duties. Must have regular radio sales selling de- livery. Moderate salary but opportunity for right man. Box 939BB, BROADCASTING.

Interview necessary. Contact Box 943B, BROADCASTING.

Experienced staff announcer with play- by-play sports ability. No board work. Must be in good shape. Don't want unders. Can be accompanied by audition disc or tape. Personnel, KX, R, Salt Lake, S. Box 947BB, BROADCASTING.


Experienced engineer. Nice town, middle- west. Air personality you need lacks a good voice. No board work. Must have sales ability. Can go places with this voice. If you are the man, send letter and picture to Box 949BB, BROADCASTING.

Two colored operators with first class license. Exper. in. Future is bright. Box 950BB, BROADCASTING.

Combination man. First phone. Immediate opening for sincere experi- enced man at independent within 50 miles New York. City, 40 hours a week. Car helpful but not essential. Send recent photo and Salary expected. Box 951BB, BROADCASTING.

Immediate opening for engineer experi- enced in installation and mainte- nance of small stations. No醛r no phone work or announcing. Contact KX, WAJ, Radio Station KXYO, Lubbock, Texas.

Wanted—Topnotch combination first class engineer-office manager to be employed immediately by network station. Forward full information to Lester L. Gould, WNJC, Jackson- ville, O.

Seeking key personnel in engineering, technical, advertising and Public In- formation Departments, for the Ameri- can Forces Network in Germany. Sal- aries range from $5,000 to $7,000 per annum, with position paid to and from the US Zone of Germany. Engi- neers—alarms, electronic, and supervisory. Studio recording and transmission experience of highest importance. Qualifi- cation and experience required. Other per- sonnel, present, an opportunity of a lifetime. Box 955BB, BROADCASTING.

Hiring technical personnel. At least 10 years commercial radio experience in respective fields. Must have personal interview appointment during 2 weeks beginning August 6, 1949.

Classified Advertising

PAYABLE IN ADVANCE—Checks and money orders only. Situation Wanted 10¢ per word—$1 minimum. Help Wanted 20¢ per word—$2 minimum for each insertion. Include charge for blind box number. One inch ads, acceptable, $12.00 per in- sertion. Deadline two weeks preceding issue date. Send box replies to Box 945B, BROADCASTING. BROADCASTING is not responsible for the return of application material (transcriptions, photographs, scripts, etc.) forwarded to box numbers.

Help Wanted

Salesmen

Salesmen. Experienced for 250 watt station in north Texas. Excellent drawing account and commission with general manager. Box 953BB, BROADCASTING.

Versatile experienced man specializes in daily negro slanted DJ pm. Must accept position with southern customs. NBC star large SE market. Present income $6000. Discjockey. Experienced. Must have personality and TV type salesmanship. Give complete details and will furnish references. North central station. Box 954BB, BROADCASTING.

Morning man also capable all types peps and general station duties. Must have regular radio sales selling de- livery. Moderate salary but opportunity for right man. Box 955BB, BROADCASTING.


Experienced staff announcer with play- by-play sports ability. No board work. Must be in good shape. Don't want unders. Can be accompanied by audition disc or tape. Personnel, KX, R, Salt Lake, S. Box 957BB, BROADCASTING.


Announcer, Prefer single man. Only experienced men need apply. Opening August 1, Interview necessary. Contact Box Wirth, WWAM, Neenah, Wis- consin.

Technical

Chief engineer. Nice town, middle- west. Air personality you need lacks a good voice. No board work. Must have sales ability. Can go places with this voice. If you are the man, send letter and picture to Box 949BB, BROADCASTING.

Immediate opening for engineer experi- enced in installation and mainte- nance of small stations. No醛r no phone work or announcing. Contact KX, WAJ, Radio Station KXYO, Lubbock, Texas.

Wanted—Topnotch combination first class engineer-office manager to be employed immediately by network station. Forward full information to Lester L. Gould, WNJC, Jackson- ville, O.

Seeking key personnel in engineering, technical, advertising and Public In- formation Departments, for the Ameri- can Forces Network in Germany. Sal- aries range from $5,000 to $7,000 per annum, with position paid to and from the US Zone of Germany. Engi- neers—alarms, electronic, and supervisory. Studio recording and transmission experience of highest importance. Qualifi- cation and experience required. Other per- sonnel, present, an opportunity of a lifetime. Box 955BB, BROADCASTING.

Hiring technical personnel. At least 10 years commercial radio experience in respective fields. Must have personal interview appointment during 2 weeks beginning August 6, 1949.
Situated in any station affiliated with Mutual network. Intelligent, honest, reliable, energetic, willing to do full 24-hour day. Must have a commendable past. Excellent references. News, sports, music, special events. Nightly programs. Go anywhere on immediate notice. Box 915B, BROADCASTING.

Experienced staff announcer who specializes in sports news looking for position with progressive station. 4 years experience, capable of playing-by-play, disc, photo and reference available. Box 796B, BROADCASTING.

Experienced announcer-sports director. Presently employed by major market team. Married, dependable. Much adlib and MC experience. Box 977B, BROADCASTING.


D.J. Two years college experience, major in speech. Desires position with radio station for all-round announcing work. Limited experience, but willing to learn. Will travel anywhere. Salaries average 50. Box 966B, BROADCASTING.

Announcer – Ambitious, dependable with a future. Enjoys good newscasts, disc and variety shows. Can write and perform. Experience. Box 978B, BROADCASTING.

Sportscast – Experienced play-by-play. All sports. All spots. Top reference, will travel. College graduate. Box 1200, BROADCASTING.


Experienced metropolitan staff announcer, sportswriter, writer, and talk show host. Married, sober, reliable, best references, Tim Carson, 720 S. 14th St. Minneapolis.

Announcer, emcee available immediately. Anywhere. Extensively trained radio graduate, Veteran, Disc, photo available. Robert Rasch, 33 South Grand Avenue, Fort Thomas, Ky.

Summer replacement announcer needed? Good voice. Experienced announcer, newscasting, disc jockey, 3 years college. Charles Reese, 143 S. Church Street, Mt. Pleasant, Pa., Phone 4516.

Sports announcer with four years experience. College trained in football, basketball, baseball and boxing. Covered high school and professional teams. Also experienced newsman. Address, Box 152, WMBR-CBS, Jacksonville, Fl.

Capable, aggressive young man, married, college, and four years experience in announcing, production and programming. Desires full position with network station in west or southeast. Desires 5k with 70,000 people. Excellent news commentary, sports played and color. Write or stop by Audie's Pub, 105 North Evergreen Street, Memphis, Tennessee.

Technical

Engineer experienced in studio and transmitters recording. Make offer. Box 735B, BROADCASTING.

In the first class of the Graduate of R. 9. 1. Good knowledge of TV music. Willing to work hard. Will go anywhere. Box 765B, BROADCASTING.

Situation Wanted (Cont'd)
For Sale (Cont'd)

Truscon 350 ft. self-supported tower dismantled immediate delivery $5000 - FOB Indianapolis. Also WE 1 kw FM transmitter, $5000, Steve Claser, WKYI, Louisville, Kentucky.

For Sale, Two 4N Presto Recorders, 1D cutting heads. One Presto 93E amplifier. One Altec A253 amplifier, 50 watts. One Altec A255A amplifier, 250 volts, 120/208 volts, 85.5 Amps, PF, 60% efficiency, Contact Q. Connerko, Chief Engineer, WRZB, York, Penna.

One, new Stainless 267 foot guyed tower designed to support RCA FM antenna. One, used, Blaw-Knox 179 foot self-supporting tower. One used A-3 light tower. One used RCA FM2A super turntable antenna. Contact: Bleacher-Hayford, Radio Station WJHP, Jacksonville, Florida.

For Sale, RCA 1A-15 10 kwatt broadcast transmitter complete with spare tubes in good operating condition. Address inquiries to Technical Director, McClatchy Broadcasting Company, San Francisco, California.

Truncated savings on copper, pure electrolytic bonding copper. 3000 3/32" x 21/2" wide x coils @ 236 lb. F. O. B. our plant, H. P. Mandell and Sons, 2840 South Kedzie Avenue, Chicago 23, Illinois. Ph: Bishop 7-7800.

Wanted to Buy

Stations

230 watt fulltime, one station market in eastern United States only. $16,000 down, balance annually. Box 961B, BROADCASTING.

Equipment, Etc.

Transcriptions for use in educational institution for instruction purposes only. Please type, condition and price. Subject material unimportant. Box 824B, BROADCASTING.

Wanted to buy, second hand 25 watt FM transmitter with or without frequency modulation monitor. Will pay cash but price must be realistic. Box 976B, BROADCASTING.

Miscellaneous

Desirable space and facilities available in established Washington engineering office for independent consulting radio engineer. Box 828B, BROADCASTING.

Employment Service

Jobs galore. West—east—and south and north. Engineers who will assume needed in force. RRR-Radio-TV Employment Bureau, Box 413, Philadelphia.

Help Wanted (Cont'd)

Announcers

Announcer wanted:

• If you have experience—
an outstanding voice, can do a real job of selling. I will pay you $75.00 a week to start. You must feel you are fully qualified. Send full information including experience, education and audition disc with at least ten commercials showing change of pace and style. I will extend you the courtesy of answering your application.

Box 906B, BROADCASTING

For Sale (Cont'd)

WANTED TO BUY

Station

WANTED: One experienced, successful commercial station affiliate interested in acquiring full or partial ownership or management AM station in fair-sized market. Replies held confidential.

BOX 954B, BROADCASTING

Production-Programming, others

Long established New England 1 kw station wants exceptional radio people to fill all important spots:

• Women’s director—Strong on sales and service
• Staff announcer—Strong on sports

BOX 914B, BROADCASTING

Wanted—Traffic secretary, experienced. One familiar with production log. Light secretarial duties. For metropolitan New York radio station. Age—preferably late twenties. WJNY, 45 Central Ave., Newark, N. J.

Situations Wanted

Managerial

MANAGER—Over twenty years of successful commercial radio sales and management experience in small and metropolitan markets. Sound knowledge of local sales problems and practical knowledge of station department and programming. Married, sober, hard working and with references to back up excellent record. Can bring your station community leadership as well as profit. Interested in middlewest or west on salary plus bonus.

BOX 209B, BROADCASTING

For Sale

Stations

FLORIDA RADIO STATION FOR SALE

SUBJECT TO FCC APPROVAL

Operating at a profit —1000 watts daytime... established market in one of Florida’s fastest growing cities. First new employee, experienced staff. For full details and operating figures, write:

BOX 988B, BROADCASTING

Help Wanted (Cont'd)

Salesmen

Help Wanted—Salesman

Experienced, permanent time salesman wanted by leading low watt station major network affiliate in large west coast metropolitan market. If you have made good on a network station in a smaller community and want a desirable change write full particulars with picture to Box 740-B BROADCASTING.

Technical

Engineering engineer wanted: Thoroughly experienced in recording, dubbing and general maintenance of professional tape, professional conversion recorders. Excellent pay to qualified person.

BOX 961B, BROADCASTING

Help Wanted (Cont'd)

Production-Programming, others

WANTED: Successful commercial station manager interested in acquiring full or partial ownership or management AM station in fair-sized market. Replies held confidential.

BOX 958B, BROADCASTING

For Sale (Cont'd)

WANTED TO BUY

Station

WANTED: Two experienced, successful commercial station managers interested in acquiring full or partial ownership or management AM station in fair-sized market. Replies held confidential.

BOX 958B, BROADCASTING

Miscellaneous

Well managed station operation — high per-capita community New York area. Seeks capital for expansion. Independent owner-management.

BOX 974B, BROADCASTING

School

Looking for Well Trained Men?

Tell us your needs! Our graduates have through... full time technical training in one of the country's leading Radio-Television training laboratories.

These men are high school graduates, have FCC-Licenses are well equipped to operate and maintain Radio-Broadcast and Television equipment. Bring, phone or wire.

EMPLOYMENT SERVICE, DeFOREST'S TRAINING, INC.

School of Radio Broadcasting

2533 N. Ashland Ave., Chicago 16, III.

Phone Lincoln 9-7260

NME WEEKLY SHOW

Stations Offered Series

A WEEKLY summary of news and features, first in a series of radio and television shows to be developed by the National Military Establishment, is being offered to stations nationally as a public service feature, NME has announced.

According to Charles E. Dillon, chief of NME’s newly-created radio-television Washington, D. C. branch, it is the first service to be extended to stations on a regular basis. This Defense Report, the 15-minute script program gives an informal and authoritative picture of the defense organization.

NAB’s Program Dept. has reviewed and approved the script and anticipates wide acceptance of the series, Mr. Dillon said. Initial broadcast is scheduled for the week beginning Aug. 1, with broadcasters urged to recruit program “voices” from among leading personalities of the Armed Forces, reserve organizations or veterans groups in their areas.

Schools (Cont’d)

CUTTING EXPENSES?

Mr. Station Manager,

Here’s your chance to save money.

Hire announcers and disc jockeys who have been trained on the air over New York stations. They know all phases of radio including commercial writing-console operation; selling and station routines.

We have qualified men willing to trade dollars for experience in your station. Resumes with photos, and disc available on request.

We’ll collect your requirements to America’s famous radio school.

CAMBRIDGE

School of Radio Broadcasting

220 W. 42nd Street

New York 18, N. Y.

Wisconsin 7-0038

PACIFIC NORTHWEST FULLTIME FACILITY

One of the very successful, long-established stations that has an impressive record of good earnings. This facility is located in one of the important markets of the great and growing Pacific Northwest.

This is an ideal situation that can justify and liberally reward two partners or a small group capable of operating. Due to personal circumstances this property is available at an unusually low price for such a major facility. Price $125,000.00. Financing arranged.

CONTACT THE NEAREST OFFICE OF THE EXCLUSIVE REPRESENTATIVES

BLACKBURN-HAMILTON COMPANY, Inc.

MEDIA BROKERS

WASHINGTON, D. C.

James W. Blackburn

711 Constitution Bldg.

Ray V. Hamilton

San Francisco

Washington Bldg.

S. Akard and Wood Sts 230

Montgomery Street

Stirling 3-581-2

Central 1177

Exbrook 2-5672

WASHINGTON, D. C.

James W. Blackburn

711 Constitution Bldg.

Washington Bldg.

S. Akard and Wood Sts 230

Montgomery Street

Stirling 3-581-2

Central 1177

Exbrook 2-5672
HUNTINGTON
Favored by Examiner Litvin

AN INITIAL DECISION looking toward a grant of Huntington-Montauk Broadcasting Co.'s application for new 1 kw daytimer on 740 kc at Huntington, N. Y., and denial of competing applications from Bridgeport, Conn., and White Plains, N. Y., was issued by FCC Examiner Fanney N. Litvin last Tuesday.

The choice was based on equitable distribution of transmission facilities. “Fairness and equity require the allocation of a first daytime transmission facility to Huntington, which has none, rather than to Bridgeport, which has three, or to White Plains, which has one,” Mrs. Litvin declared. Her decision becomes final in 40 days unless challenged, in which event the Commission will hear oral argument in review of the case.

The denial went to Connecticut Electronics Corp. of Bridgeport, which is headed by Radio Consultant M. S. Novik and controlled by himself and his brother; and to Westco Broadcasting Corp. of White Plains, headed by Linton Wells, news analyst and author, and principally owned by George J. Feltenberg, part owner of WWVW Poughkeepsie, W. Va.

A grant of the Huntington application, Mrs. Litvin ruled, is preferable despite the Bridgeport applicant's proposal to maintain auxiliary studios in two communities which have no outlet of their own (Ansonia, Conn. and Derby or Shelton, Conn.), and despite WBKB Oyster Bay's announced intention of establishing studios in Huntington. Whereas a station may not be moved out of the city in which it is located without FCC approval, she pointed out, auxiliary studios may be curtailed or removed, as well as established, in the discretion of the licensee.

Ownership of applicants:
Huntington-Montauk Broadcasting Co., Huntington—Byron T. Sams, owner of a Huntington real estate and insurance business. Mr. Sams' wife is producer-director of “Professor Quiz” on ABC, formerly with Erwin-Whitey & Co., Dobson & Co, and Dancer-Fitzgerald-Sample, and at one time director of the Bureau of Copyrights.

of NAB (forerunner of Broadcast Music Inc.), is vice president, owns 25%, and would be general manager and program director; and the following business and professional men of Huntington—64% each—Robert F. Sweetland, Andrew W. Murray, Marvin B. Feinberg, Dr. Russell W. Sammis, Arthur Gwynn Dr. Warren P. Cort, Dr. William Dussellman, Clarence H. MacLachlan, David Sencer, and Edward DuBois.

Connecticut Electronics Corp., Bridgeport—Mr. S. Novik, radio consultant and former New York City communications director, who has a 25% interest in New York Radio, Inc., is in a member of a group which has bought WNBX, New York subject to FCC approval, president of the company and owns 30% of voting stock; his brothers, Harry, of Stamford, has 43.7%; Herman Wolf, Bridgeport public relations advisor, 7.5%, and Florence Jones, of Northfield. Radio and television writer, 5.

Westco Broadcasting Corp., White Plains—Linton Wells, writer and news commentator. The Blue and Red networks and CBS, is president and general manager, and would manage the proposed station; George J. Feltenberg of Englewood, N. J., former owner of WEEU Reading, currently 25% owner of WVVW Poughkeepsie, W. Va., and 51% owner of a Niagara Falls applicant, owns 20% interest; J. Harvey McCray, sales engineer for Press Wireless Mfg. Co., at Hicksville, N. Y., is the third owner.

FCC ACTIONS

Omaha Sponsor Is Charged

FEDERAL TRADE Commission has announced issuance of a complaint charging a radio advertiser, representing Master Sculp Treatment in broadcast advertisements and the signing of a stipulation by another.

The complaint charges William S. LaFay with “using an Omaha dealership representing Master Sculp Sculp Treatment in broadcast ads on KOWH Omaha last year and on KFNF Shenandoah, Iowa, in over 100 days between September and October last year. FTC characterized certain claims as "false and misleading."

In Baton Rouge, La., 11 co-partners trading as the William W. Bakery, and FTC they will stop representing that they received any trophy in a national wide contest. Radio commercials had referred to Wolf's Extra Fine Bread as the winner of national awards in contests sponsored by Quiet towns in America, which represents 113 of about 38,000 bakers in the U. S. The stations were not disclosed.

THE Fred A. Palmer
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

POLICE RECORDS

Must Be Opened to WEOL

ELYRIA-LORAIN Broadcasting Co., operating WEOL Elyria, Ohio, has obtained an injunction which prevents the city's mayor, director of public safety or police chief from denying access to police records of any WEOL representative.

Judge Guy B. Findley, Court of Common Pleas, Lorain County, Ohio, made a journal entry July 13 ordering that further temporary injunction be issued. H. A. Seville, WEOL general manager, pointed out the station wants the injunction to continue and that the judge, in issuing the temporary ruling, was following the usual procedure of allowing for a review of the order a few weeks hence. WEOL, in its petition requesting the injunction, asserted that its reporters and representatives had been denied access to the police records except between 8 and 9 a.m. on any day. Pointing out that police reports on accidents, accidents, casualties, crimes and offenses within police jurisdiction are public records, WEOL demanded that it be allowed access to the records at any time within the hours. The judge also charged “unreasonable and unlawful discrimination against the plaintiff [WEOL] and its listeners.”

Commenting on the case, Mr. Seville said that similar attempts to deny access to police records have occurred all over the country, “especially where there is a political set-up.”

For some interesting information on radio in Iowa this issue please see page 31 of this issue

July 25, 1949 • Page 79

Allied Arts

BETTY GREEN has been named merchandising specialist and distributor of the company's products by Frederick W. Ziv Co., Cincinnati. Miss Green formerly was fashion editor of Parent's magazine.

JACK LEVINE has joined Gerard Pick Television Productions as program producer. Firm has moved to 1775 Broadway, New York, phone CHester 29-4101.

JOHN H. KASBEER has been named midwest field representative for Television Shires Management Corp., Chicago, distributor of Television Fund Inc. Mr. Kasbeer has been in securities business since 1919, and was formerly with Graham, Parsons & Co.


A. C. NIELSEN Co., Chicago, has announced that James E. Fitzgerald-Sample Inc., Chicago, to national Nielsen radio index service. Agency contracted for Class A service in three-year agreement.

INTER-AMERICA TELEVISION, production consultants, with offices at 585 Fifth Ave., New York, has been formed by H. A. Rivera and G. R. Johnson. Mr. Rivera was formerly TV director for Donovan & Thomas Adv., Baltimore; was associated with WBAL TV Baltimore, and most recently was with Pioneer Films, New York, as associate producer.

RCA VICTOR announces that August its Bluebird label records will again be on sale in dealer stores. Hit tunes will be featured, selling at $4.64 plus tax, and first releases will be on non-breakable material.

Equipment

ANDREA RADIO Corp., Long Island City, N. Y., reports 735% increase in sales for period 1-1 May 31, over similar period last year. Corresponding increase in net income for this period also has been recorded.

G. E. (Rex) RAND has been appointed broadcast equipment field sales representative in south-eastern region with headquarters in Atlanta, Ga., by RCA Engineering Products Dept., Camden, N. J. Mr. Rand is graduate of Oxford U., England, with degree in electrical engineering. After graduation, he partook in BBC and British communications activities. During war, Mr. Rand was officer with RAF. In 1946 he joined RCA, engaging in sales activities.

CONRAC Inc, Glendora, Calif., has produced television set in which buyer purchases only "heart" of set. It is free to choose what type of cabinet he prefers, or to install video set in wall of house.
July 15 Applications . . . .

ACCEPTED FOR FILING

AM—958 kc
The Montana Network, Billings, Mont.—CP new AM station 970 kc 5 kw unil. DA-N AMENDED re station and stockholders.

AM—938 kc

AM—1328 kc
Radio American West Indies, Charlotte Amalie, Virgin Islands—CP new AM station 10 kw D. w-N 2.5 d unil. AMENDED to request 1230 kc.

Modification of CP

WGR-FM New York—Med. CP new FM station for extension of completion date.

WJHL-AM Nashville, N. Y.—Same.

KCNV San Marcos, Tex.—Mod. CP change from 250 w D to 250 w N on assigned 1470 kc AMENDED to change of ownership to Central Bstg. Co.

APPLICATION DISMISSED

AM—1458 kc

APPLICATION RETURNED

License for CP

WTWN Saint Johnsbury, Vt.—RETURNED July 12 application for license to cover CP new AM station.

July 18 Decisions . . .

ACTIONS ON MOTIONS

by Commissioner Jones


Booth Radio Stations Inc., Grand Rapids, Mich.—Grants pending for leave to amend application to add engineering exhibit specifying revised maximum operating values; accepted amendment.

KOGB Tyler, Tex.—Grants pending for extension of time to August 15 with in which to file exceptions to the ant-antenna condition-conditional day LS-local sunset

Initial Decision in proceeding in Dockets 1397-99.

Radio Corp. of Arizona Inc., Phoenix, Ariz.—Grants pending to dismiss without prejudice its application for CP.

By Hearing Examiner

WXU Wilmington, Del.—Grants pending to extend time within which to file proposed findings in re application for renewal of license; time extended through July 29, 1949. (Examiner Blume).


KBW Hutchison, Kan.—Grants pending for extension to indefinitely hear- ing on application for CP (By Examiner Cunningham).

License for CP

WERC Erie, Pa.—CP change from 12.5 kc 120 w unil. to 15 kw D. w-N 5 kw-D unil. DA-N AMENDED to change DA-N and use DA-DN.

CP to Reinstall

WTWD-FM Birmingham, Ala.—CP to reinstall CP new FM station which expired Dec. 15, 1948.

FM Changes

KVIC Chico, Calif.—Claim changes in existing FM station to specify ERP 5.9 kw and ant. 45 ft.

KYMWE Redmond, Calif.—License to cover CP new FM station.

Modification of CP

WJBY-AM Gettysburg, Pa.—Mod. CP new FM station for extension of completion date.

KCKM-FM Kansas City, Kan.—Same.

KSLH St. Louis, Mo.—Same.

WLBY-AM Bellevue, Pa.—Mod. CP new FM station to change ERP to 3.2 kw.

TV Amendment

Southwestern Pub. Co., Little Rock, Ark.—New TV station application AMENDED to change ERP from 2.47 kw sustained to 1.7 kw antenna to 2.7 kw vs. 1.38 kw.

July 19 Decisions . . .

By the SECRETARY

WPDS-FM Clarkesville, W. Va.—Granted type change CP new FM station on Channel 236 (95.1 mc) 2 kw 300 ft.

License for CP

KWMU-Meramec, Calif.—License to cover CP new FM station.

Modification of CP

WWRC-AM Washington, D. C.—Mod. CP new FM station for extension of completion date.

KOAM-FM Kansas City, Kan., and SAG-DH-16 Kansas City, Mo.—Grants license to operate new station.

WLBY-AM Bellevue, Pa.—Mod. CP new FM station to change ERP to 3.2 kw.

TV Amendment

Southwestern Pub. Co., Little Rock, Ark.—New TV station application AMENDED to change ERP from 2.47 kw sustained to 1.7 kw antenna to 2.7 kw vs. 1.38 kw.

License for CP

WURU-FM Manchester, N. H.—Granted license for new FM station on Channel 235 (95.7 mc) 1.5 kw 960 ft.

KGX-AM Glendale—Grants license for new FM station on Channel 231 (101.1 mc) 15 kw 750 ft.

WPFS Freeport, Ill.—Grants license for new FM station on Channel 273 (102.5 mc) 9 kw 225 ft.

KPHO Phoenix, Ariz.—Grants modified CP change type trans.

The following are grants modified CPs for extension of completion dates as shown on record:

WPED-FM Dallas, Tex., to 8-20-49:

KQW-L St. Louis, to 12-31-49:

KQMQ-FM Oklahoma City, Okla., to 5-1-49:

KTRH-FM Houston, Tex., to 6-13-49:

WAGA-FM Atlanta, Ga., to 2-15-50:

KWHF-FM Terre Haute, Ind., to 11-4-49:

WQJY Quincy, Ill., to 9-6-49:

KJND Aurora, Ore., to 11-15-49:

KYSB Dallas, Tex., to 3-15-50:

WTUL-FM Toledo, Ohio, to 6-15-49:

KPHR Espanola, Wash., to 12-1-49:

KIVV Crockett, Tex., to 11-15-49:

KOY Phoenix, Ariz.—Grants license to use old main trans. for aux. with 1 kw.

WAVE Artisite, N. M.—Grants modified license to change studio location.

KFBN Sacramento, Calif.—Grants CP install aux. trans. on 1580 kc with 5 kw DA-DE.

WKMH Dearborn, Mich.—Grants CP to move FM ant. on top of AM tower.

WGAL—TV Lancaster, Pa.—Grants CP for extension of completion date to 2-15-50.

KSL—TV Salt Lake City—Grants CP for extension of completion date to 8-15-49.

KRE—FM Raleigh, N. C.—Grants license new FM station on Channel 275 (102.9 mc) 1 kw 500 ft.

WHFC-FM Columbus, Ohio.—Grants license new FM station on Channel 254 (98.7 mc) 15 kw 560 ft.

WFRS Grand Rapids, Mich.—Grants license new FM station on Channel 223 (90.3 mc) 9 kw 330 ft.

WMCA-FM New York—Grants license new FM station on Channel 228 (88.5 mc) 11 kw 940 ft.


WPPL Plant City, Fla.—Grants license new FM station and specify studio location 1570 kc 250 w D.

KARN San Antonio, Tex.—Grants license to install new trans.

KGB—FM Laramie, Wyo.—Granted authority to operate 3 hours only on July 20.

KUCX Casino, Mont.—Grants license changes in trans. and ant.

KWR—FM Sharon, Pa.—Grants license to install new vertical radiator with FM ant.

WWWR Russellville, Ala.—Grants license new standard station and specify FM studio location 1570 kc 1 kw D.

WMSL Dekatur, Ala.—Grants CP install new vertical ant. and mount FM ant. on AM tower and change tower.

KWKW Key West, Fla.—Grants CP change type trans.

WVT—FM Fort Lauderdale, Fla.—Grants license for new FM station and change tower 50 ft. Increase height, mount WOGR’s FM ant. on top and change studio location.

WDQA Bay City, Mich.—Grants modified CP for approval of ant. and trans. location, specify studio location and modification of CP.

KNOE Ruston, La.—Grants modified CP change type trans.

(Continued on page 88)
# CONSULTING RADIO ENGINEERS

<table>
<thead>
<tr>
<th>Name</th>
<th>Address</th>
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<tbody>
<tr>
<td>JANSKY &amp; BAILEY</td>
<td>Executive Offices, National Press Building</td>
</tr>
<tr>
<td>McNARY &amp; WRATHALL</td>
<td>Offices and Laboratories 1329 Wisconsin Ave., N. W. Washington, D. C. ADams 2414</td>
</tr>
<tr>
<td>RAYMOND M. WILMOTTE</td>
<td>Everett L. Dillard, Gen. Mgr. INTERNATIONAL BLDG. DI. 1319 WASHINGTON, D. C. PORTER BLDG. LO. 8821 KANSAS CITY, MO.</td>
</tr>
<tr>
<td>JOHN J. KEEL</td>
<td>Warner Bldg., Wash., 6, D. C. National 6513</td>
</tr>
<tr>
<td>ROTHROCK &amp; BAIREY</td>
<td>SUITE 604, 1757 K ST., N. W. National 0196 WASHINGTON 6, D. C.</td>
</tr>
<tr>
<td>E. C. PAGE</td>
<td>CONSULTING RADIO ENGINEERS BOND BLDG. EXECUTIVE 5670 WASHINGTON 5, D. C.</td>
</tr>
<tr>
<td>WILLIAM L. FOSS, Inc.</td>
<td>Formerly Colton &amp; Foss, Inc. 927 15th St., N. W. Republic 3883 WASHINGTON 6, D. C.</td>
</tr>
<tr>
<td>H. V. ANDERSON</td>
<td>Consulting Radio Engineers 134 Clarence St., Phone 7-277 Lake Charles, La.</td>
</tr>
<tr>
<td>C. R. BITTER</td>
<td>Consulting Radio Engineers 4125 Monroe Street TOLEDO 6, OHIO 43611 7907-4368</td>
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<tr>
<td>LEE E. BAKER</td>
<td>Consulting Radio Engineer 826-28 Landers Bldg.—Ph. 2461 SPRINGFIELD, MISSOURI</td>
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<tr>
<td>GEORGE C. DAVIS</td>
<td>501-314 Munsey Bldg.—Sterling 0111 Washington 4, D. C. Member AFCC</td>
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<tr>
<td>GAUTNEY, RAY &amp; PRICE</td>
<td>CONSULTING RADIO ENGINEERS 1052 Warner Bldg. Washington 4, D. C. National 7757</td>
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<tr>
<td>RUSSELL P. MAY</td>
<td>1422 F St., N. W. Kellogg Bldg. Washington, D. C. Republican 3984 Member AFCC</td>
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<tr>
<td>WELDON &amp; CARR</td>
<td>WASHINGTON, D. C. 1605 Connecticut Ave. MI. 4151 DALLAS, TEXAS 1728 Wood St. Riverside 3611 Member AFCC</td>
</tr>
<tr>
<td>ANDREW CORPORATION</td>
<td>CONSULTING RADIO ENGINEERS 263 E. 75th St. Triangle 4400 CHICAGO 19, ILLINOIS</td>
</tr>
<tr>
<td>CRAVEN, LOHNES &amp; CULVER</td>
<td>MUNSEY BUILDING DISTRICT 8215 WASHINGTON 4, D. C. Member AFCC</td>
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<tr>
<td>A. EARL CULLUM, JR.</td>
<td>CONSULTING RADIO ENGINEERS HIGHLAND PARK VILLAGE DALLAS 5, TEXAS JUSTIN 8-6108</td>
</tr>
<tr>
<td>KEAR &amp; KENNEDY</td>
<td>1703 K ST., N. W. STERLING 7932 WASHINGTON, D. C. Member AFCC</td>
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<tr>
<td>WILLIAM E. BENS, Jr. &amp; ASSOCIATES</td>
<td>3738 Kanawha St., N. W. Oldway 8071 Washington, D. C.</td>
</tr>
<tr>
<td>GUY C. HUTCHINSON</td>
<td>1100 W. ABRAM ST. PHONE 1218 ARLINGTON, TEXAS</td>
</tr>
<tr>
<td>LYNNE C. SMEBY</td>
<td>&quot;Registered Professional Engineer&quot; 820 13th St., N. W. EX. 8073 Washington 5, D. C.</td>
</tr>
<tr>
<td>WALTER F. KEAN</td>
<td>CONSULTING RADIO ENGINEER Telephone Riverside 2795 114 Northgate Road Riverside, Illinois (a Chicago suburb)</td>
</tr>
<tr>
<td>BEN ADLER</td>
<td>TELEVISION FACILITIES ENGINEERS Specializing in Simplified Systems Design for Low Cost TV Operation 515 MADISON AVE. PLAZA 5-7338 N. Y. 20, N. Y.</td>
</tr>
</tbody>
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**CONSULTING RADIO ENGINEERS**

*July 25, 1949 • Page 81*
$1,500 inventory abolished at a cost of $4.46!

With more than 700 vacuum tubes needed by industry, a tube distributor would find profits consumed by 100% inventories. But by ordering tubes as needed via Air Express, he holds stocks to 20%. Example: Orders $1,500 tube at 9 AM. from supplier 900 miles away. Delivered to customer 6 PM same day. 16 lbs. cost: $4.46.

Remember, $4.46 included speedy pick-up and delivery service, too. More protection, because you get a receipt for every shipment. Air Express is the world's fastest shipping service.

**Facts on low Air Express rates**

19 lbs. of machine parts go 600 miles for $3.54.
9 lb. carton of new styles goes 1400 miles for $3.99.

(Every kind of business finds Air Express pays.)

Only Air Express gives you all these advantages: Special pick-up and delivery at no extra cost. You get a receipt for every shipment and delivery is proved by signature of consignee. One-carrier responsibility. Assured protection, too—valuation coverage up to $500 without extra charge. Practically no limitation on size or weight. For fast shipping action, phone Air Express Division, Railway Express Agency. And specify "Air Express delivery" on orders.

**AVI GESLER,** formerly news-caster-announcer for WICA, Ashadula, Ohio, has joined WKBZ Muskegon, Mich., as news director and publicity manager.

**HAROLD JAHNE** has joined news staff of WHO Des Moines, Iowa. He recently graduated from U. of Iowa and was given award in field of radio journalism at the university.

**JIMMY ALDERSER** has been appointed to newcst and special events department of KBYR Anchorage, Alaska.

**JOE WILSON,** sportscaster at WBKB (TV) Chicago, has been named sports director.

**JOHNNY CARPENTER,** special events director of KOIN Portland, Ore., has been awarded plaque by Gov. Douglas McKay as outstanding individual in promoting traffic safety.

**AL FRANCES,** news editor at WHBC Canton, Ohio, is the father of a girl.

**CHICAGO AFRA**

**Elects Harry Elders**

**HARRY ELDERS** has been elected president of the Chicago, local, Midwest region, American Federation of Radio Artists, and will serve a one-year term. Other officials are Raymond H. Jones, executive secretary; Norman Goldschank, treasurer; Eleanor Engle, recording secretary; Cliff Norton, first vice president; Dean Reed, second vice president, and Norm Pierce, third vice president.

Members of the board include Eloise Kummer, Boris Aplon, Harry Elders, Hugh Cole, Catherine Downs, Joseph Finney, Mark Char, James McKernan, and William Cole.

**WTWN ON AIR**

**Vermont Outlet on 1340 kc**

FEATUREING salutes from many notables, WTNW St. Johnsbury, Vt., formally went on the air July 10. Speakers at the opening broadcast included Sen. Ralph Flanders (R-Vt.), Rep. Charles Piumley (R-Vt.) and Waverly Root, formerly with MBS.

The station is owned and operated by Twin State Broadcasters, Inc. and is co-managed by Dean Flinnary and James McKerren. WTNW operates on 1340 kc with 250 w.

WFIL and WFIL-TV Philadelphia have been presented a certificate of merit by Dept. of Pennsylvania, Veterans of Foreign Wars for station's contributions to veterans and their families through programs.
July 19 Applications

ACCEPTED FOR FILING

AM—630 kc
KCIL Honolulu, La.—CP change from 1450 to 630 w. to 630 kc 1 kw. w-nil. DA-NA.

Modification of CP

WBCR Bakersfield, Cal.—CP new FM station for completion of forecast data.

WCTM-FM Wilson, N. C.—Same.

WLFW Columbus, Ohio.—Same.

WFSF Long Island, N. Y.—Mod. CP change from 1490 to 325 kw 1 kw. w-nil. DA-NA.

TV Amendment

Mid-South Television, Inc., Co., Jackson, Miss., Memphis, Tenn., Little Rock, Ark., and Shreveport, La.—TV station application AMENDED to change original station d/b/a Mid-South Television Co. to WMDT which is presently in operation on the real estate of W. Harry Johnson d/b/a Mid-South Television Co.

TENDER OF FILING

AM—1420 kc
WWGH Hornell, N. Y.—CP change from 1240 to 1420 kc 1 kw. D 506 w-nil. DA-NA.

Modification of CP

WAFB Atlanta, Ga.—CP new FM increase power from 1 kw. to 1 kw. N-5 kc. D-unil on assigned 1460 kc.

July 20 Applications

ACCEPTED FOR FILING

License Renewal

WYON Woonsocket, R. I.—Application for license renewal. KSMB (FM) Santa Maria, Calif.—Same.

License for CP

KRDU Durbrown.—License to cover CP changes in assignment.

WJAM Tuscaloosa, Ala.—License to cover CP new AM station.

KLVT Leveland, Tex.—Same.

WGBK Dayton, Ohio.—Same.

WENK-TV Chicago.—License to cover CP new TV station.

Modification of License

WBTW Williamson, N. Y.—Modification of license for WBTW-FM to change from 1400 to 1380 kc 50 kw. w-nil. DA-NA.

July 21 Applications

ACCEPTED FOR FILING

License renewal application filed for WCBK DeKalb, Ill.—Same.

July 21 Applications

License renewal applications filed for WCCO Kansas City, Mo.—Same.

July 21 Applications

License renewal application filed for WGNI Champaign, Ill.—Same.

July 21 Applications

License renewal application filed for WCOU Milwaukee, Wis.—Same.

July 21 Applications

License renewal application filed for WSTM Albany, N. Y.—Same.

July 21 Applications

License renewal application filed for WRSU Newark, N. J.—Same.

July 21 Applications

License renewal application filed for WRTW Breckenridge, Colo.—Same.

July 21 Applications

License renewal application filed for WTRU Columbus, Ohio.—Same.

July 21 Applications

License renewal application filed for WTVN St. Paul, Minn.—Same.

July 21 Applications

License renewal application filed for WVBK Dubuque, Iowa.—Same.
Docket Actions...

**FINAL DECISIONS**


Petaluma, Pittsburg, Calif.—Final decision granting bid of Petaluma Bests for new AM station on 1500 kHz, 250w unlimited, and denying competing bid of Pacific States Radio Engineering for new station at Pittsburg. Proposed operation to begin until KXOA Sacramento switches to 1520 kHz and is licensed with 500. Petaluma favored because it would be the first station in Petaluma; Howard R. Elvey owner, general manager, and president. KXOA is KKJX; Forrest W. Hughes, engineer, announcer since 1938; John F. Hansen, radio repair, teaching and operating engineer; Raymond W. Mort, KKJX engineer; Harold A. Sparks, announcer at KKJX; Violis-Com partners in Pacific States: Joseph L. Berryhill, in radio nine years; James L. Smith, engineer, in radio several years. Decision July 15.

**INITIAL DECISION**

WHOM Jersey City, N.J.—Initial decision by Hearing Examiner Fannin to Grant bid of Burley Ida. to WBNY, Penna., to depo bid to move major studios to New York City. Decision June 25. See July 7, page 179.

Washington, D.C.—Initial decision by Hearing Examiner Fannin to Grant AM station bid of Hunting-White Plains, N.Y., on 1450 kHz, 15 kW, non-directional. To be used for BLS. Granting station is WSKY. Announcer—engineer at WHCM-Montauk Best Co., for 1450 kHz, 15 kW, non-directional, at Huntington, N.Y., and to competitive bids of Westco, 250 kw unlimited; to competitive bids of WSKY, 250 kw unlimited, and WBNY, 15 kw unlimited. Denial—bid of Burley Ida. to WBNY, Penna., to depo bid to move major studios to New York City. Decision July 15. See July 7 and 14, page 179.

**APPLICATIONS CONT.**

Applications Cont./...

**FCC Actions** (Continued from page 88)

**Applications Cont.:**

License for CP
K C O R Tulare, Calif.—License to cover change frequency AMENDED to change name of applicant from Jees L. Longton to KBO Inc. See page 167, page 179, page 200.

WBGR Greenville, S.C.—Same. See page 299.

WMPA-GM Tallahassee, Fla.—License to cover new AM station.

WMPA-AM Gainesville, Fla.—Same.

WMPA-AM Key West, Fla.—Same.

WBRC-TV Cincinnati—License to cover new TV station.

**Proposed Grant**

WCOA-FM Pensacola, Fla.—Mod. CP new FM station for extension of completion date.

WFMS-FM Burlington, N.C.—Same.

WBAP-FM Fort Worth, Texas—Same.

WLPM-FM Suffolk, Va.—Same.

WBR-BNC Birmingham, Ala.—Mod. CP new TV station for extension of completion date.

WOT-TV Ames, Iowa.—Same.

WOR-TV New York.—Same.

WBAP-FM Fort Worth, Texas—Same.

**TENDERED FOR FILING**

Reinstatement CP
KRJF Klamath Falls, Ore.—Reinstatement CP for 1 kw-5 kw D-W unlimited. DA-N on assigned 1150 kHz.

Modification of CP
KULE Ephrata, Wash.—Mod. CP decrease power from 1 kw to 250 w on assigned 1790 kHz.

**Docket Actions...**

**NEW GRANTS, TRANSFERS, CHANGES APPLICATIONS**

**Box Score**

**Summary of Authorizations, Applications, New Radio Stations, etc.**

**Total**

AM Stations 2,097

TV Stations 72

**Con'd Applications In**

Applications Pending Decision

12

10

366

159

182

**CALL NUMBERS: KFMA Davenport, Iowa (L. W. Andrews Inc., 1580 kHz, 250 w daytime), KWFJ Silka, Alaska (Alaska Best Co., 1230 kHz, 250 w, unlimited), KLOM KLOM, Montana, KNOH, Montana, Okla. (Cleveland County Best Co., 1600 kHz, 250 w, unlimited), KUMO Columbia, Wash. (unl directional). WFB Danbury, Conn. (The Fairfield Best Co., 550 kHz, 500 w, unlimited, 1 kw, directional), WILL Wheeling, W. Va. (Wheeling Best Co., 1350 kHz, 250 w, unlimited); WLBE Eustis, Fla., channel from WUS (Paul Hunter); WNW North Adams, Mass., changed from WNWW (Nwb W. Wells)

...in equal amounts, for $5,000, to Alfred Berto, William Amron and Arthur Kaufish. Granted July 21.

KWOBS Liberty, Ind.—Granted transfer of control of Sullivan County BEM Co., licensee, from David A. and Harriet N. Krye, Donald A. Corigli, Don ald V. Murray, Max H. Rhuen and Arthur L. Green to James W. Gluck and Seymour D. Lubin for $80,000. Mr. Lubin is now a member of the chief executive of the Washington bureau of New York JOURNAL OF Radio Sales Corp., a part of FN0X Washington news analyst. Mr. Lubin is New York attorney. WYOS is assigned 250 w fulltime on 1350 kHz. Granted July 21. See July 7.

KCOY Hillsboro, Ky.—Granted assignment of license from H. T. and B. J. Barrier and J. H. Palmer to KASF Inc. $1,000,000. New firm is composed of Milton E. Stauffer, vice president of Kroehler Mfg. Co., 51% and Guy Corley, WAZF manager, 49%. WAOX is assigned 250 w fulltime on 1350 kHz. Granted July 21. See July 7.

KRAY San Francisco, Calif.—License to David J. Love to reinstatement of license to Newel S. Cahoon transferred to KRAY Inc. President of KRAY Co., Mr. Cahoon retransferred to WTVN as general manager and Howard D. Johnson receives 25% interest in WTVN. There are seven other stockholders. KRAY Co., 55% Interests in that area. A 20% interest in KRAY Co. is held by the same general manager yet to be named. KHRB is assigned 1600 kHz on 1560 kHz. Granted July 21.

KPOO Portland, Ore.—Granted assignment of license from H. W. and L. W. Faxon to KPOO Inc., $35,000, New firm is composed of Clyde H. Winslow, 50% and Kenneth C. Schenkel, 50%. KPOO is assigned 550 kHz on 1320 kHz. Granted July 21.

KQSK Great Falls, Mont.—Granted assignment of license from Newel S. Cahoon transferred to KRAY Inc. President of KRAY Co., Mr. Cahoon retransferred to WTVN as general manager and Howard D. Johnson receives 25% interest in WTVN. There are seven other stockholders. KRAY Co., 55% Interests in that area. A 20% interest in KRAY Co. is held by the same general manager yet to be named. KHRB is assigned 1600 kHz on 1560 kHz. Granted July 21.

KPVW Portland, Ore.—Granted assignment of license from F. S. and J. H. E. Long to KPVW Inc., $25,000, New firm is composed of Clydes H. Winslow, 50% and Kenneth C. Schenkel, 50%. KPOO is assigned 550 kHz on 1320 kHz. Granted July 21.

KQAK Chillicothe, Mo.—Granted assignment of license from Dr. W. O. Thayer to KQAK Inc., $25,000. New firm is composed of Frank Scott d/b as East Kentucky...

**THEY NEVER SLIP**

**TWIXT CUP AND LIP,**

**YOU CAN'T SLIP IN MEMPHIS**

when your choice is...

**WAMS**

10,000 WATTS DAY
5,000 WATTS NIGHT
680 KILOCYCLES

AN AFFILIATE OF THE AMERICAN TELEVISION RADIO REPRESENTATIVES, INC.
Allocation Furor

(Continued from page 42)

it unwillingly ignores or at best would make only minimum use of the present facilities and directional antennas; that the protection problem would become ambiguous since no normally pro-
tected contour is provided; that inflexibility of the allocations table would make it virtually impossible to gain additional channels; that FCC adopted its Committee pro-
tee work loyally, applying VHF studies to UHF problems.

Meanwhile, FCC asked for re-
port on progress on all current experimental television licensees and permittees, and for extensive data on intercity facilities, present and proposed, from AT&T and Western Union also Aug. 15.

The Commission asked AT&T pointedly why its present facilities are unable to utilize the full 4.5 mc bandwidth of television transmis-
sions under FCC engineering standards; what plans have been made to improve present facilities in the long range of the present proposals are on foot to provide nationwide facilities using the full 4.5 mc bandwidth.

It was last point the Commission called for "the routes and dates when such facilities will become available."

Looking toward nationwide color, FCC asked for statements on "the possibilities of ... providing inter-
city video transmission facilities capable of transmitting color tele-
vision signals in the present facilities; in the event the Commission should authorize color television broadcast-
ing" after the hearing.

Summary Asked

FCC also asked for a summary of terminal and intermediate serv-
ience points, number and direction of channels or openings planned or be-
tween those points, bandwidths promised, surveys for color broadcast-
ion (coaxial cable or microwave relay), and estimated completion dates of facilities now under con-
struction.

Other requests were for state-
ments on ability to provide not only intercity but also intracity facili-
ties in view of the proposed in-
duction of 42 new UHF channels.

FCC's letter to Western Union was substantially the same as the one to AT&T, except that reference to "near term goals" was re-
lated only to future plans. WU currently has only one intercity video link, a microwave relay running between St. Louis and St. Louis.

Existing coaxial cable facilities pass a TV bandwidth of about 2.4 mc and microwave relays are about 4 mc. AT&T has announced plans for cables which will handle about 8 mc and radio relays which will accommodate substantially more than 8 mc. In its letters to experimental TV operators, FCC called for details on "results of your program of research and experimentation," in-
cluding:

1. Number of hours operated.
2. Full data on research and experi-
mentation conducted including the type of transmitting and studio equip-
ment and their mode of operation.
3. Expense involved.
4. Power employed, field intensity standards, and the aural ob-
servations, and types of instruments and receivers used to determine serv-
icee area and efficiency; if research includes color, there should be data on color breakup, flicker, definition, fading in and out of interfering signals, and receivers, and other subjects which FCC specified in its general announcement of plans for the Aug. 25 hearing [BROADCASTING, July 18].
5. Estimated degree of public par-
ticipation in reception, and results of observation as to the effectiveness of types of transmission.
6. Cost—original and initial.
7. Program for further developments.
8. Any other pertinent develop-
ments.

Johnson Letter

Meanwhile on another television front—Capitol Hill—the Senate Interstate and Foreign Commerce Committee released a copy of the letter by which Chairman Ed C. Johnson (D-Col.) prompted the independence of TV license tele-
vision which the National Bureau of Standards formally announced a week ago [BROADCASTING, July 18]. The letter was dated May 20 and was addressed to FCC Assistant Commissioner U. Condon, with a copy to FCC shortly before the Commission an-
nounced its tentative time-table of television hearings with the color question as part of the August hearing.

Sen. Johnson's request was prompted, he explained, by the Committee's belief that "it is greatly in the public interest that a sound, factual ascertainment be had now whether or not minimum standards can be fixed today in the very near future, so that color television might develop and progress with complete freedom under the stimulus of commercial competition." He felt the Com-
million had been reluctant to ap-
proach the question.

Noting a division of opinion in the industry as to color prospects, he con-
tinued:

Our Committee sees television as a great public service, opens new jobs and a new source of health to the greatest medium of entertainment and diffusion of knowledge, and believes that it has made great ad-
vancements in providing service through delay in opening up the ultra high frequencies and holding up color until such time as some elec-
tronic experts believe that color has

reached a state of perfection, a chain of circumstances will have come to be a matter of government control over all the entire television art. It would be an enormous a tremendous power to make such an enormous a tremendous power to make such a decision, especially if the population is at all possible any sharp impact on a broad front of public opinion. The Senate, which has already in-
volved the subject of over-all dollars in revenue for the set-buying public, who already have in-
volved the subject of over-all dollars in revenue for the set-buying public, who already have in-

HONORARY title of deputy sheriff of Gregg County, Tex., is conferred upon Dr. J. E. Bennett by the Gregg County officials. Mr. Bennett was cited for his work in guiding traveling Texas family in Colorado.

BROADCASTING • Telecasting


Dr. Thompson receives 15% interest in new firm and R. F. B. C. Corp.

File equal to investments. There are seven other local stockholders. WVMC is signed 250 kw fulltime on 1350 kc.

Gardner July 7.

WVMT Mt. Carmel, Ill.—Granted an assign-
ment of permit in the new 1350 kc. Filed July 17.

WVCD Vineland, N.J.—Assignment of per-
mit to Vineland, N.J., to operate in the new channel.


KZK-D San Diego, Calif.—KZK-D, license for 250 kw daytime on 1350 kc, July 17. Licenses there, recently acquired KXYR for $80,000 [BROADCASTING, June 15]. KXYR permit for 5 kw on 1130 kc is being constructed and when ready to operate firm would drop KUSN, assigned 1 kw night, 5 kw day on 1510 kc.


K-taking, Mich.—WKBK ceased operations June 30. Firm said that after announcement of new channel, license was cancelled to greater extent than anticipated and it proceeded to operations entirely.

WJLM-FM Pawtucket, R. I.—Paw-
tucket Bestg. Co., CP July 12. Did not receive per-
mit to operate.


KBBR Bremerton, Wash.—Applied for FM station to Kitsap G. I. Beats, Inc. CP July 18. Forfeited as permit expired before extension requested.


New Applications...

AM APPLICATIONS

Phoenix, Ariz.—Argo Bcstg. Co., M. Gib-
bons, 1230 kc, 250 kw, unlimited (con-
tingent on KPHO having 1250 kc). Estimated cost $25,664.32. Ap-
plicant is owner of Woodstock and Village Tram Corp., transportation firm.

Detroit, Mich.—Delano, Calif.—John Neil Fisher, 1190 kc, 500 kw, unlimited, directional; estimated cost $72,664.30. Applicant is manager of Citrus Fruit Assn., and owner General Agricultural Pest Con-
trol, filed July 19.

Kanjees, Ill.—Illinois Bestg. Co., 750 kc, 250 kw, daytime (request facilities to be changed to 1350 kc, Chicago, Ill.). Estimated cost $14,801.06. Princi-
el owner is C. H. Kanjees. Area 2 R.

F. M. C. 37.4%; Mrs. Grace Breden, house-
wife, with wife president, 1350 kc, Wausau, oil dealer, treasurer 3.7%; James T. Miller, auto deal-
ter 3.7%; there is total of 17 local stockholders. Filed July 17.

Sunnyside, Wash.—Col. E. Wyle, 1010 kc, 50 kw, unlimited, estimated cost $14,734.50. Applicant is owner KRMK Spokane.

TV APPLICATION

Gelwin, Iowa—Northeast Iowa Radio Corp. D. B. Van Horn, 640 kc, 3 kw, 6.5 kw, antenna 210 ft.; esti-
mated cost $65,141.57. Filed July 15. Firm has been in operation with new station equipment since April of 900 kc with 500 kw, daytime. Direc-

KZTV Iowa, for 1350 kc. Permit is for 100 kw, unlimited, and owner applying is headed by Harry D. N. Connor, president.

TRANSFER REQUESTS

KBOB Brownsburg, Ind.—Assignment of license from Minor L., Wollon W., Willo C., Vancrown, M. and John Herbert L. DeWalt d/b/a as Browns-

grove Bestg. Co. and Brownsville Bestg. Co. to same name and ownership. KBOB is assigned 1 kw day on 1600 kc. Filed July 21.

KTYV Twin Falls, Idaho.—Transfer control of Radio Station KPDE, owned by Community, from Franklin V. and Velma A. Cox through sale of 15% interest in KPDE closed sum to John H. (5.2%) and Helen M. Cole (8.8%). The two did not state they were "financially unable to make desirable investments necessary to meet competition" and wished to withdraw. KTYV assigned 1 kw day. Filed July 31.

WAYN Beckley, W. Va.—Assignment of license from Wayne M. Nelson to Radio Station WUSN, W. Va., which he is sole owner. WAYN assigned 1 kw day on 590 kc. Filed July 21.

Correction!

The plates of a General Electric ad which appeared in the July 18 issue of BROAD-
casting were inadvertently transposed. The correct ad appears on pages 20-21 of the current issue titled "Experts see new General Electric 16 mm TV projects."
AAA TALENT UNIONS TO CONFER ON VIDEO

CONCLAVE of talent unions comprising parent Aetrie Artists and Authors of America and its branch units to be held at Roosevelt Hotel in Hollywood this Saturday, with view to working out agreement on division of jurisdiction in TV film field. Invitation was extended by board of directors of Screen Actors Guild, one of member unions.

Purpose of meeting is to create Television Authority covering all video performers of talent unions. Envisioned is negotiation of possible merger or joint venture between Television Authority and two movie unions for organization and administration of both live and film TV fields. Officials of AAA's and member unions now assembling data looking toward negotiation of contracts with networks and stations.

Among those who will confer with SAG board of directors are George Heller, AFRA executive secretary, and Paul Dullbell, AAA international president. Other unions are: Actors' Equity Assn.; Chorus Equity Assn.; American Guild of Variety Artists.

HOPE, OTHERS CLIMAX WCCO AQUATENNIAL SHOW

TWO-HOUR Aquatennial broadcast slated to be carried Saturday (July 23) by WCCO Minneapolis, CBS Twin City outlet, with Bob Hope highlighting program as special guest of Cedric Adams, along with Arthur Godfrey and Monica Lewis. CBS President Frank Stanton and wife also attended as guests of Aquatennial Radio Committee, headed by Mr. and Mrs. Jones, WCCO manager.

Mr. Hope was to work entire two-hour block of WCCO programs during evening. Thirty-minute segment was fed to CBS coast-to-coast network, with virtual sellout of 11,000 seats assured. Event climaxed ten-day summer Twin City festival. Dr. and Mrs. Stanton flew from Washington in Mr. Godfrey's private plane.

RADIO WEEK GROUP NAMED


NEW TV CIRCUIT

Each of four TV networks after Sept. 1 will have fulltime exclusive circuit from New York to Washington. On that date AT&T adds another southbound channel to present three. There is one northbound facility.

NAB, TBA HIT FCC'S TEST PATTERN RULING

FCC'S BAN on TV test pattern-music operation hit by NAB and TBA in statements to Commission Friday. TBA told FCC that test installation, sales demonstration and promotion, programming and reduction of operating costs are hampered by FCC interpretation [Broadcasting, July 4].

TBA pointed out same problems and termed Commission ruling "both untimely and unrealistic," and impractical of administration by FCC and stations alike. Review of ruling requested. TBA further struck at "artificial limitations" on growth of new billion-dollar industry. Both organizations pointed out music is needed to properly adjust sets on installation, prospective set buyers are annoyed by single tone transmission, ban prohibits many types emergency program fills and requires larger staffs.

CBS-IBEW PROGRESS SLOWS AS CBS GIVES NOTICE

WITH little progress reported in wage negotiations between CBS and IBEW, network governors this week terminated negotiations under old contract effective coming Friday. Regarding this as application of pressure, IBEW sent Freeman Hurd of Washington office to take over. Negotiations on "local" matters now going on in seven CBS cities, will now be resumed in New York on national basis. New York local's last offer Thursday was $2.50 weekly increase or $5.00 weekly if it granted concessions demanded by CBS. New York and Hollywood locals of IBEW have taken strike votes and have support of NABUG in event of strike (see page 27).

A CBS statement Friday evening declared it has received IBEW's test pattern termination "because of the union's indication that it would accept only a general wage increase in New York and Los Angeles."

The network stated that it could not agree because its men "already are the highest paid technicians among all the networks, enjoy working conditions equal to or better than any of its competitors. have received salary increases far exceeding all increases in the cost of living, and because of the extraordinary demands created by television on the network's resources."

CBS went on to point out that two of the other major networks recently concluded agreements with their technicians at no salary increases.

Concluding, the statement declared: "CBS hoped by giving this notice of termination to bring to the union representatives and its rank and file a comprehension of these facts and to foster... approach by... IBEW to... problem. CBS is still prepared to continue negotiations with the IBEW."

HERMAN S. HETTINGER, economist and marketing authority, has joined McCann-Erickson, New York [Closed Circuit, July 18] as associate director of research in charge of marketing research, President Marion Harper Jr. announced last Friday.

Although it wasn't announced, NAB board of directors, in recognition of work of Maurice Mitchell in planning Broadcasting Advertising Bureau, increased his salary from $14 to $17 thousand—that in face of its overall economy drive which looks toward 15-19% cut in overhead of each of remaining departments.

ACQUISITION by David (Tommy) Stern of control of New Orleans Item for about $1,700,000 puts another Stern family into prominence in southern metropolis. Edgar Stern and son Edgar Jr. own WDSU AM, FM and TV operations and had working deal with Item. Senior WDSU Stern has acquired majority interest in Item. Stern are now of desire to return Stern name to "more direct engineering and industry activities," it's a safe bet he'll attend forthcoming NARBA Conference in Canada this September. Mr. Howar will probably assume representation of one of the two private organizations who also have stake though not strictly radiowise, in outcome of sessions.

FCC EXPECTED to approve this week request of WMAT-TV Washington for 4.5 m coaxial cable link from Baltimore to Washington for Aug. 17-19 WMAT-TV Baltimore color TV experiment (see story page 40). Comparisons would be made in Washington among pickups of WMAT-TV direct, WMAT-TV transmission of WMAV-TV direct, and b microwave link, and via coaxial. FCC at inclined to see if AT&T can produce 4.5 m coaxial which it has been saying it can.

WOR-TV TOWER DAMAGE

NO appreciable damage reported Friday after preliminary inspection of WOR-TV New York antenna tower and relay equipment house which burned down before at North Bergen N. J. Painters' tarpaulin in house caught fire at 555-ft level of tower, now under construction, and wind-blowen fragments set fire to roofs of nearby houses. Fire presumably caused by spontaneous combustion. WOR expects to begin test pattern by Aug. 15.
Where is Crossroads, U.S.A.? If there were a town so named, it undoubtedly would be located in the heart of WLW-land. For here is an area that presents a cross-section of America.

Nearly fourteen million people live in this area which embraces parts of seven states. And WLW covers this vast territory just as a network covers the nation. Thus, when a selling theme works in WLW-land, it’s pretty certain to be sound for the entire U.S.A.

Yet, The Nation’s Station offers more than the ideal proving ground for new products and advertising campaigns.

WLW also provides facilities unequalled by any other radio station. Providing “air-time” is not the start, nor the finish, of services WLW can render manufacturers and advertising men. Before advertising can be effective, many other factors must be right. And because of adequate manpower, coupled with a “know-how” peculiar to this territory, The Nation’s Station is in a position to help solve problems relating to distributing, packaging, product and consumer attitudes.

Many success stories can be told of products and advertising campaigns that were launched in WLW’s Merchandise-Able Area. And while selling 10% of the nation, these advertisers have also gained invaluable knowledge which helped make campaigns successful elsewhere.

When you are ready to introduce a new product or launch a campaign, talk it over first with The Nation’s Station.
“Sing It Again” Entertains With Riddles in Rhyme

...WMT Hits Jackpot in Eastern Iowa Coverage

Top-flight musical entertainment — with cash prizes for listeners who identify the subjects of special lyrics set to popular songs — is provided WMT’s audience by the musical quiz show “Sing It Again.”

It’s another in the long list of exclusive CBS programs carried to Eastern Iowa by WMT. Advertisers who tap prosperous WMTrand reach a twin market of flourishing farms and humming industries. When you’ve something to say — and something to sell — in Iowa, tell WMT’s loyal audience and watch results! Ask the Katz man for full details.