She sells through the air
with the greatest of ease

Every weekday at 4:00 P.M., a woman named Barbara Welles sets the stage smoothly on WOR for 30 minutes of the most effective programming in present-day radio. Programming that provokes thousands of letters with statements like the one we've quoted above.

Why?

Because Barbara Welles is an infectiously charming, real, honest and entertainingly informative person. Because her program is as immediate as today's temperature.

It's almost impossible to describe the ingredients that go into this WOR show: In a breezy, warm and friendly way, Barbara Welles carries her listeners from Hollywood to Park Avenue and from Kansas City to Dubuque. That is, her colorful and entertaining comments do. And she talks about cooking and fashions and... Oh, to be brief, she covers about everything a woman likes to hear about—but she does it differently.

Little wonder then that WOR's Barbara Welles sells through the air with the greatest of ease for such people as Schieffelin & Co.; Great Atlantic & Pacific Tea Co.; Elna Corp., and the Frank G. Shattuck Co.

Little wonder that Barbara Welles was picked exclusively by Unilever of England to reintroduce Pears Soap to the American public after its absence of 9 years. The result? In 3 months – 3 months, mind you! — WOR and Barbara Welles placed Pears — at 50¢ per cake (it had sold here for 15¢ in '40) — in 3,100 drug stores; 48 department stores and 14 drug chains – from Hanover, New Hampshire to Raleigh, North Carolina. And all but four major New York department stores now carry Pears.

How much did this distribution cost? A pittance, men, a pittance — the sum of $1.00 per store!

How much does Barbara Welles cost? $350.00 per week. Really, that's all. And you get Dan McCullough too for this absurdly small sum. You know Dan, of course, the witty m.c. of "Tello-Test"; the announcer who mellows the commercials on Barbara Welles' show and who is highly responsible for making this the snapper that it is.

Our address is

— that powerful station at 1440 Broadway, in New York WOR

"Any woman who has not heard
Barbara Welles, can't imagine what she's missing, I think."
excerpt from a New York woman's letter to WOR
YES, even before a very welcome Skelton shows up in the CBS closet this Fall, WHAS has been delivering an ever-increasing audience.

1. In just two years "radio homes" in the WHAS Kentuckiana area have increased 17.1%. (January 1947: 558,740, January 1949: 689,580.)

2. In the last year WHAS was the only Kentuckiana station to increase its roster of top Hooperated programs morning, afternoon and evening.

Credit this trend to the winning combination of CBS programming and such locally produced WHAS shows as "Circle Star Ranch".

For Fall booking with plenty of punch take note of the WHAS audience before Red . . . add Richard Skelton . . . then figure in the rest of the great CBS Fall Lineup. It all proves WHAS the gilt-edged, rock-solid buy of the '49 Kentuckiana Fall Season.

Sources: BMB Radio Homes and 47-48 and 48-49 Winter Spring Reports.

"Circle Star Ranch" is headed by singing cowboy Roy Starkey and features his Silver Sage Cowboys. It's a Saturday morning favorite with youngsters all over Kentuckiana—over 13,000 of them are enrolled as "Rangers". Members and their parents throng to see the show at the new WHAS Audience Studio and at regular remotes. Sponsor: Bond Bread.

Come This Fall, choice seats ("availabilities" to you) for the Great WHAS-CBS Show will be hard to find. Reserve yours now! Call your PETRY man!

**WHAS**
Louisville, Kentucky

50,000 WATTS • 1A CLEAR CHANNEL • 840 KILOCYCLES

VICTOR A SHOLIS, Director • J. MAC WYNN, Sales Director

THE ONLY RADIO STATION SERVING AND SELLING ALL THE RICH KENTUCKIANA MARKET
NOW IT'S 27

YANKEE HOME-TOWN STATIONS

As of today (August 1), The Yankee Network increases its outlets to 27 stations, adding the four new stations above.

The Yankee Network is pleased to welcome these new affiliate stations — four popular local stations which soon will win acceptance as the Yankee Home-town Stations in their areas.

Now, radio homes in these areas will receive Yankee and Mutual programs over their own home-town stations. Now, local merchants will receive the benefit of Yankee local impact in the advertising of nationally known products they sell.

Yankee welcomes the new affiliations as an extension of its own acceptance, adding to its sales effectiveness with more local impact in more markets, greater network coverage and greater flexibility in spot coverage throughout New England.

You can always reach more people more often with Yankee.

Acceptance is THE YANKEE NETWORK'S Foundation

THE YANKEE NETWORK, INC.

21 BROOKLINE AVE. BOSTON 15, MASS.

Member of the Mutual Broadcasting System

Represented Nationally by EDWARD PETRY & CO., INC.
Closed Circuit

PURCHASE of WOL, Cowles-owned Washington regional, by Capitol Broadcasting Co. (WWDC), controlled by Joseph Katz, Baltimore agency head, and Ben Strouse, WWDC general manager, for approximately $300,000 was in final stages of negotiation last Friday. WOL, Mutual affiliate, operates on 1260 kc with 5 kw, and would assume WWDC call. WWDC, independent on 1450 kc with 250 w, would be sold within six months. Cowles understood desires of selling so it can concentrate efforts in Midwest (WNAX Yankton; KRNT Des Moines) and in Boston (WCCO).

VICE PRESIDENT BARKLEY reportedly is carrying torch for his constituent Neville Miller, former mayor of Louisville and first past president of NAB (1938-44), for first available vacancy on FCC. Mr. Miller, old-line Democrat, now is practicing radio law as senior member of Washington law firm of Miller & Schroeder.

SEASONAL spot announcement advertisers such as Grove Labs, Musterole, Vicks are currently preparing spot announcement radio campaigns.

Even though outlook for passage of McFarland Bill (S1978) appears favorable, there's known opposition to proposal to increase FCC Commissioners' pay from $10,000 to $15,000. Some Senators feel limit should be $12,000 as proposed in omnibus salary legislation. Failure to increase beyond $12,000 probably would mean resignation of Wayne Coy as chairman upon his return in late August.


STOKELEY-VAN CAMP Inc., Indianapolis, reported planning allocation of more than half of its budget to spot radio and contemplates test in Twin Cities using KSTP St. Paul, tentatively planning 15-minute strip six times weekly. Bulk of million-dollar-plus budget now goes to newspapers and magazines.

LEVER BROTHERS through its agency, Ruthrauff & Ryan, New York, preparing extensive fall spot announcement campaign for Rinso.

BEECH-NUT PACKING CO., Canajoharie, New York (Beech-Nut gum), effective Sept. 1 drops its long-time affiliation with Newell-Emmett Co. and is shopping for new agency.

APPOINTMENT of Attorney General Tom C. (Continued on page 88)

Upcoming


Aug. 8-19: Summer School of Christian Radio, Moody Bible Institute, Chicago.

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


(Other Upcomings on page 28)

Business Briefly

McCANN-ERICKSON NAMED • Bell & Howell Co., Chicago manufacturer of precision photo equipment, has appointed McCann-Erickson, Chicago, to handle all its national advertising, effective immediately. Radio being considered.

FOGARTY APPOINTED • Consolidated Cosmetics Inc. and Dana Perfumes, its subsidiary, both Chicago, have named C. C. Fogarty, Chicago, as agency. Radio and television will be considered. Norman Phelps is account executive.

RUG CAMPAIGN • A. M. Karageuzian, New York, manufacturer of Gulistan Carpets, preparing radio and video spots through Fuller, Smith & Ross, New York, for use by dealers purchasing time in Boston, New York, Buffalo, Philadelphia, Atlanta, Cincinnati, Pittsburgh, Cleveland, Detroit, Indianapolis, St. Louis, Chicago, Minneapolis, Dallas, Los Angeles, San Francisco and Seattle. Radio spots to be offered also to dealers in Denver.

CBS-IBEW TALKS CONTINUE AS STRIKE DEADLINE NEARS CBS and IBEW, faced by strike deadline Friday midnight, were trying at press time to work out differences around conference table in New York. Progress toward agreement was said to have been made over previous week and chances of avoiding strike were believed good. Both sides, however, had taken steps to prepare for strike. Union officials said that should one local go on strike, locals in six other CBS cities would walk out. But they conceded such an event might not close down operations. Network is said to have indicated its determination to keep operating.

Disagreement, it was said, was on new classification of engineers, technicians. CBS reported it wanted to include in it all dollar presses, men who would be classified as assistant technicians. IBEW wanted to restrict it to men who do actual pushing, pushing men who make decisions as to cameras and microphone locations to skilled technician classification. Pay for assistants would be $55 per week, it was said. Pay for engineers presently starts at $62.50 and reaches $116.89 per week. It is understood CBS offered union flat $2.50 increase. Original union demand was for increases in some categories up $2.50.

RMA MEET POSTPONED SCHEDULED meeting of RMA Television Committee tomorrow (Tuesday), to consider FCC allocations proposals for VHF-UHF bands and status of color TV, postponed to Aug. 16, RMA said Friday. Postponement resulted from FCC announcement which set hearings back to Sept. 26 (story page 43).

TOP 15 HOOPERATINGS FIRST fifteen program Hooveratings for July 15-21 announced Friday:

"When We Win" 18.5; "Horace Heidt" 10.5; "This Is Your FBI" 9.8; "Stop the Music" 8.8; "Mr. Keenan's Campaign" 5.5; "Our Miss Brooks" 8.4; "Take It or Leave It" 8.1; "Crime Photographer" 5.9; "Fat Man" 4.8; "Mr. District Attorney" 8.9; "Drew Pearson" 7.8; "Mr. Chandler", 7.6; "The Fat Man", 7.6; "Curtain Time", 7.3.

Bulletin
Distribution of listeners among Savannah Radio Stations, based upon C. E. Hooper May 1949, Study of Listening Habits in 32 counties comprising the Savannah Retail Trading Area:

<table>
<thead>
<tr>
<th>May 1949 HOOPER INDEX</th>
<th>WSAV</th>
<th>STATION 'A'</th>
<th>STATION 'B'</th>
<th>STATION 'C'</th>
<th>STATION 'D'</th>
</tr>
</thead>
<tbody>
<tr>
<td>TOTAL RATED TIME PERIODS 6:00 a.m. to 10:00 p.m.</td>
<td>18.0</td>
<td>4.0</td>
<td>6.0</td>
<td>5.0</td>
<td>17.0</td>
</tr>
<tr>
<td>Daytime 6:00 a.m. to 6:00 p.m.</td>
<td>19.0</td>
<td>4.0</td>
<td>6.0</td>
<td>5.0</td>
<td>18.0</td>
</tr>
<tr>
<td>Evening 6:00 p.m. to 10:00 p.m.</td>
<td>14.0</td>
<td>4.0</td>
<td>6.0</td>
<td>4.0</td>
<td>12.0</td>
</tr>
</tbody>
</table>

And that's just half the story ... WSAV's dominance is even greater in the 47 additional WSAV counties of Georgia, South Carolina and Florida. Call Don Jones or any Hollingbery man for the complete "Savannah Story".

It's 630 in Savannah WSAV

BROADCASTING • Telecasting

August 1, 1949 • Page 5
VERA BRENAN

Head Time Buyer, DUANE JONES & COMPANY

With seventeen years of heavy agency time-buying experience, Miss Brennan is well equipped for her present position. The William G. Rambeau rep today presented Miss Brennan with her Patron membership certificate and with the deed to a tract of "Patroonland".

FACT OF THE WEEK

Advertisers' success stories are proof positive that WPTR delivers:

* Sales, not tales
* Orders, not oratory
* Customers, not claims

50,000 Watts Night and Day

Represented by RAMBEAU

PATROON BROADCASTING CO., ALBANY, N. Y.
Top quality power tubes for more than 25 years

Broadcast engineers from coast to coast have learned through the years to depend on Western Electric tubes for long life and top quality performance.

Included in Western Electric's line are power tubes and rectifiers for stations of every power, AM and FM. Designed by Bell Telephone Laboratories, these tubes are now manufactured for Western Electric by Machlett Laboratories, Inc., another pioneer in the development of electron tubes.

For full information on Western Electric tubes to meet your station's needs, call your local Graybar Representative—or write Graybar Electric Co., 420 Lexington Ave., New York 17, N.Y.

QUALITY COUNTS

Western Electric

“Any advertiser can and most advertisers should use SPOT RADIO”
D-U-Z does everything

And just about every housewife in America knows it because Procter & Gamble uses Spot Radio to tell 'em so.

Spot Radio duz just about everything too, and P&G know how to make full use of Spot's flexibility by using it for fifteen separate and distinct products in seven different forms, ranging from nighttime half-hours to daytime station breaks.

Some one or more of the many forms of Spot Radio may sell your product faster and more economically than it has ever been sold before. It's easy to find out for yourself how true this is. Investigate!

--

Represented nationally by

Edward Petry & Co., Inc.

New York • Chicago • Los Angeles
Detroit • St. Louis • San Francisco
Dallas • Atlanta • Boston

Spot Radio List

<table>
<thead>
<tr>
<th>Station</th>
<th>City</th>
<th>Network</th>
</tr>
</thead>
<tbody>
<tr>
<td>WSB</td>
<td>Atlanta</td>
<td>NBC</td>
</tr>
<tr>
<td>WBAL</td>
<td>Baltimore</td>
<td>NBC</td>
</tr>
<tr>
<td>WNAC</td>
<td>Boston</td>
<td>MBS</td>
</tr>
<tr>
<td>WICC</td>
<td>Bridgeport</td>
<td>MBS</td>
</tr>
<tr>
<td>WBEN</td>
<td>Buffalo</td>
<td>NBC</td>
</tr>
<tr>
<td>WGAR</td>
<td>Cleveland</td>
<td>CBS</td>
</tr>
<tr>
<td>WFAA</td>
<td>Ft. Worth</td>
<td>NBC</td>
</tr>
<tr>
<td>WJR</td>
<td>Detroit</td>
<td>CBS</td>
</tr>
<tr>
<td>KARM</td>
<td>Fresno</td>
<td>ABC</td>
</tr>
<tr>
<td>WONS</td>
<td>Hartford</td>
<td>MBS</td>
</tr>
<tr>
<td>KPRC</td>
<td>Houston</td>
<td>NBC</td>
</tr>
<tr>
<td>WDAF</td>
<td>Kansas City</td>
<td>NBC</td>
</tr>
<tr>
<td>KFOR</td>
<td>Lincoln</td>
<td>ABC</td>
</tr>
<tr>
<td>KARK</td>
<td>Little Rock</td>
<td>NBC</td>
</tr>
<tr>
<td>KFI</td>
<td>Los Angeles</td>
<td>NBC</td>
</tr>
<tr>
<td>WHAS</td>
<td>Louisville</td>
<td>CBS</td>
</tr>
<tr>
<td>WLLH</td>
<td>Lowell-Lawrence</td>
<td>MBS</td>
</tr>
<tr>
<td>WTMJ</td>
<td>Milwaukee</td>
<td>NBC</td>
</tr>
<tr>
<td>KSTP</td>
<td>Mpls.-St. Paul</td>
<td>NBC</td>
</tr>
<tr>
<td>WSM</td>
<td>Nashville</td>
<td>NBC</td>
</tr>
<tr>
<td>WSMB</td>
<td>New Orleans</td>
<td>NBC</td>
</tr>
<tr>
<td>WTAI</td>
<td>Norfolk</td>
<td>NBC</td>
</tr>
<tr>
<td>KOIL</td>
<td>Omaha</td>
<td>ABC</td>
</tr>
<tr>
<td>WIP</td>
<td>Philadelphia</td>
<td>MBS</td>
</tr>
<tr>
<td>WMTW</td>
<td>Portland, Me.</td>
<td>MBS</td>
</tr>
<tr>
<td>KGW</td>
<td>Portland, Oreg.</td>
<td>NBC</td>
</tr>
<tr>
<td>WEAN</td>
<td>Providence</td>
<td>MBS</td>
</tr>
<tr>
<td>WRNL</td>
<td>Richmond</td>
<td>ABC</td>
</tr>
<tr>
<td>WQAI</td>
<td>San Antonio</td>
<td>NBC</td>
</tr>
<tr>
<td>KOMO</td>
<td>Seattle</td>
<td>NBC</td>
</tr>
<tr>
<td>KTBS</td>
<td>Shreveport</td>
<td>NBC</td>
</tr>
<tr>
<td>KGA</td>
<td>Spokane</td>
<td>ABC</td>
</tr>
<tr>
<td>WMAS</td>
<td>Springfield</td>
<td>CBS</td>
</tr>
<tr>
<td>WAGE</td>
<td>Syracuse</td>
<td>ABC</td>
</tr>
<tr>
<td>KVOO</td>
<td>Tulsa</td>
<td>NBC</td>
</tr>
<tr>
<td>WSAU</td>
<td>Wausau, Wisc.</td>
<td>NBC</td>
</tr>
<tr>
<td>WWVA</td>
<td>Wheeling</td>
<td>CBS</td>
</tr>
<tr>
<td>KFH</td>
<td>Wichita</td>
<td>CBS</td>
</tr>
<tr>
<td>WAAB</td>
<td>Worcester</td>
<td>MBS</td>
</tr>
</tbody>
</table>

The Yankee and Texas Quality Networks

Television

Atlanta _____ WSB-TV
Baltimore _____ WBAL-TV
Boston _____ WNAC-TV
Buffalo _____ WBEN-TV
Los Angeles _____ KFI-TV
Milwaukee _____ WTMJ-TV
M'P'L's St. Paul _____ KSTP-TV

Broadcasting • Telecasting

August 1, 1949 • Page 9
Sales expand, too

... when WTAR sells for you in the Norfolk Metropolitan Market!

There's a mighty market* of buyers for your product in the Norfolk Metropolitan Market*—Norfolk, Portsmouth, Newport News, Va. And WTAR, delivers more listeners per dollar than any other Norfolk station, or combination. See any Hooper report.

Mate this big, eager, and able-to-buy market with its listening preference for WTAR. You'll be proud as a new "papa" of your sales results. May we tell you more?


Kenneth Beirn, who joined Blow Co., New York, in September 1948 as vice president, named executive vice president of agency. Prior to his association with Blow, Mr. Beirn was with Dancer-Fitzgerald-Sample, New York.

W. McCook Reed appointed head of new business department of Gray & Rogers, Philadelphia. Mr. Reed formerly was associated with N. W. Ayer & Son Inc., same city, as account executive.


Carson Ruff Assoc., New York public relations firm, will open new Los Angeles office Aug. 15. David F. Perry has been appointed West Coast representative.


Rod Macdonald, San Francisco and Northwest manager of Los Angeles Independent, resigns to become director of The Blow Co., San Francisco.

Merritt E. Willey, formerly with Garfield & Guild, San Francisco, joins sales staff of Reuben H. Donnelley Corp., same city.


Albert W. Reibling, business manager of NBC television department, joins Kudner Agency, New York, as business manager of television section. John P. Marsich, assistant to Mr. Reibling at NBC, joins Kudner in similar capacity.


Francis Kerr, former vice president and eastern manager of Rogers & Smith Adv., New York, joins Schwimmer & Scott, Chicago, as account executive. He is former member of Hearst Magazines Inc. sales staff, New York.

Marion Wood of General staff of BBDO, Los Angeles, appointed publicity director.

Greacen Mitchell, for past two years executive of Harrington, Whitney & Hurst, Los Angeles, promoted to manager. He succeeds George Whitney, who resigned effective Aug. 15 to join Don Lee Broadcasting System as general sales manager (Broadcasting, July 22).

A. J. Victor withdraws from Hollywood agency of Tullis-Victor Co. and firm name changes back to Tullis Co. Inc. Howard L. Tullis is president with Earl W. Welbute elected to post of vice president. Ben Lang placed in charge of newly created television department.

Campbell-Ewald Co., New York has acquired another complete floor at 1 East 57th Street, in addition to 14th floor which agency already occupies.

Fuller & Smith & Ross, Chicago transfers its media and market research divisions from the 15th to the 16th floor of the Bankers Bldg., 108 W. Adams St., Chicago. Production and art departments on the 15th floor area have been enlarged.

Selma Schonfeld, media director of Brisacher, Wheeler & Staff, Los Angeles, and Herbert Solman have announced their marriage.

Eldon E. Smith, acting manager of advertising service department of Young & Rubicam, Hollywood, and Beatrice Strawway announced their marriage.

Louis Weitzman, head of Louis Weitzman Agency, Los Angeles, and Dehila Rios have announced their marriage.
The BRIGHT SPOT
Covering for the first time Northeast Alabama's 300,000 buyers

WSPC
Represented by The Walker Company

FULLTIME 1000 WATTS
1390 K.C.

ANNISTON, ALABAMA
How This Buyer's Market Can Mean

By LOUIS HAUSMAN
Director of Sales Promotion
C.B.S. Broadcasting

A BUYERS’ market can mean business—and more business—for broadcasters, because a buyers’ market can work important changes on both sides of the counter.

On the buyers’ side, there is no question that a tightened economy will make advertisers more critical and more discriminating in planning media expenditures. On the sellers’ side, current conditions should bring renewed efforts to cope with what is, I think, one of broadcasting’s biggest selling problems. The problem, paradoxically, is this:

Radio’s coverage is now so complete—and radio listening so universal—that it is often hard for broadcaster and advertiser alike to comprehend the true scope and economy of radio as an advertising medium.

By finding new ways to demonstrate how big, how thrifty, and how effective radio is, broadcasters can play a significant role in persuading the businessman not to give up his most productive advertising when he needs it most.

A recent article in this series did a good job of outlining the broad dimensions and universal nature of radio today—the 38,276,000 radio families, the 85,000,000 sets, the extra listening that goes on in 10,000,000 automobiles and in some 50% of retail shops.

If also reviewed radio’s rapid growth in recent years, right up to today—40,000,000 new sets since 1946; 55% more hours of listening since 1945; a 22% decline in circulation costs from 1944 to 1949.

But beyond these measures of radio’s phenomenal growth and current stature, I think it is also helpful to compare radio, point for point, with the two other mass media—magazines and newspapers. For only in this way can we get a true conception of what radio’s complete coverage means to an advertiser in terms of mass media values.

In the broadest coverage terms, radio offers the national advertiser a three to nine times bigger opportunity to catch the attention of a listening or reading prospect. Here is why:

First, in terms of people, we know that radio today reaches more than 90% of all U.S. families (BMB). And when the National Opinion Research Center last compared the three media on a uniform basis (1947) it found that radio reached 91% of all people; daily newspapers, 90%; and magazines, only 61%.

Second, in terms of time, we know that the average U.S. family spends more than four hours a day listening to the radio (NRI). The latest study on how much time people spend with all three media was made by Princeton U. earlier this year in Philadelphia (a city that should give magazines and newspapers every break). It found that the average family spends 3 hours and 35 minutes a day listening to the radio; 1 hour and 14 minutes reading newspapers; 21 minutes reading magazines.

When you put these two dimensions of media coverage together, as we do in the chart below at left, you can see why radio offers an advertiser by far the biggest opportunity to command attention for his product:

This chart shows the theoretical opportunity offered advertisers by the three media. But actually, in the case of printed media, there is no practical way to get the population coverage indicated. With magazines, it is wasteful (through heavy duplication) to use the number of readers in the average household to reach the total coverage of 61%.

And to get 90% newspaper coverage an advertiser would have to buy half of it at a prohibitively high price. Within any given community a newspaper does give powerful penetration. But, once you get outside the big metropolitans, the cost of this penetration rises rapidly to an uneconomic level. For example, to reach the 50 largest markets through newspapers would cost roughly $28 a line. But adding the next 50 markets increases the cost by 50% and only increases the circulation by 34%. And, the total cost of a 1,000-line ad in all daily newspapers would be $166,000 for one insertion.

Costs and Results

Radio’s clear-cut advantages in coverage and attention translate directly into bigger audiences at lower unit cost for the individual advertiser.

In March the average evening half-hour program had a national Nielsen rating of 13.2. It was heard, in one broadcast, by 11,904,-000 people at a combined time-and-talent cost of $24,890.

A half-page ad in the top 52 metropolitan markets costs $24,800 (including 10% for production) and is “noted” by some 9,800,000 people.

The average black-and-white page ad in the nation’s biggest weekly costs $17,950 (including 11.5% for production) and is “noted” by approximately 7,170,000 people.

Thus the radio advertiser, with an equivalent outlay, reaches 22% more people than he can through newspapers (in the most economic market). With an extra outlay of 39% the advertiser reaches 66% more people through radio than he can in the largest magazine.

Noting vs. Hearing

Even on an ad-noting basis, it is clear that newspaper and magazine audience values do not come within striking distance of radio. "You noticing" is the most liberal Starch measure that can be applied to a newspaper or magazine ad. It means simply that a reader "remembered, when interviewed, that he previously seen the advertisement in the current issue—irrespective of whether he had associated it with the name of the product or advertiser."

As a measure of advertising effectiveness “noting” is of doubtful value. For as Lever Brothers’ new vice president in charge of advertising, James A. Barnett, was quoted recently in the trade press: "We don’t care half as much about getting ‘see-ers’ (in printed copy) as we do about getting high body repeats." Dr. Starch does, of course, have a more rigorous test of advertising readership—the “read-most” standard, which actually means that one has read two or more of the advertising copy. On this basis the newspaper ad reaches only 2,670,-000 people who "read most." And the magazine ad dwindles to less than 1,400,000 readers.

Radio, on the other hand, need
not discount its average audience of 11,924,000 listeners. For Nielsen shows that the average family counted in the National Audience Rating for a half-hour evening program hears 2.7 of the customary three commercials—or 90% of the program's advertising message.

When you compare mass media on a listening vs. read-most basis, radio's comparative values are multiplied many times.

The average half-hour commercial program—at the same cost—reaches four times as many people as the average half-page newspaper ad. At an added cost of 39%, the average network program reaches eight times as many people as the average black-and-white page ad in the biggest magazine.

Radio's Real Audience

Radio's virtually complete national coverage brings the advertiser a second important advantage—a vast cumulative audience. In a single week, as we have seen, the average half-hour program will reach 11,924,000 listeners. But figures like this, based on one-time ratings, hide rather than reveal the real size of radio.

In one month, this "average" program reaches 35,423,000 different listeners. Because radio listening is not channeled within the narrow limits of a subscription list, this program will reach—in four broadcasts—one-quarter of all the people in the country.

Some of the quarter-hour evening strip programs reach a monthly cumulative audience of over 47,000,000 people. And in the daytime, the relatively unexciting 6 and 7 ratings of daytime serials translate into monthly audiences of 15,000,000 listeners—whom to bear, on the average, more than nine commercials apiece.

Declining Audience Costs

Finally, because radio's coverage—extensive and intensive—is still growing, radio's advertising values continue to improve.

As we pointed out earlier, radio's circulation costs have dropped 22% in 10 years (while newspaper costs have gone up 76% and the largest weekly magazine up 17%). But beyond this, radio's actual delivered audience costs are falling too.

Today the total radio audience is 9% bigger than it was just two years ago. Hours of listening per family have also increased, by 17%. So even while there are now many more stations competing for the listener than were two years ago, the cost of the average network program has fallen from $1.89 to $1.78 per thousand homes.

Advertisers Respond

With this upward trend in radio values, it is not surprising that national advertisers spent $340 million in network radio (for time alone) in 1948. Over the past 10 years the 10 largest advertisers have increased their expenditures for radio at a faster rate than for either newspapers or magazines.

And in today's major industries, the biggest advertiser spends as little as 1.400,000 in network radio than he does in any other medium.

Thus in the soap industry, the $16,199,384 that Procter & Gamble spent in network radio in 1948 (for time alone) adds up to more than it spent for any other medium. In other industries, so does Sterling Drug's $9,063,366; General Foods' $6,774,593; R. J. Reynolds' $4,070,436; Coca-Cola's $2,519,887; Prudential's $1,942,416; Mars' $1,542,062, Texas Co.'s $1,241,898 and U.S. Steel's $1,065,000.

The preference that these industry leaders show for radio is a clear reflection of radio's superior values as an advertising medium.

And these values, in large part, trace back to radio's great superiority in national coverage—both in terms of people reached and hours spent with the medium. If broadcasters can bring about a wider understanding of this great basic advertising advantage, they can turn a buyers' market into well-deserved new business for radio. (And none of this takes into account the impact—the impression—of the spoken word: the frame of reference in which the advertiser's message is placed.)

In spreading this understanding, broadcasters will be doing their part in the economy to maintain a necessary volume of resultful advertising—persuading the businessman not to save gas going uphill by taking his foot off the accelerator.

Friendly Rivals

Since the war ended, competition intensified by hundreds of new stations has become a familiar story to operators. Louisville is no exception, with seven A.M., three F.M. and one TV. However, there evidently is a spirit of friendly rivalry and more evidence that no one station is a "favorite" for continuous listening, not even for its owners. WKLO Lexington, Ky., for instance, Casey Electric Co., sponsor of WKLO's Kitchen Sweepstakes, conducted a contest to find the oldest electric refrigerator in the area. When the contest winner was announced, it was none other than Mrs. Barry Bingham, whose husband is the owner of WHAS Louisville.

MARKET REPORTS

At All-Time High in NE

Use of farm market news by northeastern radio stations has reached an all-time high, with 203 stations in the area airing market reports regularly, according to the U. S. Dept. of Agriculture. The figure is based on a recent annual survey by the Production & Marketing Administration, which canvassed 417 stations in 12 northeastern states. Replies were received from 329 outlets.

Stations reported broadcasting farm market news at virtually all hours of the day, beginning early in the morning and ending during evening hours. Peak periods were from 6:30 to 7 a.m. and 12:15 to 12:45 p.m. PMA officials attribute the all-time high to increase in number of both the area's stations and farm program directors employed by them. Stations have been prompt to recognize the value of market reports and have used their facilities in speedy dissemination of market news, PMA concluded. Dairy and poultry reports are most widely used, appearing on 196 stations.
There's WMT Strength in Union (IOWA)

signal strength on Iowa's best frequency, 600 kc.
program strength with exclusive CBS network shows in Eastern Iowa.
news strength with a News Center that utilizes AP, UP, INS, and local correspondents throughout the state.

Union is one of the hundreds of communities in WMTLand whose aggregate 1,121,782 people* farm the nation's most fertile lands and work in the area's humming industries. Join the union of WMT advertisers if you want coverage in this important market. The Katz man has full details.

* within WMT's 2.5 mv line.

New Business

M ARCOR Inc., Chicago (plastic food bags), names Louis A. Smith Co., same city, as its agency. Spot radio nationally is contemplated, starting with proposed campaign in Illinois, Iowa, Michigan and Nebraska.


QUAKER OATS Co., Chicago, for Aunt Jemima Ready Mixes, begins spot campaign after Labor Day in 15 eastern markets for 13 weeks through C. J. LaRoche & Co., also Chicago. Stations now being chosen.

HICKOK OIL Corp., Toledo (Hi-Speed gasoline), sponsoring feeding of Musical Treasures from WXYZ Detroit five times weekly, 7:15-7:30 p.m. (EST) on four additional stations: WTCM Traverse City, WATZ Alpena, WMNB Petoskey, and WATT Cadillac, all Michigan. Show is broadcast on six other Michigan stations and on three in Ohio.

WASHINGTON, D. C., AUTOMOTIVE TRADE Assn. appoints Kal, Ehrlich & Merrick Adv., same city, as agency. Radio and television will be used.

NATIONAL ASSN. OF VARIETY STORES Inc., Chicago, and RULO PRODUCTS, (Rulo reducing plan), same city, appoint Tim Morrow Adv., same city, to handle advertising. Radio will be used.


WILLARD TABLET Co., Chicago, launches AM spot campaign nationally in fall on between 70 and 80 stations. Starting dates are Sept. 12 and Oct. 3. Agency: First United Broadcasters, Chicago.


DONALDSON'S DEPARTMENT STORE, Minneapolis, and GOLDEN RULE STORE, St. Paul, jointly sponsoring series of eight films commercials weekly on KSTP-TV St. Paul. Additional spots on KSTP-TV and recently-opened WTCM-TV Minneapolis will be scheduled in near future. Agency: Cramer-Krasselt, Milwaukee.

RHEINGOLD BEER through Foote, Cone & Belding, New York, sponsors five-minute film Miss Rheingold Candidates effective Aug. 1, on five video stations in New York. Film presents six contestants for "Miss Rheingold 1950" title.

C. H. MASLAND & SONS, Carlisle, Pa. (carpet manufacturers), effective Sept. 14, will sponsor quarter hour television show featuring Earl Wrightson, baritone, and Norman Paris Ensemble 7:45-8 p.m., Wednesday on CBS-TV. Anderson, Davis & Flatte, New York, is agency.

OAK RIDGE ANTENNAS, manufacturing division of Video Television Inc. and Television Equipment Corp., names H. W. Hauptman Co., New York, as agency. Specific media plans which may include radio and television will be consummated in two weeks.

Network Accounts

CARTER PRODUCTS, New York (arrid), through its agency Sullivan, Stauffer, Colwell & Bayles, New York, buys quarter-hour of CBS's giveaway program Sing It Again starting Oct. 1. Quarter hour sponsored is to run 10:30-10:45 p.m. Advertiser is said to have paid more than $100,000. Contract is for 52 weeks.

REVERE CAMERA Co., Chicago (movie cameras), renews Name the Movie on full ABC network for 13 weeks from Aug. 11, via Roche, Williams & Cleary, same city. Twenty-five-minute show will be moved from 8:30 p.m. CDT to 8:45 p.m. next Thursday. Contract between agency and Bernard Howard of Howard Radio Productions, Chicago, who originated show idea, was also renewed.

Adpeople

R. P. GILLESPIE appointed assistant advertising manager of Hunt Foods Inc., Los Angeles. Mr. Gillespie has been with company for two years. JACK MELVIN, director of public relations, will take active part in advertising department, working with Mr. Gillespie on media and plans.

FRANK JOHNSON, former advertising brand manager for Schenley Distillers, New York, joins Frankfort Distillers Corp., same city, as promotion manager.
WE TAKE NO VACATIONS AT...

KXEL

WHEN IT COMES TO TWO-FISTED HARD-HITTING HAIR-ON-THE-CHEST SELLING

THE STATION THAT HAS CHANGED LISTENING HABITS in IOWA

That's why business is good at KXEL and that is why advertisers on KXEL are GETTING OLD FASHIONED DOLLAR VALUES IN RETURN FOR EVERY DOLLAR INVESTED. This consistent down-to-earth selling guarantees high sales returns for advertisers . . . in an area that extends as far as 110 miles from KXEL's transmitter.

Proof of KXEL's tremendous impact is recorded in Conlan's recent study which revealed as high as 54.3% listeners in Chickasaw County, Iowa—96 miles from KXEL's transmitter. They've got to be listening before you can sell 'em. We've got 'em! KXEL's listeners plus your products will add up to quick profits.

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
"Weed and Company serves you right!"

... said Mr. Jamison

Mr. Z, a prominent figure in advertising circles, had been searching high and low for just the right set of local stations in which to test his new product.

Finally (and wisely) he got Mr. Jamison, and Mr. Jamison got the availabilities. But by that time, advertiser Z was many miles at sea on his new yacht. And Mr. Jamison (who practically refuses to take a vacation) took off after him.

"I know it's summer and all that," said our man when he finally caught up with his client, who was much more pleased than surprised. "But I promised I'd let you see the list the moment it was ready. And besides, your test campaign really should start this month, you know."

"Much obliged, my boy, much obliged!" said Mr. Z from his taffrail.

"It was nothing, sir," Mr. Jamison replied. "Weed and Company serves you right!"

An exaggerated example perhaps. But we've got a lot of people like Jamison at Weed and Company... and we're doing more business for all of our clients than ever before.
'Tremendous Strides'

EDITOR, Broadcasting:

... I continue to watch—with considerable admiration for you and your staff—the progress which Broadcasting continues to forge in the radio- television field. Broadcasting has made tremendous strides.

Richard S. Nickeson
Manager
Broadcast Service Inc.
Madison, Wis.

'. . . Shr dul . . . ' Cont'd

EDITOR, Broadcasting:

My comment on "etain shr dul II" . . . it is merely cmwybp!
Allan L. Swim
Editor
Congress of Industrial Organizations
718 Jackson Place, N. W.
Washington

BMB No ABC

EDITOR, Broadcasting:

Far be it from me to want to paint signs on the side of a hearse, but it is only human to want to say "I told you so" when a minority opinion, vociferously damned, ultimately proves the correct answer to a major problem in radio (or any other industry, for that matter).
And I am sure you must be getting vicarious satisfaction out of having provided an open forum, a completely honest soapbox for the widely opposed viewpoints on the BMB matter a couple of years ago.
From my own publishing experience, I know it took courage to publish my anti-BMB piece in the very issue which was distributed at the NAB convention which had been greased to ratify the BMB program (Aug. 28, 1944).
And then, after the first BMB report had been released, and the industry was deeply immersed in the business of shaking hands with itself to permit me to say again, even more pointedly, "This ain't no ABC" (Nov. 25, 1946)—that was more forceful evidence of the objectivity with which you edit your magazine.
But, enough of eulogy.
The fact still remains that the radio industry—AM, FM, and TV—can never have an audience measurement system comparable to and competitive with ABC until it adapts the absolute, mathematical, "auditable" methods employed by radio engineers to measure signal strength, and quality.

Tbid Broadcasting of Aug. 28, 1944, Nov. 25, 1946, and several articles by a few other iconoclasts.

Francis N. McGehee
Ridgefield, Conn. (and)
440 Park Ave., New York.

Promotion Show

EDITOR, Broadcasting:

"Radio has the greatest facilities in the world for self-advertising and self-promotion, but for some strange reason we are probably the worst advertisers in the world."

The above statement (with a switch from "newspapers" to "radio") was made by Ted Weil, general advertising manager, Louisvile Courier-Journal and Times, at the summer conference of the NAB.
It makes more sense as written above, . . . each of the four networks could do themselves, and the industry in general, a lot of good by planning a series of programs for the purpose of explaining broadcast advertising to the radio audience.
A super-duper quiz program could be carried simultaneously on the four networks. A $100,000 cash jackpot could be contributed by 100 of the largest national advertisers.
Local cut-ins would make possible 1,500 or more local contests in conjunction with the large jackpot prize.
The type of program is not the most important point. The fact that the broadcast industry is neglecting its best opportunity for self-advertising and self-promotion is the most important thing to consider.

Allen P. Soloda
Local Account Representative
WHGB Harrisburg, Pa.

Football 'Rights'

EDITOR, Broadcasting:

The letter of Melvin Drake, WDGY Minneapolis, writing in yours of July 11 regarding Minnesota football prompts me to say the following:

No discussion on this subject of freedom of radio in the field of sports has so clearly pointed out radio's poor position as this one by Mr. Drake.
He says that due to certain circumstances: "Many of the stations, rather than carry Minnesota games have been taking games of their respective networks and have thus blocked out unintentionally the

(Continued on page 20)
Feature of the Week

**BING CROSBY probably doesn't know it, but a recording of one of his performances is in the permanent historical archives of the U. of Alaska—thanks to John P. Heverly, account executive in the Seattle office of Botsford, Constantine & Gardener.**

If that seems slightly incredible, consider the facts:

It seems that the Olympia Brewing Co., one of John's accounts at BC&G, was about to celebrate its 15th anniversary in September 1946, and John set up a commemorative half-hour broadcast, *The End of the Oregon Trail*. Three months' research for the show disclosed many fascinating facts, the information that one Captain Nathaniel Crosby was the founder of the Crosby Flour Mill at Tumwater, Wash. (the actual end of the old Oregon Trail). And who was more logical to play the part of the flour tycoon than Captain Crosby's great-grandson, Bing?

The resulting program, transcribed in Hollywood and broadcast on 28 stations throughout the Pacific Northwest, was an accurate historical narrative of the early days in Washington State. The agency subsequently had the show pressed on 78 rpm recordings and made up into attractive albums for presentation to universities and libraries.

John Heverly's interest in radio goes back to the cat-whisker days when, as a boy in Waterloo, Iowa, he built home-made receivers. His first job was as licensed operator at WMT Waterloo, and later at KGIR Butte, Mont. Subsequently, he served variously as operator, announcer and weatherman for KPCB (now KIRO), KRSC and KOMO-KJR, all Seattle.

Mr. Heverly stepped into the commercial end of broadcasting when, in 1937, he became radio advertising manager for Frederick and Nelson, Seattle department store. During his six years in this spot, he wrote, produced and announced as many as 13 programs a week, including the daily Frederick and Nelson Concert Hour, which is still on the air and holds the record as Seattle's oldest continuous show.

On some of John's programs for the store, his colleague on the air was Mrs. Heverly (the former Ruth Skillingstad, whom he married in 1939), handling dramatic roles and

(Continued on page 18)
Time-Buyers Getting Tight-Fisted?

Not with KYW—No Sir! Philadelphia advertisers are buying more and more time on KYW

The record tells the story. In this day of shrewder time-buying habits, and more competitive selling efforts, KYW's local time sales are higher, substantially higher, than last year.

You can't go wrong when you take your cue from those who know the market best. For effective, economical coverage of the nation's third market area, put KYW at the top of your schedule. For information on availabilities and on KYW's exceptional program-building ability, check Harvey McCall at KYW, or Free & Peters.
Walter Haase, station manager of WDRC Hartford, Conn., observed his 25th anniversary with station during July. Mr. Haase became associated with WDRC in 1924 and has held every job in station’s operation from announcer, control operator, disc jockey, up to chief announcer and station manager. Stanley Peer, control room operator for WDRC, is celebrating his eighth anniversary with station. Mr. Peer joined station in 1941 and served with Coast Guard for four years during war.

Molly Picon, Yiddish comedienne, in celebration of 18 consecutive years of sponsorship by General Foods Corp., New York, is continuing her WEVD New York program throughout the summer. Miss Picon is heard Mon.-Fri., 12 noon to 12:15 p.m. Agencies are Benton & Bowles Inc., Young & Rubicam Inc.; show is produced by Joseph Jacobs Inc., all New York.

Salt Lake Tabernacle Choir July 17 marked its 20th anniversary of network broadcasting on CBS, and is the network’s oldest sustaining series. Choir, aired Sunday, 11:30-12 noon, originates through facilities of KSL Salt Lake City, and has been heard every week since July 15, 1929, for a total of 1,040 broadcasts.

Colonial Showboat, musical program aired on WRDW Augusta, Ga., has celebrated its fifth year on air for same sponsor, Colonial Baking Co.

American Forces Network has celebrated its sixth anniversary. Making its debut in the midst of hostilities with five 50 kw transmitters on the air four and one-half hours daily, AFN today has two 100 kw transmitters, 53 separate outlets, and broadcasts 18 hours per day.

Uncle Ben’s Funny Paper Hour, Sunday morning feature on WKY Oklahoma City, has been on the air for 19 years. One original cast member, Muri Hite, is still on show doing male characterizations.

Ronald Dawson, character actor and veteran of stage, slide films, television and radio, began his career in radio 22 years ago this month.

Open Mike

(Continued from page 17)

Radio under the present arrangement pays many schools for so-called “rights.” In many cases pay is made for the right to keep others from broadcasting.

In the Minnesota case the right is not exclusive, but we now see from Mr. Drake’s letter that what the university wants is advertising.

Radio is not only proposing to give the university free advertising but it is prepared according to Mr. Drake to pay for the privilege of giving that free advertising.

What is more preposterous than this? Where is radio’s courage to demand freedom?

TV is having a terrible time meeting its overhead. If all of the payments that are now being made for exclusive rights to monopolize athletic events were discontinued, the television industry would be out of the red. We’re all faced with this problem. How long are we going to be simple enough to pay for the privilege of giving something away?

Rogan Jones
President & Manager
KVOS Bellingham, Wash.

Re: Talking Mike

EDITOR BROADCASTING:

Sorry but I hadn’t seen KDKA’s 1948 story.

All honors to KDKA’s earlier talking mike even though it was wireless instead of wired.

WSM engineers say they will accept the challenge from the engineers of KDRA but would never consider using anything so old fashioned as “electronic pistols at 20 paces.” Our men say they will be glad to duel, however, with radar bounced off the moon.

Tom Stewart
Publicity Director
WSM Nashville, Tenn.

Radio Helps Quail

HERE’s another use for radio as reported by F. E. Lackey of WHOP Hopkinsville, Ky.

It seems the Kentucky Fish and Game Commission sent Mr. and Mrs. Herbert King some 900 baby quail to be raised for a sportsman’s organization. The big problem was getting them to eat. It looked as if they would die of hunger. Then it was noticed that when people were in the building talking, the birds would quiet down and peck a little. But without the talk, eating would stop. The Kings hit on the idea of placing a radio with them. How did it work? Well, the quail thrived on music, sports, news and commercials, 24 hours a day. Now, six years later, over 800 healthy birds are ready to be released.
It's a good question. A radio station can be first with all kinds of people:
It can be first with left-handed schoolteachers, or seven-foot motormen, or women having their hair done, or men with one foot on a brass rail.
So what?
So this: ask Mr. Hooper who's first in Baltimore—in the departments that count. Such as: WFBR: First in morning audience. WFBR: First in afternoon audience. And in the three-ring, all-star sweepstakes department—WFBR: FIRST IN TOTAL RATED PERIODS!* Plus: something no other Baltimore station can even approach—a listener loyalty factor, represented by over 100,000 people who come to WFBR to see a broadcast every 365 days!

Private memo to timebuyers: Fall is just around the corner. In Baltimore, if you want to be first—you need

*May-June
Hooper Report

THE BALTIMORE STATION WITH 100,000 PLUS

ABC BASIC NETWORK • 5000 WATTS IN BALTIMORE, MD.
REPRESENTED NATIONALLY BY JOHN BLAIR & COMPANY
NORTH CAROLINA IS THE SOUTH'S No. 1 STATE AND NORTH CAROLINA'S No. 1 SALESMAN IS WPTF NBC AFFILIATE

50,000 WATTS
680 Kc.

RALEIGH, North Carolina

National Representative FREE & PETERS INC.
LEADERS of the Congressional “dry” contingent moved rapidly last week in an effort to block what appeared to be a surging movement threatening radio’s historic ban on liquor advertising [BROADCASTING, July 26].

With three networks and more than 1,500 stations weighing the pros and cons of entry into this vast new revenue field, one of Capitol Hill’s most potent anti-liquor crusaders—Chairman Edward C. Johnson (D.-Col.) of the Senate Interstate Commerce Committee—launched a counter-offensive on two fronts.

Warning that the radio industry persists it will get an advertising dry law for its pains, Sen. Johnson called upon the Internal Revenue Bureau’s Alcohol Tax Unit to use “moral suasion” on the liquor interests, and upon FCC to make clear that use of liquor advertising will haunt a station at license renewal time.

The whole issue was explored at various levels, with the added developments:

- Schenley Distillers Inc., prime mover behind negotiations for purchase of radio and TV time, announced conferences are being conducted presently with independent stations as well as networks looking toward an AM-TV advertising schedule this fall or winter.

- Dow Co., New York, agency for the distillers, queried all station representatives in New York for availability on stations throughout the country.

- CBS definitely turned thumbs down on liquor advertising on its network, but it was still considering possible experimentation on “a limited scale” for stations.

- NBC reported no change from last week and still awaited word for Schenley’s: ARC said it was still studying the situation; and independent stations were generally silent pending consideration of local factors and clearance of legal aspects.

- NAB President Justin Miller said network acceptance of liquor advertising may stir complaints, controversy and “repressive legislation,” but cited wide feeling for its acceptance so long as newspapers and magazines have the lead way. He felt its introduction might lead to “another noble experiment.”

- Distilled Spirits Institute, of which Schenley’s is not a member, felt the move would prove “bad” for the radio industry and expressed itself in agreement with Sen. Johnson’s stand.

Howard Jones, executive secretary of the Institute, recalled its voluntary ban on liquor advertising on both radio and television and said the Institute is pledged to a host of other limitations covering Sunday newspapers and radio periodicals, and use of women in ads. He declined to figure on membership but said the Institute represented about 70% of all distilled spirits sales.

What additional revenue the acceptance of liquor ads could mean to the broadcasting industry was matter of speculation. The figure presumably would run into millions of dollars, judging from distillers’ funds allotted for newspaper and magazine advertising.

A number of firms allocate from $1 million to a top of $10 million to black-and-white space. Schenley Industries, which turns out whiskey, brandy, gin, wine and beer products, alone parcels out over $8 million yearly on printed media.

Most liquor companies and their agencies are abiding by the Distilled Spirits Institute rule. However, a few are definitely interested in radio but “are playing it safe” and waiting to see what the reaction of the Schenley bid for radio time will bring.

Philip Lukin, account executive of National Distillers Products Corp. for Lawrence Fertig Adv. Agency, said that “National Distillers would observe the industry regulations for not using radio and we are not considering any change of policy.”

William T. Oakie, account executive of Canada Dry (Johnny Walker Scotch) for J. M. Mathes Inc., told BROADCASTING that “the prestige of the Canada Dry line has been built up through color and national magazines and at the present time there is no need for basic shift in strategy. But the possibility of liquor getting into radio is an interesting one and we are open-minded about it.”

Fleischmann Cautions

A spokesman at the Ted Bates Agency, which handles the Fleischmann Distilling Co. account, said the firm was a very cautious and conservative one and would not use radio for the time being.

An executive at the Lawrence Gumbinner firm who services G. F. Fleischmann & Co. (Belis Scotch Whiskey) explained that they are definitely interested in using radio but have no program schedule worked out.

Other major distillers queried simply replied “no comment” on the issue.

Aside from the traditional radio ban and voluntary compliance by the distillers, it also was pointed out that liquor ads would fall under the sharp eye of the Alcohol Tax Unit, which administers provisions of the Federal Alcohol Admin.

Specifically, this would directly affect radio advertising with respect to the type of format used.

Under its provisions institutional advertising might be rejected since Tax Unit laws ordinarily require the name and address of manufacturers in all advertising involving interstate commerce, it was pointed out.

Additionally, 13 states have statutes forbidding liquor ads on the air.

The Schenley announcement, made by S. D. Hesse, advertising coordinator, stated that results so far, including reaction of individual stations, “not only warrant continued inquiry, but immediate submission of contracts to stations and networks.” Program types under consideration are newscasts, spot announcements and musical entertainment, he said.

Pointing out that many companies have used wine and beer advertising through the years, Mr. Hesse observed: “Nationwide re-

(Continued on page 33)

‘WET’ RADIO

Johnson Blasts, CBS Spurns, But Move Gains Force

With the fine radio background and high standing in the business the partners are well equipped to give clients and agencies the kind of specialized service required by this dynamic medium. Television must blaze new paths. This is one of them.”

Nicholas J. Maltier is in charge of television sales at WBEN-TV. At WTMJ-TV television sales are headed by Russell G. Winnie, station manager.

Harrington, Righter & Parsons is planning to expand its facilities in the near future. Firm has contracted for additional office space in Chicago in the Tribune Tower.

The manager of the Chicago office has not yet been announced.

HR&P NAMED To Represent WTMJ-TV, WBEN-TV

“With the fine radio background and high standing in the business the partners are well equipped to give clients and agencies the kind of specialized service required by this dynamic medium. Television must blaze new paths. This is one of them.”

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The manager of the Chicago office has not yet been announced.

APPOINTMENT of Harrington, Righter & Parsons Inc., New York, to represent exclusively two more television stations was announced last week.

Announcement came jointly from Walter J. Damm, vice president and general manager of radio and television stations.

The new representation firm, formed six months ago, now represents the total of three newspaper-owned television stations. The other station in the group is the new WFMY-TV Greensboro, N. C., owned by the Greensboro News Co. It is expected that several additional television stations shortly will announce appointment of the Harrington firm.

Damm and I. M. Kirchofer and Damm authorized the following statement in conjunction with the appointment:

“The future and problems of television make it highly desirable to utilize the service and sales efforts of a representative engaged exclusively in television promotion.

“In the case of both stations, WBTM-TV and WTMJ-TV, this already has been proven. That is why we have appointed Harrington, Righter & Parsons Inc. as our national advertising representa-

BROADCASTING • Telecasting

Vol. 37, No. 5 WASHINGTON, D. C., AUGUST 1, 1949 $7.00 A YEAR—25c A COPY

August 1, 1949 • Page 23
DAVISON NAMED

WALTER B. DAVISON, former general manager of Capitol Transcriptions, has been appointed director of West Coast operations for Lang-Worth Feature Programs Inc., New York, effective today (Aug. 1), C. O. (Cy) Langlois, Lang-Worth president, has announced. Appointment is made possible to the debut of the new Lang-Worth Transcription Library, "which will introduce to the radio industry a revolutionary device in this field," Mr. Langlois said.

Mr. Davison, a veteran of 15 years in the radio and recording fields, began his career as a page-boy apprentice at NBC. Prior to joining Capitol, an operation which he directed from its inception in 1946, Mr. Davison served as sales manager for the radio-recording division of NBC. In establishing the Lang-Worth branch offices on the West Coast, he returns to home base, where at one time he headed the sales staffs of KGO San Francisco and KMPC Los Angeles. Mr. Davison will leave for the West Coast within the month.

In making the announcement Mr. Langlois stated: "... Mr. Davison will be in charge of Lang-Worth's West Coast recording and pressing plants, which are expected to be in full operation by next spring... During this interim, he will devote his entire time to procuring new Hollywood talent for the Lang-Worth Library and exposing to West Coast advertising agencies our plan to increase local station revenue through the commercial use of the Lang-Worth Program Service."

Mr. Langlois says the new Lang-Worth Transcription Library received 753 favorable replies when samples were sent to 900 radio engineers after the new discs were shown at the NAB convention. They are 8-inch instead of 16-inch, are not fine line and use ordinary equipment. They have the composite groove which NAB sought for recording standards and are "unique and basic," he said.

He has applied for patents on the development covering recording, processing and pressing in two ways.

The library, Mr. Langlois said, is based on the idea that with TV taking national network business away from radio something should be done to build up local business from national advertisers and agencies. Therefore, he has aimed an advertising campaign at agencies and expanded his sales force who have been selling L-W library programs to agencies for use locally.

Lang-Worth is now reported testing pressings in a new Long Island City plant which will be in full operation by Aug. 15 and expects to open another plant in Hollywood next spring.

Mr. Langlois says another addition to Lang-Worth sales staff is Bill Young, formerly with NBC and Capitol Transcriptions [BROADCASTING, July 18], who will operate out of the New York offices.

Mr. DAVISON

* * *

LEONARD F. ERIKSON

Quits K&E Post Aug. 15

LEONARD F. ERIKSON, vice president and radio director of Kenyon & Eckhardt, New York, has resigned effective Aug. 15.

Mr. Erikson supervised the radio and television version of the Ford Theatre at K & E. Prior to his association with the latter agency he was with BBDO as business manager and account executive on U. S. Steel. Before that he was with CBS as general sales manager in New York and western sales manager in Chicago.

It was understood that Mr. Erikson's new position will be revealed within a fortnight.

BROADCASTING also learned that Mr. Erikson's successor at K & E will probably be named from within the organization.

BROADCASTING ISSUE OF AUGUST 1, 1949


THERE are presently 39,281,230 radio families in the United States, according to Radio Families USA—1949 published last week by Broadcast Measurement Bureau. This total, an increase of 1,658,230 over the 1948 report, means that 94.2% of the nation's households can receive radio stations in working order, BMB noted.

A successor to a similar study made last year, the 1949 volume reports on total families, radio families and the percentage of radio to total families, for all U.S. counties and almost 1,500 cities. Covering all communities with radio stations and all others with 10,000 population or more outside metropolitan areas, or 25,000 or more inside metropolitan areas, the new study includes 65 more cities than last year's report.

Priced at $5, the volume is being offered to advertisers, agencies and broadcasters at a special introductory price of $3.50 for the first copy. Kenneth H. Baker, retiring president of BMB, said that the bureau had not originally planned to publish such a report this year and had not included it in the BMB budget, hence the need to charge for it.

There are 601 subscribers to BMB's second nationwide study of American radio audiences, Mr. Baker reported Thursday. Noting that this figure is somewhat less than those heretofore announced, he explained that it includes signed contracts only, and does not include FM outlets of AM subscribers.

Non-Subscriber Data

The new study, which will be distributed this fall, will for the first time make data on non-subscriber stations available to and through subscribers, Dr. Baker said. He explained: "This simply means that any subscriber may obtain information concerning any non-subscriber so long as the non-subscriber's station signal shows a measurable audience of one or more counties in the subscriber's BMB area. Agencies and others interested in obtaining the coverage data of non-subscriber stations may do so through subscribers."

"Rascomb, are you absolutely sure this will be legal?"

DRAWN FOR BROADCASTING BY SID HIX

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**RADIO'S INCOME**

BROADCASTING's balance sheet for 1948 was reported officially by the Department of Commerce last week, showing a net income after taxes of $37,000,000, the highest in its history. Taxes in 1947 were $33,000,000.

These figures include both radio and television.

The Industry's contribution to the total national income—over the net value of its services in 1948—was estimated to be $251,000,000 by the Department of Commerce. In 1942 the figure was $31,000,000, and in 1947, $229,000,000.

Broadcasting paid out $25,000,000 in federal and state income taxes in 1948, just $2,000,000 more than in the previous year, and far below the payments of $47,000,000 in 1945 when excess profits taxes were in effect.

Of the $37,000,000 profit, the industry paid out an estimated $12,000,000 in dividends, about one-third of all income after taxes. Dividends in 1947 were higher by $2,000,000, and the difference is probably due in part to the costs of television installation which have eaten into the surplus available for the stockholders.

After dividends and taxes, the final undistributed income for the industry is $25,000,000 which is a record for broadcasting. In 1947 the undistributed income was $2,813,000, and in 1942, just $5,000,000.

The Commerce Department estimates that the radio and television broadcasting employed 48,000 persons in 1948 full-time and 51,000 including part-time employees.

Average annual wages in radio and television are among the highest of any industry in the United States. The average full time worker was paid $5,978, according to a study by the Department of Commerce. This is only marginally below the average annual salary in water transportation business, which was the industry with the highest average wage in 1947.

Although broadcasting was second ranking, its annual wage dropped slightly from the peak of $4,076 in 1947.

The average wage for all industry full time workers was $2,813—a figure more than 25% below the average salary in the broadcasting business.

Total wages and salaries in radio and TV for the year amounted to $183,000,000, the highest on record. In the previous year the figure was $167,000,000. By contrast in 1942, total wages and salaries were $72,000,000.

Corporate sales of the radio and television business amounted to $343,000,000—$16,000,000 above the previous year, and nearly double the total sales in 1946.

Figures were reported in the "national income" issue of The Survey of Current Business, July 1949.

**PACIFIC GRID**

**Radio Rights To Tidewater**

TIDEWATER-ASSOCIATED Oil Co. has obtained exclusive radio broadcast rights to the 1949 football games of the Pacific Coast Conference. P. E. Allan, vice president, announced. This will be the 24th consecutive year the oil company has sponsored western football on radio.

Mr. Allan announced that in addition to the PCC schools, exclusive rights have been obtained for the games of seven other leading colleges and universities in California, Oregon, Utah and Nevada. Harold R. Deal, advertising and sales promotion manager for Tidewater-Associated and director of the company's broadcast program, announced the first game will be heard on Sept. 17.

**RCA REPORTS**

Income Up in First Half of 1949

RCA and its domestic subsidiaries have reported increases in second quarter gross income and in gross income for the first six months of the year over the corresponding periods in 1948. RCA net profits, however, were off and earnings per share were off.

During 1949's first half, RCA gross income was $187,137,600 compared with $170,251,713 last year. Its second quarter gross income was $94,363,159 compared to $88,026,415 for the same period last year.

Net profit for the first six months was $10,122,049 compared to $10,859,288 last year. Net profit for the second quarter was $4,189,865 against $6,085,790 a year ago.

Earnings per share for the first six months were $.616 as against $.686 last year.

The statements:

**RCA AND DOMESTIC SUBSIDIARIES Consolidated Statement of Income For the Six Months Ended June 30 GROSS INCOME 1949 1948**

Operations including income from common operations $136,476,346 $175,595,768 Dividends from wholly-owned foreign subsidiaries 200,000 200,000 Total gross income from all sources 136,676,346 175,795,768

**DIVIDENDS**

Depreciation 1,007,652 942,888

Amortization of patents and patent rights 750,000 700,000

Interest on short-term investments 475,303 281,287

Total deductions 2,232,968 1,924,068

Balance before provision for federal income taxes 11,183,088 15,871,700

**DEDUCT**

Provision for federal income taxes 6,903,049 7,232,000

Net profit for the six months 10,122,049 10,859,288

**Preferred dividend**

Common shares 1,550,400 1,516,600

Balance for common stock 8,545,649 9,323,688

Earnings per common share on common (13,881,016) 10,076,169

For the Quarter Ended June 30 GROSS INCOME 1949 1948**

Operations including income from common operations $110,049,061 $117,300,000 Dividends from wholly-owned foreign subsidiaries 200,000 200,000 Total gross income from all sources 110,249,061 117,500,000

**DIVIDENDS**

Depreciation 565,000 500,000

Amortization of patents and patent rights 750,000 700,000

Interest on short-term investments 475,303 281,287

Total deductions 1,788,303 1,486,288

Balance before provision for federal income taxes 9,450,757 11,013,712

**DEDUCT**

Provision for federal income taxes 6,903,049 7,232,000

Net profit for the quarter 2,547,708 3,781,712

**Preferred dividend**

Common shares 1,550,400 1,516,600

Balance for common stock 8,545,649 9,323,688

Earnings per common share on common (13,881,016) .688

Other Income, including interest and dividends from other investments 266,518 125,712

Dividends from wholly-owned foreign subsidiaries 200,000 200,000

Total gross income from all sources 94,030,159 88,026,415

**DEDUCT**

Cost of goods sold, operating, development, selling and administrative expenses 85,612,765 77,830,378

Depreciation 1,516,988 1,229,678

Amortization of patents and patent rights 375,000 353,200

Total deductions 87,731,150 79,353,256

Balance before provision for federal income taxes 7,739,009 8,673,159

**DEDUCT**

Provision for federal income taxes 7,178,965 8,410,790

Net profit for the quarter 560,044 252,389

**Preferred dividend**

Common shares 1,550,400 1,516,600

Balance for common stock 8,545,649 9,323,688

Earnings per common share on common (13,881,016) .668

**FCC ACTIONS**

GRANTS for four new AM outlets were authorized by FCC last week and an initial decision proposes grant of another. One of the outlets received improved facilities. Six stations received transfer grants. One AM and three FM stations were deleted. Details of these and other FCC actions are carried in FCC Roundup on page 73.

**GEN. FLOYD PARKS**

Heads Military Information

NATIONAL Military Establishment last week announced the appointment of Maj. Gen. Floyd L. Parks, former deputy commandant for the Army in the Pacific, as chief of Army Public Information Div. He succeeds the late Maj. Gen. Vernon E. Pritchard, who died in an explosion on the Potomac River July 10. Simultaneously, the Army Dept. announced the appointment of Lieut. Gen. Raymond S. McLain, chief of information, as Army comptroller effective today (Aug. 1). No successor will be named to Gen. McLain, it was said, pending further study with a view to consolidation of the office of Chief of Information and that of the Chief, Public Information Div.
NAB REVAMPING

Miller Reports Progress

HOPE that the new head of NAB's video division may be chosen by the end of this week and on the job by Sept. 1 was expressed Thursday by Justin Miller, NAB president, at an "open house" news conference in New York. The occasion was devoted largely to an informal discussion of the recent reorganization of the broadcasters trade association [BROADCASTING, July 18, 25].

Judge Miller said he has already interviewed six or eight candidates for the TV post, adding that he would like to have a decision made before Friday, when he is to leave his Washington headquarters for a vacation at his California home. Following that, he will take the road to the circuit of fall NAB district meetings and he does not expect to return to Washington for about four months from now.

Mr. Miller said he will make his headquarters at NAB in Washington, Judge Miller said, but will undoubtedly spend a lot of time in New York and some in Hollywood, Chicago and other TV cities. He added about a possible merger of NAB with TBA, he stated that NAB expects to handle television as it has FM, as a service organization and with proportionate representation on the NAB board, but not to promote TV in competition to audio broadcasting. NAB can work with TBA much as it does with NBC, he said, noting that as long as the TV broadcasters feel the need of a promotional organization there will be no trouble for him with NBC.

Questioned about BAB, Judge Miller said that every effort was being made to separate this new bureau from NAB as swiftly as possible. He pointed out that its aims and operations differ from those of NAB and that it should have its own independent operating set-up. For example, he said, BAB representatives would be NAB only as associate members, whereas they might well become active members of BAB.

Maurice B. Mitchell, BAB director, said that an estimate that it would take a year to complete the separation of BAB from NAB might be beaten by as much as 50%. He reported that more than 100 orders have been received for prints of the slide film "How To Turn People Into Customers" [BROADCASTING, July 18] and that 85% of the orders had checks attached. BAB is now preparing a brochure for use of FM broadcasters who are providing data on commercial results obtained from advertising exclusively on FM. BBM is in much the same situation as BAB, Judge Miller said. Noting that the three sponsoring organizations of BBM—ANA, AAAA and NAB—have all appointed committees to study the facts and determine what type of organization should replace the present one, he expressed the personal belief that it should be an organization like BBM and the proposed BAB.

Much of the trouble that has beset BBM, the Judge said, has resulted from the fact that its policies were largely set by NAB, two-thirds of whose membership are not BBM subscribers. To be successful, he commented, an organization should be governed by those most interested in its service. He contrasted the smooth operation of BBM with the stormy history of BAB in expressing the hope that it might be reorganized as an independent corporation with agencies, advertisers and independent broadcasters as stockholders.

Football Sponsors

NATIONAL Professional Football Championship Dec. 18 will be aired by ABC radio and video under shared sponsorship of General Mills, Minneapolis, and Wilson Sporting Goods Co., Chicago. The General Mills sponsorship, placed through Knox-Reeves, Minneapolis, is expected to be for Wheaties. Wilson's agency is Ewell & Thuber, Chicago.

DISCUSSING increased Transit Radio representation by Taylor-Boroff are Mr. Pellegrin (1) and E. R. Boroff, president of the national representative firm.

TAYLOR-BOROFF

Named for Regions by TR

TAYLOR-BOROFF, Chicago station representative firm, will handle Transit Radio sales in the South and Southwest, Frank E. Pellegrin, TR vice president in charge of sales, announced in Chicago last week. TR includes the stations now serviced by Taylor-Boroff's Atlanta and Dallas offices.

Move was prompted by current operation of Transit Radio in 15 cities and by the number of stations it is negotiating "since franchises," Mr. Pellegrin said. "A growing list of national advertisers and markets made it impossible for us to cover the country adequately with our present staff," he added. Mr. Pellegrin shifts to New York from Chicago Aug. 8 to set up national sales headquarters there [BROADCASTING, July 25]. Clyde Melville manages Taylor-Boroff's Dallas office, while Tony West handles the Atlanta division.

NONAFFILIATES

NAB Executive Committee Meets

A Firm belief that sound broadcasting should continue to earn their way as advertising media by "constructive and positive action" and that the two must "bury the hatchets," for NAB's Unaffiliated Stations Executive Committee's two-day meeting in Washington last week.

The group, first of NAB's committees to meet after its board of directors had dictated a thorough realignment of the association [BROADCASTING, July 18], took action along several lines during its Monday and Tuesday sessions. Among other things, the Committee:

- Heard Albert Sindlinger, co-inventor with Harold Reiss of Radox, speak on his radio measurement system and arranged for continuing audience studies by Mr. Sindlinger and Dr. Sydney Roslow, director of The Pulse Inc. • Expressed conviction that reorganization of NAB is a "milestone" calling for harmony among AM-FM-TV industry factions.
- Appointed a subcommittee to study foreign language broadcasting and the need for increased programming activity.
- Voted to launch a study of sports broadcasts, a series of publications and a series of disc-jockey continuities for distribution to independent stations.
- Endorsed consideration of legislation which would repeal luxury and certain other taxes affecting the flow of merchandise.

Mr. Sindlinger, who has been conducting studies in Philadelphia, home of Sindlinger & Co., was asked by the committee to make a full exposition of his method of obtaining affiliated stations session of NAB's 1950 convention in Chicago. Simultaneously the committee, under the chairmanship of Ted Cott, WNEW New York, announced, a Judge's study of radio listening outside the home also will be undertaken by Dr. Roslow, who also is expected to report at the convention on the unmeasured audience.

Mr. Sindlinger's appearance was accepted as a pointed indication of growing disfavor among independent stations with the more prominent Hooper and Nielsen surveys which, they charge, tend to distort the true pictures of independent listening while overplaying the importance of network listening habits.

With respect to harmony among AM-FM-TV broadcasters, the committee noted: "The time has come for the components of the broadcasting industry, AM, FM, TV, to bury the hatchet and take out its constructive tools from their hiding places. Attacks by one segment of broadcasting on others is not only bad taste but bad salesmanship. Each of these forms of broadcasting, as a public interest and advertising medium, has its place and must continue to earn its way by constructive and positive action, rather than by negative sales tactics. It is evident that each element supplements the other and can exist only side by side, without the destroying those engaged in the art."

The committee felt that realignment of NAB constituted a "milestone" and a point at which the industry should take place and

(Continued on page 42)
Hearing Planned on Trusteehip, Renewal

FCC REVIVED its investigation of the news polling of G. A. Richards last week, calling for a consolidated hearing on his trusteeship plan for his three stations and on the renewal application of one of them, WMAQ. Richards has decided to go to Washington to appear before the FCC Commission in Washington and thus perhaps eliminate the need for the formal session scheduled in Los Angeles. He has denied that the charges are true, but explained that the confinement from his 11-year illness of coronary thrombosis made him "ill and impulsive" at times, that his station officials knew he meant for his instructions to be followed only by block to three trustees. He denied that he had made "illogical, partial and impartiality and that no "slanting" ever actually occurred on his stations.

FCC refused his request, but subsequently postponed the hearing "indefinitely" on representations of former Sen. Burton K. Wheeler, now one of Mr. Richards' attorneys, that Mr. Richards had long wanted to retire when he reached the age of 60 in March; that his doctors feared the hearing might cost him his life, and that a trusteeship proposal would be submitted, FCC said then that it would decide after studying the trust agreement whether it should be consolidated for hearing with the investigation of the policies.

The trusteeship proposal was filed in mid-April providing for Mr. Richards' resignation as an officer and director and for transfer of his block to three trustees. He owns 71.64% of WGA and 64.8% of KCMP; he owns only 28.66% of WJR, but he and his wife to whom his 34.96% of the stock is now held, have been reported by Mr. Richards to be "independent, impartial and not affected by their own interests would be transferred.

The trustees would be Dr. John A. Hannah, president of Michigan State College; L. P. Fisher, vice president of Fisher & Co. and a director of General Motors, and Harry J. Klinger, vice president of General Motors and general manager of its Pontiac Div.

In its issues for the hearing FCC evinced concern over "the rights, if any," which Mr. Richards would retain, particularly with respect to revocation of the trust and renewal of trustees and in relation to FCC rules against transfers where, as part of the consideration, the transferor reserves a right of reversion of the license or a right to use the facilities of the station.

Effective "Til Death

(The trust agreement by its terms would terminate upon Mr. Richards' death but not prior to that time except with FCC approval. There is no provision with respect to removal of trustees, but it is provided that if any resign their successors shall be named by Mr. Richards and FCC shall be notified.)

FCC also questioned whether Mr. Richards would retain any influence over policies and operations, and whether he would vote any stock that is not transferred.

Text of the issues set by FCC for the hearing on the trusteeship plan:

1. To determine the extent, if any, that G. A. Richards issued instructions or directives to officers or employees of said licensee.

(a) To present new broadcasts in a manner designed to give a biased or one-sided opinion of the news.

(b) To broadcast as news, items which were not known to have any basis in fact concerning particular issues.

(c) To broadcast editorials of daily newspapers as news items without identification of such editorials as such.

(d) To discriminate in favor of other programs in favor of particular political candidates as against the interests of other political candidates, groups or candidates;

(e) To use minority stations of the programming stations KMPC, WMAQ and WJR for the promotion of the station's business, political, social and economic views of G. A. Richards.

2. To determine the extent, if any, officers or employees were caused to carry out instructions or directives, if any, of the nature specified in Issue No. 1, and whether the notice given by the others was taken or caused to be taken by G. A. Richards to any officer or employee who may have refused to carry out said instructions or directives.

3. To determine the extent, if any, the facilities of said stations, or any of them, have been used to carry out said instructions or directives.

4. To determine, in the light of the information adduced pursuant to issues 1, 2 and 3 above, whether the licensed corporations are qualified to continue to be the licensees of said stations, KMPC, WMAQ and WJR.

5. To determine the nature of the rights, if any, expressed or impliedly retained by Mr. Richards, under the agreements referred to with the applications, particularly with respect to the renewal of the license or the transfer of his block and the permanent or temporary suspension of FCC's authority to revoke any or all of the licenses, or to exercise control over, or influence in any manner, any of the policies or operations of the trustees.

6. To determine whether the proposed trustees, Mr. Richards would retain any influence over policies and operations, and whether he would vote any stock that is not transferred.

7. To determine what arrangements, if any, have been made or contemplated among them, relating in any manner, any of the policies or operations of said stations KMPC, WMAQ and WJR.

8. To determine what arrangements, if any, have been made or contemplated among them relating to any of the policies or operations of said stations, KMPC, WMAQ and WJR.

(Continued on page 48)

HOGAN Leaves Management of WQXR

John V. L. HOGAN has withdrawn from active participation in the management of WQXR New York, which he launched 15 years ago as the first station to specialize in the broadcasting of "good" music, to concentrate his efforts on facsimile work. "I've done all I can do at WQXR," Mr. Hogan told Broadcasting in an exclusive interview. "I've met all the criticisms we had when we first started that station. Facsimile broadcasting is just now at the breaking point and it needs all the attention I can give it, so for the immediate future I'm going to put in full time at the lab." The "lab" is the factory and workshop of Radio Inventions Inc., holding company established some years ago by Mr. Hogan for his numerous inventions in facsimile and other electronic fields. Mr. Hogan will move his office to the building in downtown New York during the coming month, he said. He added that the company will probably be rechristened with a name more descriptive of its new activities.

Arthur Hays Sulzberger, publisher of the New York Times, succeeds Mr. Hogan as president of Interstate Broadcasting Co., operator of WQXR and WQXR-FM, which the Times purchased from Mr. Hogan in 1944. At that time, Mr. Hogan stayed on as president under a five-year contract, which has now expired. Mr. Hogan is not completely breaking his connection with WQXR, however, as he is retained as a consultant to its management. Elliot Sanger, associated with Mr. Hogan at the station since its early days, remains as executive vice president, and no other person was contemplated among top personnel.

"1949 is facsimile year," Mr. Hogan declared. "Now that we have the green light from the FCC for commercial use and multiplexing all we need to get facsimile rolling is some programs on the air."

Multiplexing, which means using a part of the band of an FM station for facsimile work, printed pictures while the major part of the band is simultaneously broadcasting a sound program of music or speech, got its first real workout during the 1949 NAB convention in Chicago last April. The facsimile broadcasts were done on WMAQ of Mr. Hogan's. And although they were on the air 12 hours a day during most of the convention period, the station did not receive a single complaint of interference with its sound signal from any listener. Mr. Hogan stated.

The New York Times purchased the company on May 25, 1944, by which time an FM station had been added to its assets.

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**NEWHAVEN RR Promotes Summer Services**

NEW HAVEN and Hartford Railroad Co., through its agency, St. Georges & Keyes, New York, has started a spot announcement and partial program schedule in New England to promote the summer service of the railroad. Emphasis is on using the trains to reach vacation points in New England. The campaign is in addition to the regular use of radio for its “commuter’s service.”

The special summer schedule includes three participation shows, Bob Smith on WOR, New York, with Bob Smith on WNBC and the 7:30-8 a.m. section of Breakfast Symphon on WXIR. The spot schedule includes 10 weekly on WNEW and 9 weekly on WMGM. The five week contract started July 25.

**THERE’S HOPE Where There’s Life...**

AN ESTIMATED 30,000 spectators attended the Twin Cities Aquatennial and 10-day summer festival extended a lavish welcome to Bob Hope at the airport July 22 and the following night 11,000 of them were treated to one of the famous ski-nosed radio and movie comedian as he co-starred with WCCO Minneapolis’ Cedric Adams on the two-hour Aquatennial broadcast.

After the colorful afternoon parade, the Hollywood star exchanged banter with Bob Hope, CBS Star of the hour, Arthur Godfrey, Vice President Alben Barkley, CBS President Frank Stanton and Songstress Monica Lewis. Half-hour segment from 6:30-7 p.m. of the program was fed to the CBS network [BROADCASTING, July 25].

All in all, Mr. Hope got in his licks on such regular WCCO programs as Stairway to Stardom, Aquatennial Time, Red River Valley Gang, Murphy Barn Dance Jambo-City Annual Auditions. Numerous guest stars from Minneapolis night clubs appeared along with the comedian on the vastness of the program. The show was aired from 6 to 8 p.m.

A dinner for the Minnesota Assn. of Broadcasters was attended by about 50 guests.

**B&W Renews**

BROWN & WILLIAMSON Tobacoo Co., on August 14, has renewed the 9:30-10 p.m. (CDT) Tuesday slot on full NBC network for 52 weeks from Sept. 6, and has ordered another half hour on 17 basic eastern stations for People are Funny. A life in Your Hands, now aired at that time, will be replaced Sept. 20 with Art Linkletter’s People are Funny. The show will be carried in the midwest by stations, with recordings of the Tuesday program aired the following Saturday at 9:30 a.m. (EST). Repeats will be made to a different audience. Agency is Russell M. Seeds, Chicago. Gene Hoge is the NBC account executive.
Appointees

Sen. Edwin C. Johnson (D-Col) to pending legislation which would and other agencies to continue serving term. Simultaneously, he introduced for Sen. Foreign Commerce Committee over "general overall policy" matters dealing with FCC and other agency chairmen. A request was contained in a letter to Sen. John S. McClellan (D-Ark.), chairman of the Senate Executive Expenditures Committee, which currently is considering legislation covering nine independent offices, including FCC, six of which fall under the jurisdiction of the Commerce Committee. Two bills (S 2073 and S 2059), sponsored by Sen. McClellan and Sen. Joseph R McCarthy (R-Wis.), would amend the Communications Act to allow FCC Commissioners to serve in office until a successor is appointed or confirmed and sworn, if that have qualified." They also would stipulate removal by the President for "inefficiency, neglect of duty, or malfeasance in office but no other cause" [BROADCASTING, June 27]. The measures arose out of recommendations of the Hoover Committee. To correct the existent jurisdictional situation, Commerce Committee Chairman Johnson's bill (S 2380) would, in effect, divest the Executive Expenditures Committee of its jurisdiction over FCC, ICC, FTC, FPC, CAB and U. S. Maritime Commission. In introducing the measure on the Senate floor, Sen. Johnson strongly indicated approval of the legislative changes advocated but was desirous of "laying the problem before our committee in legislative form. We intend to "study the entire matter thoroughly and hold hearings to determine on a general overall policy" for the six regulatory agencies. Sen. Johnson's measure incorporates provisions identical to those contained in the McClellan-McCarthy measures but, in view of his beliefs expressed privately to Sen. McClellan, it was believed he would push amendments designed to reverse, or at least modify, positions taken in the other bills. Referring to the McClellan bill, Sen. Johnson pointed out that the proposed language on commission functions would may be the chairman of each of the commissions duties not now authorized by existing law," and emphasized that in some cases the enactment of statutory commission supervision would "seriously alter the present operations of some of the commissions" With respect to commissioners serving after expiration of their terms, the Commerce chairman noted that the appointive power already resides with the President and that further change "would action had consumed nearly three weeks during which he was unavailable to the Commission. His term had expired June 30, though reappointment was retroactive to July 1. Sen. Johnson also took exception to the amendment giving the President power to remove commission- ers for "inefficiency" and other causes, claiming he already had such authority with respect to four agencies, FCC not included. He termed it a further impingement upon the authority of Congress." He felt, however, that as long as the President retains the appointive power, he would likewise have the power of removal for causes provided in S 2073. "Unless the appointive power is changed so that it resides in the Congress, this particular amendment proposed by the bill might be acceptable," he added. In reply, Sen. McClellan pointed out the bill was referred to his committee. He added that involvement of agencies with a number of regulatory agencies and formal presentation of Hoover Commission recommendations. He added, however, it was the policy of his committee to permit any other committee having legislative jurisdiction "to proceed in any way they may determine." Sen. McClellan said his group had no desire to usurp policy determinations, and suggested bills be introduced to include pertinent sections of S 2073 for reference to the Commerce Committee. His committee will be "guided" accordingly, he said. Summary of Sen. Johnson's views: I respectfully urge (a) that no action be taken to remove the existing deficiencies in dealing with the authority and duty of the President; (b) that all agencies excepting those covering individual and hearings by this committee; (c) that no change be made in law which would permit any member of the President to continue to serve in office beyond the expiration of his term; and it is indicated that the Committee on Interstate & Foreign Commerce shall give consideration to amendments to the Interstate Commerce Act and Foreign Trade Commission Act to provide that such commissioners shall cease to hold office when their terms expire so as to bring the provision into accord with the other quasi-legislative agencies.

Opposes Fee

For Airing School Sports

Iowa Tall Corn Network has adopted a resolution that no member will broadcast high school sports events of any kind anywhere in the state for which a fee is necessary. Action came at a meeting at Des Moines July 19 after network had been advised of a decision by the Des Moines school board to charge a fee for the privilege of broadcasting play-by-play football and basketball games played in Des Moines.

Resolution pointed out that all member schools have heretofore given generously of their time in free publicity of these and other school activities without thought of recompense and have played a part in development of interest in high school sports through broadcast as indicated by increased attendance figures. Resolution also stated that other networks have currently provided modern broadcast facilities for use by their local, as well as out of town stations, which cannot charge any kind. Following members adopted resolutions: Ben Sanders, KICD Spencer; Walt Teich, KROS Clinton; George Dedrick, KXK Webster; Al Triggs, KAYX Waterloo; George Voigler, KWPC Muscatine; Bill White, KFJB Marshalltown; Paul Millen, KWC Cedar Rapids; Bob Webber, KDWM Des Moines; W. George Webber, TCN Des Moines; Dave Horning and E. M. Cross, KSWB Davenport; Ken Kroske, KDKD Dubuque; Ed Breen, KVF Fort Dodge; Bill Jacobson, KROS Clinton; Sen. Frank Byers, KWCR Cedar Rapids, and Charles E. Jones, KICM Mason City.
McNAUGHTEN

Heads NAB's Engineering Dept.

APPOINTMENT of Neal McNaughten as director of NAB's Engineering Dept., indicated last week by NAB President Justin M. C. Ware, was announced by Judge Miller's office last Wednesday. Mr. McNaughten succeeds Royal V. Howard, who resigned contemplating return to private industry (Broadcasting, July 28).

The new director joined the NAB staff Jan. 1, 1948, as assistant director to Mr. Howard, who upon leaving recommended Mr. McNaughten for the post in his letter of resignation to the NAB president.

Mr. McNaughten previously was with FCC for seven years, heading the Allocation Section of the Commission's Engineering Dept., Standard Broadcast Div., from 1945-1949. In this position he administered FCC's NARBA (North American Regional Broadcasting Agreement) activities.

Born in Pueblo, Colo., in 1911, he entered the broadcast field in 1929 at KGHI Pueblo. In 1934 he became chief engineer at KRVV Westaco, Tex., where he remained until his appointment to the Commission in 1941. After being named allocation section chief four years later, Mr. McNaughten drew the nod as secretary to the U. S. delegation to the second NARBA conference, with the ex-officio title of secretary-general of the conference.

As FCC chief engineer in charge of coordinating NARBA activities with clear channel proceedings, he prepared the original U. S. proposals for the third NARB conference.

In 1947 Mr. McNaughten was appointed to the U. S. delegation to a meeting of engineers at Havana, Cuba, and served as one of two official U. S. spokesmen at a conference looking toward revision of NARBA. Earlier that year he was a member of the delegation to the Atlantic City International Telecommunications Conference.

Mr. McNaughten's first FCC assignment, in 1941, was to the West Indies where he assisted in the development of the Commission's radio intelligence operations in that area. In 1942 and 1943 he was assistant supervisor of FCC's Great Lakes monitoring area, in charge of the primary plant in Allegan, Mich. Following year he was transferred to Washington as assistant chief of the Treaty Section, International Div.

Mr. McNaughten was affiliated with FCC representation on IRAC and the Radio Technical Planning Board, and aided in first studies of allocations problems for the telephony service.

NCAB MEETING

Endorses NAB Plan

A RESOLUTION endorsing NAB's recently adopted reorganization plan was passed by some 60 Tar Heel broadcasters at the North Carolina Broadcasters' summer meeting at Wrightsville Beach, N. C., July 18-19.

Speakers included Easton C. Wooley, director of NBC stations relations department in New York, and Charles Godwin of MBS station relations in Atlanta. Mr. Wooley gave a roundup of the progress of television and Mr. Godwin outlined problems facing the broadcaster today.

The fall meeting of NCAB, at which next year's officers will be elected, will be held at Pinehurst, N. C., in October in conjunction with NAB's District 4 meeting.

GAB MEETING

Summer Session in August

SUMMER meeting of the Georgia Assn. of Broadcasters will be held Aug. 25-27 at the King and Prince Hotel, St. Simon's Island (near Brunswick), Ga. Officers and directors of GAB met in Macon July 25 and made arrangements for the three-day event.

Meeting will be confined to present day problems of broadcasters. Invitations have been issued to outstanding speakers to appear at the summer meeting.

Edward E. WLAG LaGrange is president of GAB, vice-president is Tom Carr of WGLS Decatur, and Ben Williams of WTOC Savannah is secretary-treasurer. In addition to the officers, are Fred Scott Jr. of WKTG Thomasville and Wilton Cobb of WMAZ Macon.

HAROLD FAIR

NAB Program Head Retires Post

HAROLD FAIR, director of NAB's Program Dept., which today (Aug. 1) ceases to exist as a separate entity in line with NAB's streamlining operation, last Tuesday announced his official departure from that post.

In a statement issued shortly upon his return from his vacation in the northeastern states, Mr. Fair observed crisply that recent action of the NAB board of directors, abolishing the Program Dept., "naturally resulted in some effect on me. I was abolished, too."

He added that his plans for the future had not taken form yet and that, "after spending nearly a quarter of a century in station, network and agency operation, I anticipate with pleasure returning to industry activity." He evidenced no desire to effect a speedy return to private broadcasting circles, but said instead he would "move slowly" for duration of the summer.

"The work of the Program Dept., particularly on the Standards of Practice and the establishment of the NAB National Program Clinic, has been stimulating and gratifying to those of us who were responsible, and of lasting usefulness to the industry," Mr. Fair stated.

He expressed hope that these projects will be continued under the board's plan. While the board has not yet worked out details, it is believed it strongly favors continuation of the program clinics which Mr. Fair instituted, and the last of which was held in Chicago June 27-29.

Mr. Fair is the third official of NAB's upper echelon to leave high posts within the past fortnight. Royal V. Howard's resignation as director of the Engineering Dept. was accepted by NAB President Justin M. C. Ware, and (Jess) Willard, executive vice president, July 15 announced his resignation [Broadcasting, July 25] which is effective today. He had declined the TV directorship of the new Video Division created by NAB's board under its revised structure [Broadcasting, July 18].

In effect, both Mr. Willard's and Mr. Fair's positions were abolished by the board, while Mr. Howard was reduced in status to virtual elimination.

Joined NAB in '47

Mr. Fair joined NAB as the first and only director of the Program Dept. in April 1947 at a time when the Standards of Practice were being evolved and were yet to be accepted by and for the broadcasting industry at large. Its acceptance conformed the primary objective of the new department. Mr. Fair had immediate staff responsibility for development among communications conclave in Atlantic City.

Since joining NAB, he has assisted Howard in holding two annual NAB Broadcast Engineering Conferences, held concurrently with the 1948 and 1949 annual conventions. In addition, he has appeared before FCC on behalf of NAB, served as a member and chairman of many subcommittees on preparatory work for the third NARBA conference, and has just recently completed the 675-page fourth edition of the NAB Engineering Handbook.

As vice chairman of the association's Audio Visual Reproducing Standards Committee, he has devoted a considerable amount of his time to development of disc and magnetic standards for the broadcasting industry.

FM EXPANDABLE

Lines Interest Buyer

FMA PRESIDENT William E. Ware last Thursday described current campaigns of Zenith and Crosley as "dollars and cents indications that FM is radio's most expandable market."

Mr. Ware referred to Zenith's campaign which launched that manufacturer's FM-only receiver, the "Major," and to Crosley's stepped up promotion of a TV receiver, combining full range FM.

"FM," Mr. Ware stated, "is the added plus that attracts buyer interest and apparently FM can't miss so long as this trend keeps up. Expectation is rapidly achieving realization with the FM audience swelling as TV expands and the production of TV-FM-only receivers increases. With 760 FM stations on the air in 460 cities, FM represents a national market of 1 million people."

Broadcasters. They were adopted in 1948 and now are in effect. A Dr. Goldkette's band.

In 1929 he returned to Council Bluffs, Iowa, his home town, where he joined KOIL as announcer, and later was promoted to program director. A year later he became general manager of WBEN Buffalo and also served as associate conductor of the Buffalo Symphony Orchestra.

Moving back to the Midwest, he joined CBS Chicago as production manager. Other positions followed, including head of the radio department before FCC in behalf of NAB, served as a member and chairman of many subcommittees on preparatory work for the third NARBA conference, and has just recently completed the 675-page fourth edition of the NAB Engineering Handbook.

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THEY WORK FOR PEANUTS

Always a big attraction at the circus are the performing elephants. But they do a lot of hard work for their owners, too. And they do it all for peanuts.

Sounds like a story about W-I-T-H. It's a big attraction for listeners and advertisers in the rich Baltimore market. And W-I-T-H works for you like a Trojan—for peanuts!

Yes, for very little money you can do real big things on W-I-T-H. For W-I-T-H delivers more listeners-per-dollar than any other station in town.

So, if you want to make your advertising dollar go far in Baltimore, buy W-I-T-H. Your Headley-Reed man will gladly give you the whole story.


"Wet" Radio

(Continued from page 24)

action to these shows demonstrated that the majority of the public regards advertising of alcoholic beverages by radio in the same light as advertising in newspapers, magazines and other media.

Regarding Biow Co.'s study of availabilities, an agency spokesman told Broadcasting early last week that ABC had agreed to sell time for liquor ads on its owned-and-operated outlets but that its affiliates had not yet been cleared. The agency is asking for availabilities after 9 P.M., as other broadcasters do on their stations, assuming children are in bed by then.

"As far as our taking liquor advertising on the network is concerned, the answer is absolutely no," Howard Meighan, CBS vice president and general executive, said. "We have had some discussions about experimenting with it on one or more CBS owned stations," he went on. "However, to date there has been neither any offer of facilities on the part of CBS nor any offer to buy time from us on the part of Schenley or its agency.

MBS and Don Lee Network already have flatly rejected any liquor ad bids.

NAB President Miller told a news conference in New York that "this is a troublesome question as it is one that will be answered largely at the emotional level."

If networks accept liquor advertising, with dry groups, women's clubs and other organizations certain to complain, quite a lot of controversy may develop, Judge Miller noted. The introduction of "repressive legislation" in such a move would undoubtedly stimulate Congress and the state legislatures, he added. Perhaps for this reason, many network programmers and station managers have said they don't want liquor advertising on the air, he said, but he pointed out that there is also a wide feeling that as long as many high-class magazines and newspapers accept this type of advertising, why not radio?

It is possible that liquor advertising might develop somewhat as cigarette advertising has, he said, recalling that women who were first introduced to cigarette advertising as bystanders gazing admiringly at male smokers. Then the women in the ads began to say nice things about the cigarettes; then they were pictured holding cigarettes and finally smoking them.

"Or, the Judge said, the introduction of hard liquor advertising on the air might work the other way and lead to "another noble experiment." NAB's Standards of Practice contain no prohibition.

George W. Bolling, president of the Bolling Co., station representatives, expressed opposition to acceptance of hard liquor advertising on a "pay-per-listening" basis. He said, however, that stations he represents seem to be split 50-50 on the issue.

"This business should not prostitute itself and particularly should it not change a 25-year policy for a herring."

He did say that he believed liquor companies could do a good job for themselves and for radio if they were to use the medium in a big but cautious way, buying time when children would not be part of the audience, buying good programs instead of spots, and using the best possible taste in commercials.

He said he was advising his stations to be cautious, adding that decisions of outlets were being made after considering local factors, legal opinions from their Washington attorneys (most of whom flashed a green light) and economical factors. What the networks did would be important as a standard for stations, he said.

ABC Still Discussing

At ABC Spot Sales, Manager Ralph E. Dennis said the discussions as to liquor policy for the network's O&O stations were still going on. At present the stations were not accepting such ads. Joseph F. Timlin, New York manager of the Branham Co., said his stations were being canvassed as to mild institutional copy in the late evening hours. He expected most stations he represented would say "no" especially those in such "dry" states as Tennessee and Texas.

Mr. Timlin also said that WEWS-TV Cleveland had definitely turned down such advertising, noting that an Ohio statute made it unlawful to carry such advertising in the late evening hours.

Jones Soverein, vice president in charge of sales for Free & Peters, said his company had solicited its stations on the liquor question. He said that in doing so, F&P was making an "honest" recommendation. He said it was F&P thinking that local conditions might be the biggest factor and that the policy itself was in a better position to assess such conditions.

At Headley-Reed Co., New York, it was said that queries were sent out to all station clients to sound out sentiment. Headley-Reed did not offer any advice. Replies had been received from two stations, one accepting and one rejecting the policy of taking late night liquor advertising. None of its stations previously would carry hard liquor commercials, it was said.

Eugene Katz of the Katz Agency said stations his company represented were being asked anew their views. His company would not presume to advise them because the whole question on the local level "was fraught with public relations problems" to be solved by each manager and is not a "black and white" case. Big-city stations might agree to accept such advertising but that many Southerners, Corn Belt and Mountain states would continue a negative attitude.

Weed & Co. also has been circularizing its more than half-hundred client stations and at deadline had heard from only one station. Joseph J. Weed said the company offered no counsel on the matter to its stations, but merely explained that the possibility of a radio purchase by布置 alcohol was the reason for the canvassing.

In his letter to John W. Snyder, Secretary of the Treasury, under which the Bureau of Internal Revenue operates, Sen. Johnson characterized radio licensees as "stupid to the extreme" and the industry's plan, which he termed "vicious and without regard to the high moral standards of American judges and contrary to the public interest."

Alluding to a bill (S 1847) introduced by Sen. William Langer (R-N. D.) and now before the Senate Commerce Committee, Sen. Johnson said, "the public morals of the nation would commence Jan. 20 and promised: "If the liquor people go ahead with their plans to use the radio to peddle the Department would assure the passage of that bill."

Extensive hearings were held by the committee on three bills in the last Congress—one to prohibit in sold choice times to beer liquor advertising, the other to curb liquor advertising. Representatives of the Alcohol Tax Unit were among those who testified. Advocates of restrictive legislation included Sen. Johnson, Sen. Claude M. Reed, (R-Kans.), Rep. John Rankin (D-Miss.) and former Sen. Arthur Capper (R-Kans.).

This session, three bills are pending. The latest, introduced by Rep. Laurie C. Battle (D-Ala.), would define certain advertisements as "misleading" if they represent or suggest that alcoholic beverages are beneficial to health, will increase marital or business stability or are "traditional" in American family life. It covers beers, wines and hard liquors. The other bills, authored by Sen. Millard E. Tydings, (D-Md.) and Rep. Joseph R. Gaventa (D-S.C.), would prohibit broadcast or telecast of such advertising.

A three-year-old FCC decision stands on the books to serve notice that the Commission will almost unavoidably get into the question if stations start accepting thirsty advertising.

The Commission broadened down in March 1946 in the Sam Morris-KRLD Dallas case. On behalf of the National Temperance & Prohibition League, Mr. Morris asked FCC to deny KRLD's license renewal application. He charged that KRLD and CBS, with which it is affiliated, sold choice times to beer and wine interests and refused to sell time for abstinence messages.

FCC denied the request, holding that "the problem . . . is of industry-wide importance and is not restricted solely to KRLD," and that a "general investigation" did not seem warranted at that time because the "point s of controversy were adequately covered in the briefs of Mr. Morris, KRLD, and CBS."

The Commission did hold, however, that the advertising of alcoholic beverages over the radio can raise substantial issues of public importance—that is, issues on which FCC presumably would express a view. In light of the circumstances, a balanced treatment by radio stations. The theory of the Scott Decision on atheists' (Continued on page 37)

Union Citation

WNJR Newark was cited for "outstanding cooperation with the Union License Plan" at the Union License Council's quarterly convention, held at the Berkeley-Carteret Hotel, Asbury Park. The Union License Award was presented to Charles G. O'Connell, W N J R sales manager, by Joseph Quillian, council president. Mr. Quillian attributed the award to the station's "forceful, creative merchandising program originated and put into effect in connection with the pioneer union label radio series Turning Points." Since the program first started on WNJR last April 21, some 40 stations have scheduled the 15-week series.
You do what you're told!

"Inhale!"
# Comparative Network Showsheet

**SUNDAY**

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<th>Time</th>
<th>Network</th>
<th>Show</th>
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<td>6:00 PM</td>
<td>ABC</td>
<td>Les Nate's Gotham Pears</td>
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<td>CBS</td>
<td>Pediatricians Family Hour</td>
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<td>Quaker Oats Day Bright</td>
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<td>NBC</td>
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<td>6:15</td>
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<td>Newsmakers</td>
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<td>CBS</td>
<td>Merv Griffin</td>
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<td>Don't Knock Softball</td>
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<td>NBC</td>
<td>&quot;You and I&quot;</td>
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<td>6:30</td>
<td>ABC</td>
<td>Peter Fielder</td>
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<td>CBS</td>
<td>Hollywood Gating</td>
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<td>6:45</td>
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<td>Music by Bongi</td>
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<td>CBS</td>
<td>Think Fast</td>
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<td>NBC</td>
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<td>7:00</td>
<td>ABC</td>
<td>American Oil Co. Carnegie Hall</td>
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<td></td>
<td>CBS</td>
<td>Les Brown &amp; His Parade</td>
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<td>MBS</td>
<td>Gasoline Alley</td>
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<td>NBC</td>
<td>&quot;You and I&quot;</td>
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<td>7:45</td>
<td>ABC</td>
<td>Old Gold Step Show</td>
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<td>CBS</td>
<td>Without Sam Spade</td>
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<td>MBS</td>
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<td>NBC</td>
<td>&quot;You and I&quot;</td>
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<td>8:00</td>
<td>ABC</td>
<td>Evergreen, Inc. (1932)</td>
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<td></td>
<td>CBS</td>
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<td>ABC</td>
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</table>

**SATURDAY**

<table>
<thead>
<tr>
<th>Network</th>
<th>Station</th>
</tr>
</thead>
<tbody>
<tr>
<td>NBC</td>
<td>ABC</td>
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<tr>
<td>CBS</td>
<td>ABC</td>
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<td>ABC</td>
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<td>ABC</td>
<td>ABC</td>
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<td>ABC</td>
<td>ABC</td>
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</tbody>
</table>
Experience shows us that the spoken word is far more persuasive than the written. To hear is to do, if what you hear is well and truly spoken.

In Radio the spoken word reaches its greatest power of persuasion. And because CBS has more of the most powerful facilities in all network radio, more people can hear better the firm and persuasive accents of its advertisers.

...for the largest audiences in the world!
rights to broadcast time might also be applicable.

The Morris Decision pointed out that "the question whether the sale and consumption of alcoholic beverages should be prohibited by law is frequently an issue of public importance." It continued:

What is for other individuals merely a routine advertising "plug" extolling the virtues of a beverage, essentially no different from other types of product advertising, is for [some] individuals the advocacy of a practice which they deem to be detrimental to our society. Whatever the merits of this controversy, which it is not our function to resolve, it is at least clear that it may throw the proportions of a controverted issue of public importance. The fact that the occasion for the controversy happens to be the advertising of a product cannot be dimissed the duty of the broadcaster to treat it as such an issue.

Sen. Johnson's Views

Highlights of Sen. Johnson's letter to Treasury Secretary Snyder:

... While radio licensees are stupid to even consider broadcasting liquor advertising, yet the FCC is not now authorized by law to censor program material including the advertising content of these programs. Whether such advertising is in the public interest, it is something, of course, which the Commission may want to evaluate and determine when the matter of renewal of a broadcast license is before it.

However, I am of the opinion that the Alcohol Tax Unit now has the legal authority and the responsibility to step cold this reckless plan to invade the privacy of the home with liquor advertising. ... I would remind you that there is a vastly different principle involved between liquor advertising by newspapers and magazines and that by radio and television.

In the latter case, there is no protection against children hearing liquor extolled as a fit product for purchase by their parents. Nor is there any answer to say, as some may, that the liquor industry is a legal industry and should have the same right to advertise as any other American industry.

It would appear to me that the Alcohol Tax Unit could very properly notify all licensees that use of radio for liquor advertising would not only be in extremely bad taste, but of questionable legality under the Act if attempted.

In any event, would you be kind enough to have this entire situation looked into promptly and advise me what the Alcohol Tax Unit is going to do about it. If the Unit is unwilling to use moral persuasion to tell licensees that radio advertising of liquor is bad business, I am sure that we can and will do something about it in Congress. It is incomprehensible to me that the liquor interests are so blind and so selfish as to flaunt their restricted waves over the radio and television.

Sen. Johnson's letter to FCC Acting Chairman Paul Walker follows in part:

I am aware that the FCC has no authority now to censor program material, including advertising copy. But I know of no legal provision of the Act which prohibits the Commission from considering the type and kind of advertising broadcast by a licensee when it considers that license for renewal. No one, I am sure, will disagree that the public interest, convenience and necessity is not being served by the broadcasting and televising of liquor advertising into American homes.

Programs lauding beers and wines now on the air are bad and of very questionable taste and propriety but has liquor advertising is unthinkable and must not be permitted.

I trust that the Commission will give serious consideration to this problem. If the Commission is of the opinion that liquor advertising, as a part of program content, is not in the public interest, it may be ad-

visable for it to say so publicly now. Then, when renewal time comes, no licensee can plead ignorance of having offended the public interest when his license is not renewed. Moreover, it is my opinion that the Commission can make it clear that no subterfuge such as that it is a network program will be an excuse. Networks also are licensees and their own statutes should pay the penalty for their greed.

LOBBYING
Investigating Group Asked

A NEW House resolution creating a Select Lobbying Activities Committee, as a substitution for a Joint Congressional Committee previously proposed, was submitted to Congress last Tuesday, together with an accompanying demand for $50,000 to conduct a study and investigation.

Previously, the House had passed a concurrent resolution (H Con. Res. 62) to set up a joint committee of seven members from each the House and Senate. Senate Judiciary Committee, however, voted to report it with an amendment specifying five and leaving their selection to the chairman of each Judiciary Committee, rather than the President and House speaker [BROADCASTING, May 30]. The measure has been tied up for weeks in Senate Rules & Administration awaiting approval of funds.

It was believed that House members felt there was too much delay in Senate concurrence, and also that they preferred the original provision of seven members rather than five and selection of the chairman from their Judiciary Committee.

The new resolution (H Res. 298), introduced by Rep. Frank Buchanan, introduced by Rep. Frank Buchanan (D-Pa.), author of the joint proposal last May [BROADCASTING, May 30], would again provides for a study of all lobbying activities "intended to influence, encourage, promote or retard legislation" and covers all federal agencies, among them FCC and FTC. Certain Washington representatives of radio interests also might be slated for inquiry if the resolution is approved by both the House Rules and House Administration committees and an investigation is launched.

RADIO MARKET ADV.
Opens Chicago Offices

RADIO MARKET ADVISING CO., sales representative and point-of-sale broadcasting consulting firm, has opened offices at 1633 W. Washington, Chicago. Milton S. Wolken, former Midwest manager of Storadio Advertising Co., is general manager.

Mr. Wolken has announced the signing of contracts with Store Broadcasting Service, which represents 60 Chicago-area groceries; Super Mart Broadcasting System, serving 100 large department stores in New York area, and Ad-Cast Inc., which has 100 markets in Detroit and Toledo. Negotiations are underway to represent other firms in San Diego, Des Moines, and Miami Beach, Mr. Wolken added.

WGUY becomes affiliated with the Columbia Broadcasting System August 1st.

WGAN and WGUY now bring CBS programs and sponsors' messages to listeners whose incomes represent over 93% of the effective buying power in Maine.

NATIONAL ADVERTISERS by placing one order can reach this productive market less expensively and more economically than ever before.

GUY GANNETT BROADCASTING SYSTEM

STATION REPRESENTATIVE: PAUL H. RAYMER COMPANY
First Things First

THE EXPERTS, after devoting three weeks to careful study of FCC's revolutionary new UHF-VHF television plan [Broadcasting, July 18], finally raised their voices in the face of endless complaints, the chief of which appear to derive from the vast uncertainties involved.

Consider the questions. Is the UHF ready? Will equipment be available next year, or five years from now? Will it cost millions? How will it compare in service to the VHF? Will we have color in the immediate future, or won't we? If we do, will it be on one band or broken up in some Stratosphere? Polygonizing? Directions, anticlockwise? Do the proposed co- and adjacent-channel separations reflect maximum use of engineering know-how? What about the benefits of offset-carrer operation?

These questions arise entirely apart from specific allocations to communities. Presumably they will be answered in the forthcoming hearings. But clearly they must be answered before enlightened discussion of specific or overall allocations can ensue.

The conclusion that FCC has undertaken too much for a single, orderly proceeding is, to us, inescapable. The allocation table should be prepared expeditiously, and last. It is the end product upon which television must progress or fail. It cannot be constructed wisely, or even intelligently discussed, until its foundations are fixed and known.

Under the proposed deadline procedures, final action on pending applications would be mandatory within three months. On hearing cases the statutory requirement would call for a decision within six months after completion of the hearing. As examples of what this would mean we merely cite the pendency of the Don Lee station license renewals for nearly three years, and that of the G. A. Richards stations for about half that time.

Stations operating under temporary authorizations suffer a certain stigma. Staff morale is affected. The longer the delay the greater the economic injury. These are entitled to action as a matter of public welfare. Incidentally, the McFarland Bill would force action and preclude dilatory tactics, stemming from political expediency, personal whim, or fear of adverse publicity or reprisal. The FCC would have to answer to Congress for failure to meet these deadlines.

We like the bill, moreover, because it would strip the FCC staff, notably its lawyers, of the broad powers which they have arrogated. It would place the responsibility for policy decisions where it belongs—upon the FCC itself. And it would place the burden of proof upon the Commission in renewal cases—not upon the licensees.

We like the bill because it would raise FCC pay from the meager $10,000 to $15,000 per year, and upgrade other executive salaries.

We are inclined to be wary of the new “cession” arrangement for the prevention of its abuse. That fear may be ameliorated, however, by the shifting of responsibility on all policy to the FCC itself.

We still cling to our notion that licenses should be issued in parts or in perpetuity, in lieu of the three years now authorized.

Withal, we think the McFarland Bill is a stride in the right direction. It should pass.

Our Respects To—

Jerome Stewart Stolzoff

ONE OF AMERICA'S oldest agencies—Cramer-Krasselt Co., Milwaukee—has one of the youngest radio-television directors in the land.

Ask Jerry Stolzoff his age, and you will reply: "Six. I look like this because I worry." But a glance at his 6-foot, 175-pound chassis convinces one that he is at least of voting age. Under duress, he admits he's "on the short side of 30."

Milwaukee born and bred, he "cliff dwells" on the outskirts of the city with his mother and sister. He is single because, as he puts it, "when women learn what I do for a living, they become terrified and run down the street screaming vile and incoherent things."

Cramer-Krasselt, now in its 83rd year, hired him as a copy-continuity writer in 1945. His only previous business experience was in promotional research and advertising for the Vitamin Products Co. and the Lee Foundation for Nutritional Research. He calls this two-year period his "pill rolling" days.

Shortly after joining C-K, he was put on "half leave of absence—with pay." Walter Seiler, president of the agency, was extremely active in war work and promptly drafted Mr. Stolzoff into such jobs as publicity chairman for the Wisconsin war salvage drives and SPAR recruiting. He also headed radio activities for the state war bond drives and the Milwaukee County Community War Chest, and served on an OWI committee. He still serves with a number of community activity groups.

A few months prior to V-E Day, he was drafted into the army. He served in the information and education branch of the infantry at Birmingham and Fort McClellan, Ala.

When he returned to C-K later in 1945, the agency decided to reactivate its radio division, which had been integrated into other departments during the war years. Mr. Stolzoff got the nod as director. Two years ago, when C-K opened one of the first agency TV departments in the country, his work was broadened to include television as well. From that time until the present, Mr. Stolzoff has traveled in high gear. He has covered 20,000 miles visiting stations throughout the East and Midwest. He has added to C-K's already sizeable list of radio accounts, a roster of video clients equal to that of most large agencies.

Schuster's, a Milwaukee department store, uses 16 one-minute films weekly, as well as five-minute programs and special shows on WTMJ-TV, the Milwaukee Journal station. The Plankinton Packing Co. uses 15-minute

(Continued on page 40)
REPUTATION assures REPETITION

... AS TELEVISION MARCHES ON IN TEXAS!

SAN ANTONIO... plus thousands of other people throughout South Texas... eagerly await their first television station, WOAI-TV. It will be here before the end of the year!

WOAI-TV will be launched with several advantages:

It will be operated by the same management that in nearly three decades of AM Radio has molded WOAI into one of America's leading stations.

WOAI-TV will be under the guiding hands of experienced television personnel... in engineering, programming and production; in other departments by a staff trained through years of AM service.

Thirdly, it will be in TEXAS, where big things have a habit of growing even BIGGER!

Reputation of WOAI, known and respected from coast to coast, will be a precious heritage of WOAI-TV. This reputation assures REPETITION in the life of its bounding new baby brother, WOAI-TV!
Respects

(Continued from page 38)

shows following WTMJ-TV's telecasts of pro and college football games, and also a number of TV spots. First Federal Savings & Loan sponsors a large schedule of announcements, and Marine Na-
tional Exchange Bank uses a weekly half-hour live show, Salute to Industry, as well as spots—all on WTMJ-TV, Milwaukee's only video outlet. The Golden Rule, St. Paul department store, is co-sponsoring with Donaldson's Minneapolis store, eight announcements weekly on KSTP-TV St. Paul-Minneapolis.

They are committed to a schedule of additional spots on KSTP-TV later in the year, along with a schedule on WTCN-TV Minneapolis. Campaign is reportedly the largest TV announcement schedule in St. Paul-Minneapolis. The Broadway House of Music, Pflug-

gradt Co. (GE distributor), Mil-

waukee Co. (investments), and the Bentley Construction Co., all of Milwaukee, are consistent users of schedules on WTMJ-TV.

Under Mr. Stolzoff's direction, Schuster's uses 25 hours of radio programs weekly on five Milwaukee stations. It is believed to be the biggest single market user of radio in the country. Hobeg Pa-

er Mills airs a heavy schedule of one-minute ET's in scattered mar-

kets, and Milwaukee's Fox Thea-

tres use station breaks on most of

the city's stations. The Plankinton Co. uses station breaks throughout Wisconsin, and First Federal Savings has announcements on four Milwaukee stations in addition to its TV programs. The Golden Rule has nine hours of radio shows weekly, the largest schedule in the Twin Cities. Other C-K radio ac-
counts include National Gold Gas & Oil, Chevrolet Dealers of Milwaukee County, McCennon Co., and Amity Leather Products.

In addition, the agency prepares radio material used throughout the country by dealers handling ABC Washing Machines and Ironers, Hamilton Clothes Dryers, Wilcox-Gay Radio-Phonograph Recorders and Television Receivers, Mirro Aluminum and the Micro-Matic Pressure Cooker.

National TV Plans

A number of C-K accounts have national television plans under consideration. One client has com-

mercials filmed, and several others are scheduled for early shooting.

In addition to the station breaks for Mr. Stolzoff's TV enthusiasm is his conviction that the new medium will put an end to the old radio notion that "you've got to be in New York or Hollywood." With the growing importance of film, he believes commercials can be shot just as well, and more economically, right in the Midwest. Programs can be filmed in whole series in the East or Hollywood, ruling out the need for being on one of the coasts every week. Other programs can be handled, he says, by package producers or can originate in Chi-

cago.

A facile writer, Mr. Stolzoff is a frequent contributor to the American Press, and has ghost-written a book on nutrition—for the layman. One of his articles appeared in a na-
tionally circulated popular magazine.

He likes to fish, and talks about it all summer—but rarely gets in more than two weeks-ends yearly because of the pressure of work. Another of his hobbies—reading—has fallen behind. His office and bedroom are heaped with books and magazines he's "going to read next week."

Active in Wisconsin politics, Mr. Stolzoff has handled campaigns for a number of candidates and is a worker for the Republican party.

DAY NAMED

To Direct 1950 News Meet

NEWS DIRECTOR Charles Day of WGAR Cleveland will direct next year's second annual conference for radio news editors at Kent State U., Kent, Ohio, according to an-

nouncement by Prof. William Tay-

lor, chairman of KSU's school of journalism. The date for 1950-
sessions is June 17.

Mr. Day, who also is president of the Ohio Assn. of News Editors, served on the advisory council of the first conference held at Kent in June. Sessions were attended by some 50 radio news editors from Ohio, Michigan and Pennsylvania.

Robert S. French, dean of Ohio newsmasters and general manager of WKVO Columbus, was director.

RADIO WEEK

Observe Details

Set by Planners

DOMINANT THEME of National Radio Week (Oct. 30-Nov. 5) will be "the American public gets via radio."

That was made known Tuesday at a meeting of the planners of the observance in the Statler Hotel, New York.

In plain words the American pub-
lic will be told by newspaper ads that "the greatest array of talent ever known is now available free to it at the twist of a dial."

Also made known at the meeting was the fact that for the first time, National Radio Week will also embrace television. In areas where there are both radio and television, ads and promotional material will be handled as one, the observance as National Radio and Television Week.

In preparation for the week, newspaper ads are now being readied. These will be made avail-
ables to papers free in mat form. The papers will seek set dealers and perhaps station owners to pay for the ads. Last year more than 500 newspapers sold full page ads on that basis.

The meeting drafting the out-

lines of the observance was a joint one of RMA Advertising Commit-
tee and the NAB National Radio Week Committee. Both organiza-

tions are jointly managing the ob-

ervance as in years past.

W. B. McGill, advertising direc-

tor of Westinghouse Radio Stations Inc., of the RMA committee, and

LOCAL ADVERTISERS

CHOOSE FROM

PERSONAL KNOWLEDGE

(or Don't Let Hooper*

Fool You!)

More local advertisers buy more local time on WQUA than on the two other QUAD City-full time stations combined! And, WQUA's local rates are comparable—often higher than—the local rates of either of its competing 5000 KW network (NBC and ABC) stations!

- Local buyers don't agree with Mr. Hooper! We invite your inquiry for national availabilities.

HERE IS THE RECORD:

<table>
<thead>
<tr>
<th>Local Advertisers</th>
<th>WQUA</th>
<th>WQUA</th>
<th>WQUA</th>
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<tr>
<td></td>
<td>A</td>
<td>B</td>
<td>A</td>
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<tr>
<td>Time Purchased</td>
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<td></td>
<td>120</td>
<td>53</td>
<td>126</td>
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<td>WQUA Low Rates</td>
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</table>

- **Exclusive of 23 advertisers on a "promotion-deal."
- **Average of weeks of 1/20/49-2/16/49.
- **In Minutes.

The QUAD Cities Station

REPRESENTED BY

RAMBEAU

Radio Center

Moline, Ill.

Page 40 • August 1, 1949
**National Nielsen-Ratings Top Programs**

(Total U. S., incl. small-town, farm and urban homes — and including telephone and non-telephone homes)

**JUNE 19-25**

<table>
<thead>
<tr>
<th>Current Rank</th>
<th>Previous Rank</th>
<th>Program</th>
<th>Current Rating — Homes (000)</th>
<th>Percent</th>
<th>Points Change</th>
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</thead>
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<tr>
<td>1</td>
<td>1</td>
<td>Lux Radio Theatre</td>
<td>6,322</td>
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<tr>
<td>2</td>
<td>2</td>
<td>My Friend Irma</td>
<td>5,027</td>
<td>12.8</td>
<td>-1.1</td>
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<tr>
<td>3</td>
<td>3</td>
<td>Walter Winchell</td>
<td>4,674</td>
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<td>4</td>
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<td>Mr. District Attorney</td>
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<td>5</td>
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<td>Mr. Keen</td>
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<td>Our Miss Brooks</td>
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<td>9</td>
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<td>Godfrey's Talent Shows</td>
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<td>10</td>
<td>10</td>
<td>Bob Hawke Show</td>
<td>3,731</td>
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<td>11</td>
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<td>First Nighter</td>
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<td>Adventures of Sam Spade</td>
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<td>This Is Your F.B.I.</td>
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<td>Fat Man</td>
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<td>19</td>
<td>19</td>
<td>Young's Family</td>
<td>3,495</td>
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**EVENING, MULTI-WEEKLY**

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<thead>
<tr>
<th>Current Rank</th>
<th>Previous Rank</th>
<th>Program</th>
<th>Current Rating — Homes (000)</th>
<th>Percent</th>
<th>Points Change</th>
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<tr>
<td>1</td>
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<td>Lone Ranger</td>
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<td>Beulah Show</td>
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<td>3</td>
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<td>Counterspy</td>
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**WEEKDAY**

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<th>Previous Rank</th>
<th>Program</th>
<th>Current Rating — Homes (000)</th>
<th>Percent</th>
<th>Points Change</th>
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</thead>
<tbody>
<tr>
<td>1</td>
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<td>Arthur Godfrey (Ligg. &amp; Myers)</td>
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<td>2</td>
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<td>Right to Happiness</td>
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<td>3</td>
<td>3</td>
<td>Pepper Young's Family</td>
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<td>Arthur Godfrey (Nabisco)</td>
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<td>Backstage Wife</td>
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<td>7</td>
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<td>When A Girl Movies</td>
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<td>Romance of Helen Trent</td>
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**DAY, SATURDAY**

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<th>Current Rating — Homes (000)</th>
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**DAY, SUNDAY**

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**THACKREY SALE**

**FCC Can't Act by Deadline**

FCC RULED last week it could not dispose of the sales applications of KLAC-AM-TV Los Angeles and KYA San Francisco by Aug. 1 contract deadline and without the hearing it previously ordered [Broadcasting, July 25]. Mrs. Dorothy Schiff Thackrey, who proposes to sell the radio properties for combined price of $1,045,000 to Warner Bros. Pictures Inc., petitioned FCC fortight ago for the expedited action in order to secure either grant or denial before Aug. 1, date when the sales agreements expire. The Commission had been informed the contract would not be extended by Warner Bros.

Mrs. Thackrey had asked that the hearing, ordered July 13 for additional information on the sale [Broadcasting, July 18], be dispensed with and the bids heard in oral argument. An alternative requested was that the FCC reconsider its order for hearing and require the parties to supply the additional data in such time that the Commission could take action by Aug. 1. Both proposals were denied by the Commission as insufficient.

**BROADCASTING • Telecasting**

Copyright 1949, A. C. Nielsen Co.

Note: Number of homes is obtained by applying the "Nielsen-Rating" (%) to 39,275,000—the 1948 estimate (revised) of total U. S. radio homes. (1) Homes reached during all or any part of the program, except for homes listening only 1 to 5 minutes.

Watch for announcement of Lang-Worth's amazing NEW transcribed music library—a revolutionary development in the field of sound reproduction!
Nonaffiliates
(Continued from page 26)
that NAB should be the focal point of unity."
A subcommittee headed by Arnold Hartley, vice president and program director of WOV New York, will undertake a compilation of national foreign language programs for the use of foreign language stations. The study, first of its kind to be launched under NAB auspices, will also develop comparative coverage figures for those stations as well as newspapers.
Mr. Hartley's group will work with State Dept. Voice of America, the UN and ECA to obtain foreign language programs for use.
Sports broadcasting came in for considerable discussion during the two-day session. The committee requested that NAB appropriate personnel to compile a document setting forth all statutes, rules and regulations of professional and amateur sports and press associations. In addition, the document would include rules governing sports broadcasts as provided by transmission companies, such as Western Union. It would be used as a guide by operators throughout the country.
The committee went on record favoring certain study of repeal of all taxes affecting the flow of commodities and particularly the need for repeal of luxury taxes which constitute a handicap to the normal flow.
The dice-jockey continuities are to be prepared by Martin Block, creator of Male Believe Ballroom program featuring recorded music. Chairman Cott said the idea grew out of the committee's liaison efforts with the Advertising Council to embrace such unaffiliated stations in the council's allocations plan.
Attending the meeting were Chairman Cott; Melvin Drake, WGYY Minneapolis, Minn.; Lee W. Jacobs, KBKB Baker, Ore.; Bob Maynard, WSVS Crewe, Va.; Bob McDonald, WHHM Memphis, Tenn.; Ben Strouse, WWDC Washington, and board liaison member Frank U. Fletcher, WRLF-FM Arlington, Va.

CATHOLIC RADIO
Meet Held at Notre Dame
LAY and clergy members of the Catholic Broadcasters Assn. met at the U. of Notre Dame in South Bend, Ind., Saturday for discussion of practical approaches to radio and television programming. More than 100 members from various sections of the U. S. and Canada were expected late last week to enroll for this third annual session.
The conference opened Friday evening with a dinner, at which the keynote speech was to concern Catholic radio and its importance. Saturday morning panel discussions were to be divided in interest among these program types: (1) Lay local, concerning sustaining time acquired by lay or clergy representatives or acquired by Church representatives for general interest programming; (2) local clergy, in which local priests present information or devotional material; (3) school section, in which William A. Coleman of Fordham U., Bronx, N. Y. supervises high school and college radio workshop activities, and (4) national shows, live and transcribed, network and local.

SAID Coleman, "because of inroads made by television, the conference was expected to give greater emphasis to the medium. One of the special guests was Anthony L. Ostheimer of Philadelphia, chairman of CBA's television committee, who cut short a tour of Alaska to attend the session.

Richards
(Continued from page 27)
In any event, are contemplated, upon effectuation of the proposed transfers, with respect to the voting, by Mr. Richards of any stock in the licenses of stations KBEC, WRJ and WGR other than the stock transferred in trust under the provisions of said trust indenture.
5. To determine, in the light of the information adduced pursuant to issues 1, 2 and 3 above, the proposed program policies to be followed by said licensees after effectuation of the proposed transfers.
6. To determine whether the proposed transfers are legal, technically, and otherwise qualified to hold legal title to and vote the stock of Mr. G. A. Richards proposed to be transferred.
7. To determine whether, upon the basis of the information adduced pursuant to the above issues, a grant of said applications would be in the public interest.
Issues for the WGR renewal phase of the hearing are substantially the same as Nos. 1, 2 and 3 in the trusteedship phase, plus the following:
4. To determine the accuracy of representations in respect to any of the matters set forth in the foregoing issues [1, 2 and 3], made in affidavits and pleadings submitted to the Commission by and on behalf of G. A. Richards.
5. In the light of any facts adduced under the foregoing issues [1, 2 and 3], to determine the qualifications of WGR Broadcasting Co. and whether a grant of said application would serve the public interest, convenience and necessity.

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

WGRD Grand Rapids, Michigan
YIELDING to mounting industry demands, FCC last Thursday postponed the start of its UHF-VHF television hearing from Aug. 29 to Sept. 26.

The date for filing comments and counter-proposals on the far-reaching proposed changes in standards and allocations was moved from Aug. 8 to Aug. 26, and the deadline for actual hearing testimony has been delayed from Aug. 19 to Sept. 12.

The postponements, considered virtually inevitable from the beginning (Broadcasting, July 18), were occasioned by requests from 14 participants who emphasized the inadequacy of the time which had been allotted for appraisal and comment of the proposal.

The Commission also announced "editorial" changes in its original proposals and amended the allocation table to substitute Channel 13 for Channel 12 at Shreveport, La., and Channel 11 for Channel 10 at Marquette, Mich., and to delete Channel 10 at Lawton, Okla. FCC also sought to clear up the false impression, which it felt was given in its original proposal, that the VHF work of the Ad Hoc Committee was also used in preparing UHF charts.

Although most industry spokesmen indicated they would need the full time allowed for consideration of the UHF-VHF proposal, some reactions already were beginning to trickle in. Elsewhere the plan remained a topmost topic of discussion and speculation, particularly with respect to the probable dates when UHF and color can be put into broad-scale use.

ABC, one of those who petitioned for more time, also cautioned the Commission that the proposed intermixing of VHF and UHF channels would retard development of UHF and impede set sales in the communities involved. The network contended it is possible to allocate additional VHF channels to many markets which need them, and also requested that the forthcoming hearing be conducted in two parts. The first devoted to general questions, the second to specific allocations.

In a speech before the Music Industry Convention in New York on Thursday (see story page 28), Vice President John W. Craig of Avco Mfg. Corp. advised his listeners not to expect UHF stations to go on the air "right after these hearings end, or any time soon thereafter."

He thought both color and UHF telecasting will require "a great amount of work" before they can meet the exacting standards of commercial operation. With respect to color, he said: "There are a few vocal individuals-some in Washington - who, either not wanting to be taken in by the facts, make it a point to harass the industry by insisting that steps be taken in color television which the industry is not technically prepared to take. Sound heads have prevailed to date. Sound heads, I feel sure, will prove to prevail in color development as they did in radio and the television service we have today.

The FCC and the industry must guard against adoption of a system which, passable for the moment, might shackle future color development. Color television for the public is a number of years away."

COLOR TELEVISION developments began to break with increasing tempo last week as:

- RCA, according to reliable sources, was reported ready to take out of the laboratory and begin field testing of advanced color TV method.

- Additional color TV experimental authorizations were made by FCC to WMAL-TV Washington and to RCA at Camden.

- CBS announced details of its already approved month-long color TV tests in New York.

The RCA plans, closely guarded until fully complete, would call for development of the methods before the FCC's full-dress television hearing to commence Sept. 26, if the tests could be properly set up in time (see story this page).

Equipment is to be moved right away to Washington where the transmitter, studios and facilities of RCA-NBC's WNBT (TV) are available.

It is learned that the continuing research on color TV at RCA has reached the point that it is desirable to bring some laboratory apparatus into the field for preliminary tests. It was revealed further that RCA has reached a point beyond that demonstrated two years ago by following the same basic principles shown then. The electronic system was shown at Camden during the color television hearing before FCC at that time (Broadcasting, Dec. 16, 1946, March 24, 1947).

WMAL-TV was given permission by FCC to pick up and re-broadcast the color TV experiment being staged by WMAR-TV Baltimore Aug. 17-19 in conjunction with Johns-Hopkins U. and Smith, Kline & French Labs., pharmaceutical maker. (Broadcasting, July 26).

CBS is conducting periods of transmission which will be similar to that at Atlantic City earlier this summer before the American Medical Assn. The observation receivers, which will add the color to the multiple black-and-white signals, will be located in the National Guard Armory, Washington. No word had been received by FCC at week's end as to whether AT&T would supply a 4.5 mc coaxial cable as requested for the experiment. (Closed Circuit, July 26).

The cable would allow comparison with direct air pickup of the colorcasts by WMAL-TV and direct pickup at the Armory of the WMAR-TV signals.

The experimental grant to RCA's W3XEP last week at Camden was for investigation of 6 mc color transmission on Channel 10 (192-198 mc) during periods when WCAU-TV Philadelphia is not operating. The tests, to commence Aug. 1 for 60 days, reportedly will be part of various mechanical systems of color transmission as a check on similar tests made by the firm several years ago. At that time RCA felt the systems were impractical for a commercial service.

CBS began its color transmissions last week via its WCBS-TV New York.

Aired in the morning hours between 9 a.m. and noon, when no regular programs are scheduled, the special color telecasts are transmitted on the station's regular assignment, Channel 2 (44-60 mc). This marks the network's first work with color telecasting in the VHF section of the spectrum since pre-war days. All of the CBS previous postwar color work was done in the UHF frequencies.

The colored images are broadcast via the mechanical revolving filter system developed by CBS during the war years, refined and adapted for use with a 6 mc band instead of the 16 mc band used in the network's immediate postwar experiments. CBS TV engineers and officials are receiving the current color broadcasts on either the color sets built by Zenith or on black-and-white sets. (Continued on page 81)
TV FILM TIEUP  
New York Processing Labs Hit

TELEVISON'S supply of kinescope film prints and newreels appeared to be in grave danger of being cut off by the threatened strike of 1,800 film laboratory technicians in New York laboratories when BROADCASTING went to press.

At press time no break in the deadlock between union and management had taken place to end the strike scheduled for midnight yesterday (Sunday). Negotiations between the two sides had ended in stalemate.

Although Federal Conciliator J. R. Mandelbaum was making every effort to find a basis for getting the two sides back around a conference table, this had not materialized Friday.

Networks acknowledged that in the event of a strike they would be unable to farm out the making of live kinescope films. The networks farm out the making of prints to the laboratory companies involved. Those laboratories, largest in the world, also make the bulk of the prints shown in moving picture theatres throughout the country. Some installations in Hollywood and Chicago are said to be smaller.

John J. Francavilla, president and business manager of Local 702, Motion Picture Laboratory Technicians, IATSE, AFL, said that if the strike should occur it would be impossible for films usually processed in New York to be shipped to either Hollywood or Chicago for processing. He explained that since labs in those cities were manned by members of IATSE, those labs would not be in a position to handle "struck" work. They would merely handle their own usual work loads.

"Our quarrel is not with television companies nor with television networks," said Mr. Francavilla. "We know they are concerned by telephone calls we've received. We feel the laboratories are leaving us no alternative by their adamant position. We're sorry if their customers, like the television networks, get hurt."

The union's main demand is for a one hour-weekly rate at the pay for a 40-hour week. The union claims this is necessary as a spread-the-work device because technological improvements in the industry have resulted in forcing many of its members to work short weeks.

For over a week all the laboratories affected have had strike notices posted on their bulletin boards. The notice says:

"To all members of 702 IATSE:

"Pursuant to authority granted by the membership, the executive board of the union has declared a strike in this laboratory effective midnight July 31, 1949."

The union expects to begin picketing at midnight today at three plants which include FTE Pathe, De Luxe Labs and Paramount News. The other plants will be manned by pickets the following morning, said Mr. Francavilla. The union has made arrangements for three strike headquarters, two of them in New York and a third atop the fire house at Fort Lee, N. J., where Consolidated Film Labs, a subsidiary of Republic Pictures, is situated.

Steps taken after the severing of relations Tuesday included a meeting on Wednesday between Conciliator Mandelbaum and the employers group, headed by Joseph E. McMahan of Republic Pictures. This was followed by a meeting of the employers Thursday afternoon.

As that meeting was going on, it was said by the union that only a reversal of the employers stand could avert the strike. The union said the employers stand was that it would offer nothing that would increase operating expenses.

BLACKLIST

INVESTIGATION into the alleged blacklist of Mr. William McD. Sweets from W. T. Inc., show packagers (See story this page), the board authorized President Lester O'Keefe to appoint a panel of three members to operate with the New York local committee investigating the suspected blacklist.

The guild approved contracts negotiated for directors at WPIX (TV) New York, WJZ-TV New York, KNX Hollywood, and for New York directors at MBS.

It elected Mel Williamson, Hollywood, first vice president; Ern Rice, New York, third vice president, and Earl McGill, New York, treasurer.

ASCAP Extends

ASCAP board, meeting Thursday, extended for another month its TV license, granting full use of all ASCAP and congrats paid work to the ASACP committee to meet and consider extension of license to Aug. 31. Negotiations now in progress between NAB and ASCAP committees will determine whether or not to be paid for these rights, which will be retroactive to Jan. 1, 1949.

Application for extension of completion date of WPDQ-TV Jacksonville, Fla., was dismissed by FCC last week at the request of the station. Deletion of the permit for the TV outlet now is virtually automatic.

Jacksonville Broadcasting Corp., which also operates AM station WPDQ there, was given dismissal of its TV extension bid without prejudice. The extension request had been set for hearing and to determine if diligence had been exercised in construction of the TV station [BROADCASTING, May 9].

Meanwhile, the Commission last week took action also in two other TV cases. FCC denied the extension bid of WJMJ-TV Lansing, Mich., "on basis of apparent lack of diligence of permittees." The Commission set aside its action of June 29, denying extension to KTLX (TV) Phoenix, Ariz., and upon the station's petition granted extension to Nov. 27.

WJMJ-TV, owned by WJMJ Inc., which operates AM station WJMJ Lansing, was given 30 days in which to request bearing upon its bid for additional time to build its facilities. Comr. George E. Sterling voted to grant the request for extension.

KTLX, owned by Phoenix Television Co., informed the Commission it has invested some $67,500 in construction of its facilities and that it would not be in its air with its license pattern in 90 days and ready for commercial operation within 120 days.

Also supporting the inquiry into the alleged blacklist are AFRA and National Assn. of Broadcast Unions and Guilds.

Further support was lent the unions last week by the Voice of Practitioners, an extension of AFRA under chairmanship of Author Dorothy Parker which sets itself up as "a national network of monitors to democratize the national networks."

VOF's executive secretary sent messages to RTDG and AFRA as follows:

"You can count on the complete support of our 2,500 monitors throughout the country in any action you undertake to oppose this new device for censorship."

In union and agency circles there was also general disbelief about the existence of a blacklist. It was felt, however, that the Sweets matter had to be investigated because of its prominence as a radio worker and former guild president and member of its national board.

TV EXTENSIONS  
Denied In Two Cases

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TV 'SATELLITE'

A SATELLITE television "station" has been set up by the FCC Chairman, William R. Crow in his "railroad system of television" speech at the NAB Convention in Chicago has been developed by Karl Astoria, Ore.

He has designed and installed equipment which, he says, picks up the signals of KRSC-TV Seattle, 125 miles distant across a 3,000-foot mountain range, and re-sends them via private lines to other receivers scattered through the Astoria community.

He told BROADCASTING he has also constructed and is now conducting laboratory tests on a 300-watt transmitting system which he plans to employ for rebroadcasts. He said he would apply to FCC for authority to operate it as soon as the current tests are completed.

A few Astoria television set owners can tune KRSC-TV because there are few good reception points in the area. Astoria not only is 125 miles and a mountain range away from Seattle, but also is at sea level.

Mr. Parsons said his development was inspired by his wife's insistence on "pictures with her radio." The "network" to other homes and establishments resulted from public demand. He said about 30 sets are now in use.

Mr. Parsons said the equipment consists of especially designed amplifiers and converters for receiving on Channel 2, with output on Channel 5.

He told BROADCASTING the quality of reception is equal to that ordinarily received in primary service areas "except for some slight fade in clear weather."

Discussing his new transmitter, he said "we will use three receiving units in diversity setup to eliminate fade and heterodyne system of modulation of transmitter."

FCC authorities in Washington declined to comment on the development pending receipt of official notification and details from Mr. Parsons or the FCC field engineers in the area.

Mr. Parsons, however, felt his system might be the means of carrying television to hundreds of towns which cannot support a regular TV operation or are off the main coaxial lines.

Ohio Games on TV

ALL FIVE HOME football games of Ohio State U. will be telecast this fall by Crosley Broadcasting's WLWC (TV) Columbus under sponsorship of Columbus Chevrolet distributors, according to Station Manager James Leonard. WLWC will start with the OSU opener with Missouri Sept. 24. WLWC Director of Sports Joe Hill will do descriptions. OSU will receive $1,500 each game for telecast rights.

DIFFERENCE between monitor screen and engineer's oscillograph is explained to Far Eastern visitors by Comdr. Mortimer W. Laow (center), director of DuMont TV Network. Guests on tour of DuMont's key station, WADD New York, are (I to r) Shigenos Nakamura, chief, Foreign News Div., Toyko; Jiro Nanye, chief, Program Operating Board, Toyko, and Jun Ho Bae, Korean announcer and script writer.

ZENITH

BLACK TV picture tube, replacing a hike in clarity and contrasting Zenith Radio Corp. in Chicago today last week by Comdr. Eugene F. McDonald Jr., Zenith president, as the standard white and permitting tone values, will be introduced by day (Monday). This was revealed by Mr. McDonald, Jr., and will be in introduced in national markets shortly. Same sets with white tubes sell for $10 less, Mr. McDonald said. Developed on the principle that "you can't get good picture contrast by drawing on a white blackboard with white chalk," the new tube provides "all shades from dead black to brilliant white."

At the same time, it reduces glare on a video picture that can be viewed as comfortably in a lighted room as one on the wall," the president said. He estimated the tube increases picture clarity in lighted rooms 60%.

The black tube "will be even more widely copied in the industry than our giant circle screen," he predicted. The commander also told stockholders that the new Zenith line will incorporate provision for tuning the sets proposed 42 new channels in the UHF, as well as the present 12 in the VHF. This feature has been included in the past models.

Mr. McDonald introduced the first production model of "Zenith Minature," hearing aid device now being manufactured, which will sell for $75. He said the firm expects to continue expansion in this phase of its operations.

All 11 officers of the corporation were re-elected at the meeting, as were the following directors: Mr. McDonald, Ralph Rubart, Karl E. Hassel, Hugh Robertson, Frank A. Miller, Irving Herriott and Irving Allen.

Zenith Radio Corp. stockholders also voted approval of a contract between the manufacturing firm and Television Entertainment Corp. Inc., by which the latter gets exclusive rights for promotion and licensing of Phonevision.

TEFCO, recently incorporated by the State of Illinois, was organized to handle Phonevision bookings.

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CHESTERFIELDS

SIXTY DAYS to 60 seconds is the ratio between the time of preparation and the time needed to telescape the video film commercial based on the selling theme: "More and more people are smoking more and more Chesterfields."

Opening with a line-up of Chesterfield packagers, the film swings back to infinity, or at least beyond the horizon [top picture], the film shifts to a short sequence of factories whose buildings and chimneys alike contract and expand in their concentrated effort to produce enough Chesterfields to meet the growing demand [picture 2]. From the factory run tiny trains, whose cars, seen in close-up, turn out to be built of Chesterfield packages, travelling across the country with a varying landscape in the background.

Suddenly the viewer beholds a map of the U. S. completely covered with packs of Chesterfields which are almost immediately snatched from the scene by dozens of hands [picture 3]. More packs, forming the letters A B C, are as swiftly grabbed by eager hands. A blue-print is pierced by a flag, then a building, a church, a Ferris wheel, a plant model on the new Chesterfield factory in Durham, N. C. [picture 4], joins the pulsating line of Chesterfield production points. The picture ends with a mound of earth rising from a map, a giant pack of Chesterfields rising through the mound and several cigarettes rising from the pack [picture 5].

Ben Franklin, who produced the film for Newell-Emmett Co., New York, Chesterfield agency, made scores of models and moved them hundreds of times to get the 1,440 separate photographs which make up the one-minute film. Using "stop-motion" technique, he and his assistants set up a scene, such as the factory area, photographed it once, moved the pieces a fraction of an inch, photographed them again, and repeated the process painstakingly over and over.

A Video Spot Is Born

HOFBERG PRODUCTIONS, New York, has announced that it will shortly release 13 feature films of from 20 to 45 minutes each for television programming. Included in group is "Panic at Madame Tussaud's," thriller, in setting of London's famous waxworks, as well as "Memories of Shakespeare," biography of Bard of Avon, and "The Works of Charles Dickens," combining life story of Dickens and excerpts from his works... Recently formed TEEVEE Inc., Hollywood, has released three television trailers, two one-minute and one five-minute, for use by movie exhibitors in TV cities for promotion of "Roseanna McCoy."

Alex North, composer, is preparing musical scores for three documentaries films being produced on location in Venezuela by Princeton Film Center, Princeton, N. J. Release of productions is planned for early fall, when last of films, "Transportation-Symbol of Progress" is completed under direction of Henwar Rodakiewicz... Jerry Fairbanks Inc., Hollywood, is setting up special division for handling film commercials in both New York and Chicago. Decision to establish production units in each city springs from inferior local production of special spots, according to Mr. Fairbanks. Sam Go'dwyn is producing.

Edward L. Gersham, vice president and business manager of United Productions of America, Hollywood, is currently on three week trip of Chicago, New York and Washington to show firm's latest television output. While in New York, Mr. Gersham will discuss new series of nine Ford TV subjects with officials of J. Walter Thompson Co. Series to be built around "Dr. Suess" characters... Agencies and prospective sponsors will receive eight-page brochure outlining content of its TV packages. Specials offered include one-minute animated "Videogram," spot Lasky-leased, Lumber, Henny Youngman, in Chicago and Philadelphia, Joe E. Brown was first; in New York the Ritz Brothers came out first, and in Providence, Voice Moore was decided first choice. In addition to the video show Speidel also sponsors a segment of "Stop the Music on ABC through Cecil & Presbyer.

SPEIDEL SIGNS

Sponsors Ed Wynn Show

SPEIDEL CORP., Providence, R. I. (watch bands), after considering two television shows last week [Broadcasing, July 25], has signed a 52 week contract with CBS for sponsorship of the network's Ed Wynn Show, Thursday, 9-10 p.m., on the full CBS-TV network through its agency, Cecil & Presbyer, New York.

The other show under consideration by the advertiser was the Ritz Brothers, kinescope, and presented by their other agency Hirshon-Garfield.

The latter agency during the week-end of July 23-25 hired an impartial survey agency, Fact Finders Inc., to discover the television show most preferred for fall presentation. The survey was conducted in New York, Chicago, Philadelphia and Providence among a total of 520 people. They were asked, "Which of the following television programs do you prefer to see on video in the fall?" The results were as follows: first, Joe E. Brown (a show also under option by Hirshon-Garfield but not submitted to Speidel); second, the Ritz Brothers; third, Victor Moore; fourth, Ed Wynn (the show Speidel bought); fifth, Bobby Clark; sixth, Larrie Moore; seventh, Henry Youngman. In Chicago and Philadelphia, Joe E. Brown was first; in New York the Ritz Brothers came out first, and in Providence, Victor Moore was decided first choice.

In the video show Speidel also sponsors a segment of "Stop the Music on ABC through Cecil & Presbyer.

Film Report

A Video Spot Is Born

HOFBERG PRODUCTIONS, New York, has announced that it will shortly release 13 feature films of from 20 to 45 minutes each for television programming. Included in group is "Panic at Madame Tussaud's," thriller, in setting of London's famous waxworks, as well as "Memories of Shakespeare," biography of Bard of Avon, and "The Works of Charles Dickens," combining life story of Dickens and excerpts from his works... Recently formed TEEVEE Inc., Hollywood, has released three television trailers, two one-minute and one five-minute, for use by movie exhibitors in TV cities for promotion of "Roseanna McCoy."

Alex North, composer, is preparing musical scores for three documentaries films being produced on location in Venezuela by Princeton Film Center, Princeton, N. J. Release of productions is planned for early fall, when last of films, "Transportation-Symbol of Progress" is completed under direction of Henwar Rodakiewicz... Jerry Fairbanks Inc., Hollywood, is setting up special division for handling film commercials in both New York and Chicago. Decision to establish production units in each city springs from inferior local production of special spots, according to Mr. Fairbanks. Sam Go'dwyn is producing.

Edward L. Gersham, vice president and business manager of United Productions of America, Hollywood, is currently on three week trip of Chicago, New York and Washington to show firm's latest television output. While in

make a chimney puff required turning out on lathes a dozen models in various stages of distension. Photographed, assembled and projected at normal speed, the animation objects come to life for the viewer in a way that dramatically drives home the words of the announcer about Chesterfields and the way more and more people are smoking more and more of them.

SPEIDEL SIGNS

Sponsors Ed Wynn Show

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Edward L. Gersham, vice president and business manager of United Productions of America, Hollywood, is currently on three week trip of Chicago, New York and Washington to show firm's latest television output. While in New York, Mr. Gersham will discuss new series of nine Ford TV subjects with officials of J. Walter Thompson Co. Series to be built around "Dr. Suess" characters... Agencies and prospective sponsors will receive eight-page brochure outlining content of its TV packages. Specials offered include one-minute animated "Videogram," spot Lasky-leased, Lumber, Henny Youngman, in Chicago and Philadelphia, Joe E. Brown was first; in New York the Ritz Brothers came out first, and in Providence, Victor Moore was decided first choice.

In the video show Speidel also sponsors a segment of "Stop the Music on ABC through Cecil & Presbyer.

Video Hoopers

Second Network Report Out

SECOND Network TV Hooperting report was released last Wednesday, and covers 33 video cities, Indianapolis and San Diego have been added since the previous month. Godfrey's Talent Scouts and Cavalcade of Sports were not rated, having been off the air for all or part of June.

The first five network Telereportings (TV home-based estimates) for June are:

1. Texaco Star Theatre (12 NBC-ABC TV cities) 80.2
2. Godfrey & Friends (12 NBC-ABC TV cities) 52.0
3. The Goldbergs (11 CBS-ABC TV cities) 41.7
4. Stop the Music (8-9 p.m. combined) (10 ABC-TV cities) 40.1
5. Toast of Town (17 CBS-ABC TV cities) 40.0

Broadcasting • Telecasting

Page 46 • August 1, 1949

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Broadcasting • Telecasting

Page 46 • August 1, 1949
By VERNON (RED) THORNBURGH
DIRECTOR OF SPORTS
WLWT (TV) CINCINNATI

TELEVISION, as used at WLWT Cincinnati, provides the bowling
gewriter with a new look at the experts. Few people heretofore could
see bowlers make the approach and delivery down the alley since the
stands at their best provide only a side view. In televising a
bowling match, we place our WLWT cameras so that every tele-
viewer has a "pin boy" view of the bowler: i.e., a head-on, down-the-
alley view of the approach and delivery.

WLWT sets up camera one behind the bowling approach, which
catches a good rear view of the bowler walking into position. When
the ball leaves the bowler's hand, camera two is switched on. Cam-
two, mounted over the alley right behind the pins, catches the ball
rolling down the alley and hitting the pins. Also caught by
camera two is the bowler's follow-through and his facial expression
at the resulting shot.

The location of camera one on the bowling lane was 28 feet from
the foul line and 12 feet above the floor on the 20-foot circle. Camera
two is located on a stand six feet above the bowling lane and eight
feet from the pit, facing the approach. For banks with five or six
light watt lights were required, three banks over the approach and one
over the bowling pit.

Television of harness racing followed a similar pattern, except that
the physical layout of Carthage Fair Grounds makes a different
camera placement more advantageous. Cameras are mounted in
the stands on the opposite side from the bowler.

The Carthage Fair Grounds is a half-mile oval dirt track with a
6,000 seating capacity. For harness racing in the afternoon no lights were used. However, evening
showings required the use of two banks of four 1,000 watt la m p s. The camera-positions were: camera one is 15 feet from the track at a 12
foot height overlooking the track. Camera number two is 25 feet from the track and sweeps the
track from a vantage point 30 feet high. Camera one shoots the
start of the race and the finish in the stretch. Camera number two,
with 17-inch lens, covers the backstretch action.

Similarly, the horse show at the Carthage Fair Grounds was
telecast by placing both cameras 15 feet from the track and 12
feet above the floor, facing the pit. Camera one was mounted atop
the grandstand roof, in direct line with the finish wire. This camera
captured a "photo finish" shot of each race just as the horses crossed
the wire. Camera two was mounted in the corner of the club house
with a 40 feet above the track and about 250 feet below the finish
line. This camera catches a good head-on view of the horses as
they hit the stretch and I invariably switch to camera one for
the actual finish. Camera two also pans straight down for the
parade of horses from the stables into the backstretch, catching
much of the pre-race color of the track.

Indoor events on television require only two cameras. Occasionally
three are used to afford more variety in angles and pictures. Usually,
however, the area to

be covered is small, and two cam-
eras more than adequate. The

However, before approaching the
subject of televising indoor events, the few facts and figures on River
Downs are: seating capacity is 10,000 people and a one-mile oval
track. The location of camera one is on the roof of the grand-
stand 72 feet above the track and directly over the finish wire, using
50, 90, 135 and 430mm lenses. The 430mm lens was used
to catch the start and backstretch.

VIDEO coverage of sporting events at WLWT Cincinnati is di-
rected by Vernon (Red) Thorn-
burgh, the station's director of
sports. The techniques used by
the Crosley Broadcasting Corp.'s out-
let in telecasting football and base-
ball appeared in BROADCASTING,
July 25. This second in a two-
article series covers the station's
television techniques for telecasting harness and horse racing, bowling and other indoor events.

Running while the 135mm was
used to catch the finish. Camera
two location was 40 feet above the
track and 250 feet below the finish
wire. This camera uses 50, 90,
135 and 330mm lenses.

In basketball television, WLWT used two cameras set up on each
side of the center stripe, both on
the same side of the court. The
cameras are mounted between 20
and 100 feet from the side, depend-
ing upon the size of the court.
Cameras range from 10 to
50 feet above the playing court,
depending upon the size of the
court. Cameras range from 10 to
50 feet above the playing field de-
pending upon the heights of the
stands from the floor. Since both

cameras are set up on the same
side of the court in order not
to confuse the televiewer at home) a

clip-cross shot at times provides
the best pictures.

The Xavier U. field house with
a capacity seating of 5,000 was the
scene of our telecasting of base-
ball games. Two cameras were
used on a platform built in the
rivers 42 feet from the floor, 57
feet from the edge of the court
and centered over midcourt.
Cam-
era one used 50, 90, 135 and
220mm lenses, while camera two
used 50, 90, 135 and 330mm lenses.

In telecasting billiards, the job
can be done by one camera. In
boxing and wrestling the setup
is almost identical, since the area
covered is the same and the ac-
tion is roughly similar. However, we
usually employ two cameras.

Boxing matches and wrestling
are telecast from Cincinnati's
Sports Arena for the outdoor events. The
Music Hall seats 5,000 people with
a battery of 12,1,500 watt lamps used. Using the safe-
yard camera stands, 10 feet high,
four feet by six feet, located about
125 feet from the ring and just
in front of the balcony we block
no seats. The cameras used were
the same lenses for wrestling and
boxing.

The Parkway Arena, where out-
door events are held, has a seat-
ing capacity of 4,000. It has a
bank of nine 1,500 watt lamps.
We located our cameras on our
mobile unit, parked outside 75 feet
corn the ring and from a 20 foot
high vantage point.

Whenever possible, I have pre-
ced each sporting match with
(Continued on page 62)

In a pre-game warmup Mr. Thornburgh explains a basketball play to the WLWT audience.

WLWT SPORTS

Thornburgh Outlines Coverage Techniques

BROADCASTING * Telecasting
On All Accounts (Continued from page 18)

feminine commercials. Other drahamatic talent was recruited from the University of Washington and Seattle's famous Showboat and Penthouse Theatres.

During the war, Mr. Heverly's advertising career was interrupted, but not his radio experience. In 1940, he was radio engineer with the Alaska Communications System, supervising the installation of shortwave transmitters in underground bomb-proof stations in Seattle and Anchorage, Alaska. The following year he served as electrical instructor at Boeing's B-29 Superfortress school in Seattle, where he instructed Air Force officers and men in maintenance and repair of B-29 electrical equipment.

For a time, John taught commercial script writing at the Rex Radio School in Seattle, and that is when he formulated the philosophy he expresses today:

"It is regrettable that there are still so many weak commercials heard on the air, even on some network shows. Spots that fail to hold listener interest, or are even boring at times, cannot be expected to do the bag-sell selling of which radio is capable."

John hammers his ideas home with a capsule prescription: "The perfect commercial," he says, "is that one that paints a word picture of a benefit... and leaves a thought and an impulse in the listener's mind. The key to a good commercial is association, suggestion and selfish benefits for the listener, connected in a logical and pleasant manner with the sponsor's product."

Mr. Heverly must have a tight grasp on that key, because Mr. Heverly joined Botsford, Constantine & Gardner in October 1945, has handled most of the agency's radio work, including the elaborate series of public service spots promoting plugin traffic safety [BROADCASTING, March 25]. This series, produced for Olympia Brewing Co., is one of the heaviest spot campaigns in the history of Washington radio, and has evoked favorable comment from stations, safety experts and the client in the short time it has been running.

Other Heverly accounts include Bennett's Oysters and the Seattle and Tacoma-based Bank of California. John is currently examining radio and television possibilities for these and other accounts for the fall season. Born Jan. 2, 1911, John was educated at Waterloo High School and Iowa State. His hobbies include tennis and swimming. He and his wife have an apartment in downtown Seattle.

**SCHOOL EQUIPMENT**

RMA Committee Includes TV

MEMBERS of the School Equipment Committee of Radio Mfrs. Assn. to serve for 1949-50 were appointed July 22 by RMA President Raymond C. Cosgrove. The committee has been working in cooperation with the U.S. Office of Education for equipment for school A. K. Ward, head of the School Division, Camden, N. J., succeeds Lee McCanne, Stromberg-Carlson Co., Rochester, N. Y., as chairman following Mr. McCanne's resignation. The vice chairman is H. G. Kobick, of the Webster Electric Co., Racine Wis. Sidney Jurin, Tele King Corp., New York, is secretary.

Other members of the committee are assigned to three operating sections as follows:

- **Classroom Receiver Section:** Maurice Levin, chairman, Emerson Radio & Phonograph Corp., New York; Lee McCanne, Stromberg-Carlson Co., Rochester; Sidney Jurin, Tele King Corp., New York.
- **Sound Equipment Section:** A. R. Boyle, chairman, Stromberg-Carlson Co.; H. Scott Kilgore, Collins Radio Co., Cedar Rapids, Iowa; A. Shanes, Taylor Electronics, Chicago; D. Samuelson, Operad Mfrg Co., St. Paul, Minn.; G. Babcock, Equip Co., Long Island City, N. Y.
- **Vision Section:** J. C. Erwin, chair, Gansenhuber, chairman, Western Electric Co., New York; John C. Welsh, Tele Electric Corp, Baltimore; Dana Pratt, RCA Victor Division, Camden, N. J.

**Swift's TV View**

SWIFT & CO., Chicago, "is staying out of bigtime television for the time being," Vernon Beatty, advertising manager, said in commenting on the Aug. 4 cancellation of The Swift Show with Lanny Ross (Thursday, 7:30-8 p.m. CDT) on NBC- TV from New York. Asked the reason for the move, Mr. Beatty said "the expense connected with what you get had something to do with it." Swift plans to continue to sponsor a budget TV show, but none of which will be local, he said. Agency is McCann-Erickson, Chicago.

PHILADELPHIA Phillies, National League baseball club, has granted permission to Palmer School, Philadelphia, to make survey of fans' reaction to number of questions, among them: "Do you think TV has been harmful to baseball attendance?"

**RADOX RATINGS**

TV, Radio Reports Are Speedy

SPEED of Radox ratings has been demonstrated twice in Philadelphia by Sindingler & Co. Inc.

On Tuesday evening, July 12, within 10 minutes after the much heralded Meehan-Dillworth debate on local issues went off the air (see story adjacent), ratings for each 15 minute period on the size of the radio and television audience of the program in Philadelphia were released. Although the Philadelphia Inquirer was on the air with the story—45 minutes after the program went off the air.

On Wednesday evening, President Truman addressed the nation from 10:30 until 11:00. At 11:12 the story of the minute-by-minute addresses of the rating was released. Yo. 10:15 the Philadelphia papers had the Philadelphia Inquirer carried the story which pointed out the fact that the local Meehan-Dillworth debate had twice the radio and television audience as that of the President.

**INDUSTRIAL**

Anounces New TV Products

INDUSTRIAL TELEVISION INC. is ready to produce combination VHF-UHF television receivers, according to Horace Atwood Jr., ITI president. The all-band receiver, which will cover the 12 VHF channels and the entire UHF range from 470 to 890 mc with continuous tuning, he said, adding that no increase in cabinet size will be required. ITI will ship a converter to permit UHF reception by present VHF sets, but Mr. Atwood emphasized that the converter system would not give the same quality reception as the integrated VHF-UHF receiver.

ITI has also announced a new multivision amplifier, IT-55A, permitting use of a multivision antenna system in the largest multiple dwelling installations but requiring less than a third as many tubes as were required by previous antenna amplifiers. New system does not require any tuning adjustments as all channels are covered without use of separate channel amplifiers, Mr. Atwood explained. Future UHF channels will be handled by a converter unit which changes the frequency of the UHF station to an "auxiliary" VHF channel.

**NAVY STATION DELETED**

After nearly a half-century of operation, the Navy's radio station at Point Loma, near San Diego, was decommissioned late in June by the Eleventh Naval District Public Information office, San Diego, has announced. Ceremonies for the decommission, held June 24, included breaking and breaking for a new building at the Navy Electronics Lab. The radio station had been operating since 1907.
BANK TV SET
New Customer Service

A TELEVISION receiver is changing banking habits at the Bayside National Bank, Jamaica, L. I., N. Y.

Installed as a customer convenience and featured banking service, a 16-inch Crosley receiver is reportedly popular with young and old alike, according to Alvan B. Fehn, vice-president of Bayside National Bank. He also said "the other day we had to delay the closing of the bank while a gray-haired woman watched the ending of a show."

Situated so it can be viewed from all parts of the bank lobby, the receiver has resulted in an immeasurable increase in traffic in the bank, Mr. Fehn said. The set is popular with children and the parents like it too, he said, because it gives the youngsters something to do while bank business is being transacted.

The set is most popular on Monday evenings when the bank is open from 6-8 p.m., Mr. Fehn explained, and many requests have been received to extend night banking hours.

... ... ... ...

TV set in bank lobby keeps customers happy.

CHESSE ON TV
Noted Puppeteer Has Unit

TELEVISION field now includes nationally prominent marionettist Ralph Chesse who has established Ralph Chesse's Marionettes, TV Unit, 218 Mission St., San Francisco, Calif.

In addition to complete workshop facilities for all phases of marionette production, Mr. Chesse has a stage set especially designed for taking of movies for video spots or series.

For 10 years Mr. Chesse operated the Marionette Guild in San Francisco producing adult plays and shows for children.

Cinemascope Shown
NEW kinoscope method, "cinemасope," developed by Television Recorders Inc., Hollywood, was shown at KLAC-TV Los Angeles July 26. Station has been working closely with TRI in evolving a more acceptable version of kinoscope. Warner Bros. technical department also has been working on project.

KTLA SIGNS
IATSE Contract On Coast

FIRST TV contract obtained in the Los Angeles area by International Alliance of Theatrical Stage Employees has been signed with KTLA, outlet of Paramount Television Productions Inc. It covers a year retroactive to June 18, 1949.

Wage increases affecting approximately 20 technical employees range from 10 to 25% with an over-all average of approximately 20%. Top dollar per hour will be paid to engineers at rate of $2.33/dollar descending to $1.37 per hour applying to a 40-hour week.

Contract was negotiated between Y. Frank Freeman, Paramount vice-president; Klaus Landsberg, West Coast director of Paramount TV; and Carl Cooper, international vice-president of IATSE.

Among other Los Angeles stations, KBWE has KTTV and KTSL and KARE has KPVI-TV and KNBI.

WOAI-TV HOME
Remodeling AM Building

REMODELING of the building housing WOAI San Antonio to accommodate equipment and studios for WOAI-TV is rapidly progressing, the station reports. WOAI-TV expects to begin operations before Christmas. The television outlet will occupy the lower floor of the present building. Charles L. Jeffers, technical director for WOAI and WOAI-TV, is supervising the construction.

Accommodations for WOAI-TV will include two production studios, one story to height for origin of live programs; centrally located master control room; rehearsal and dressing rooms; set construction and storage rooms; announcers' booth; projection room; transmitter control and equipment rooms, and maintenance shop. Highlight of the new housing will be a viewing room located above and adjacent to Studio 1 where visitors may watch the production of television shows.

Construction of the 572-foot tower and antenna adjacent to the WOAI building is to start this month. WOAI-TV is owned by the Southland Industries Inc. and will operate on Channel 4 (66-72 mc).

Hugh A. L. Half is president and general manager.

RTDG-WPIX PACT
Directors Get $115

RADIO and Television Directors Guild and WPIX (TV) New York have signed a contract calling for $115 weekly for television directors, $80 weekly for associates and floor managers and $50 for program assistants.

The agreement, which extends to Dec. 31, 1950, also provides for commercial fees for directors of programs piped to a network and an additional fee for programs syndicated or sold to other stations.

Here's your chance to get into television at a low cost ... with a high audience rating.

WGN-TV has recently acquired the best feature film package released to television to date ... thirteen outstanding first run films featuring such stars as Frederic March, Charles Laughton, Vivian Leigh, Rex Harrison, Anabella, Paulette Goddard, Douglas Fairbanks, Jr., David Niven, Henry Fonda, Edward G. Robinson and Raymond Massey.

Don't overlook this feature film package. Check any rating service you prefer ... you'll find even Class D feature films have a large share of audience. Consequently, a class A picture is a sure bet for high ratings. Here's your opportunity to sponsor audience-building, star-studded first run pictures.

This is your chance to buy an hour and a half of top-notch television advertising with adequate commercials and sufficient intermission time for your product demonstration at an amazingly low price ... a price you would ordinarily expect to pay for a local half hour show. These films will be scheduled to meet your requirements and either live or film commercials may be used.

So don't delay—take advantage of this low-cost, highly rated offering by calling WGN-TV today! Be first with the best.
TABLE I
A YEAR OF TV PROGRESS

<table>
<thead>
<tr>
<th>MARKETS &amp; STATIONS</th>
<th>NUMBER OF ADVERTISERS</th>
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<tbody>
<tr>
<td>MARKETS</td>
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<td>1948 June</td>
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<td>June</td>
<td>38</td>
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</table>

Note: Network figures listed above are based upon a period of an entire month. National & Regional Spot and Local-Retail figures are based upon a sample week out of each month, excepting for sports events which are reported, like network, for an entire month.

TABLE II
TV ADVERTISERS BY MARKETS

<table>
<thead>
<tr>
<th>Markets Covered</th>
<th>No. of Reporting Stations</th>
<th>Net.</th>
<th>Spot</th>
<th>Loc.</th>
<th>June</th>
<th>Total</th>
<th>May</th>
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<td>6</td>
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Note: Those advertisers who bought both network and local & regional spot time are counted twice in the "Total" column. Those network advertisers buying more than one show in a given market are counted once in the "Network" column.

* National & Regional Spot and Local-Retail figures for the Baltimore and Dayton markets are not complete because network advertising stations, WBAL and WHO-TV, are not included in this report. Network figures for all markets, including Baltimore and Dayton, are complete because network data are reported by the networks in New York.

**TV's** use as a spot medium, especially with film and slides, has been exploited heavily during the past year by advertisers of every kind. Spot business has increased from 76 accounts in June 1948 to a figure four times that high—924 in June 1949. Of that number, 105 outlets increased, the number of insertions of spot advertising has also increased. It is now possible to reach the top trading markets of America with television spot campaigns—from Seattle to Miami, and Erie, Pa., to San Diego, Calif.

The local advertisers have increased 10-fold in the year. Starting at 144 accounts in 11 markets, an average of 7.2 for each of the 20 outlets, there are now 16.1 local advertisers on the hypothetical national average station.

The list of agencies handling network accounts is now 37 names long, and the list of advertising agencies handling spot business has reached a total of more than 230, including branches of the same agency in different cities.

TELEVISION MARKETING

Fidler Lauds Medium at Stanford U.

"The question, 'Have the forces of marketing undertaken anything post-war with confidence, vigor and deserved success?' can be answered affirmatively. The answer is televised. This assertion was made by Fred H. Fidler, vice president and Pacific Coast manager of J. Walter Thompson Co., July 25 in his talk "Television and Other New Tools and Requirements in Today's Market" at the eighth Stanford Business Conference held at Stanford U.

"Television is worthy of the finest traditions and name of 'salesman'—and is active as if it had never heard of anything but a buyers' market in a normal, peace-time competitive system." Mr. Fidler concluded: "...it seems to me, that, warned by the early symptoms, we can easily prevent economic illusiveness itself. The remedy, the solution is clear—pointed and proved both by the lessons of our past selling accomplishments and by television's current selling vigor and resourcefulness. We must stop this nightmare of waiting and worrying and start selling and driving and tackling the possible and the impossible..."
WHIO-TV ... Dayton's FIRST
Television Station Presents the "MULTISCOPE"

- another "first" in Dayton, Ohio, Television
- new, low cost service • available to national advertisers

Multiscope screen offers unlimited possibilities for eye catching product displays as well as advertiser's brand name. Features temperature, time, latest news plus your advertising.

For availabilities and complete details regarding low-cost multiscope, contact your nearest Katz representative.
Who Said Summer Is Loafing Time For School Folk?

Everybody always figures that school people have it pretty easy—nine months of work and three months of rest.

Not for “school people” at WLS. When summer comes, Mrs. Josephine Wettler and the staff of the duPont Award-winning series, “WLS School Time,” can stop writing scripts and producing programs, but not to rest. For immediately comes the job of planning the entire fall semester’s curriculum and outlining each broadcast for the printed schedule which must go to thousands of teachers throughout Illinois, Indiana, Michigan and Wisconsin before school starts.

Staff conferences to strengthen programs and develop new ideas, meeting with educators, talks before groups, preparation of “School Time” exhibits for three State Fairs—all these make summer the busy time for the folks who prepare “School Time” as a WLS service to half a million boys and girls in Midwest schools.

WLS
25 years of service
Chicago 7
Represented exclusively by John Blair

KEITH KERBY LTD.
Transcription Firm Formed

NEW SYSTEM of making high-priced, big-name talent available to small, local stations and advertisers has been worked out by Keith Kerby, who resigned early this year as program director of KSFO and KFIX (TV) San Francisco. First announcement of the organization came last week after months of organizational groundwork in Hollywood and San Francisco by Mr. Kerby.

Incorporated as Keith Kerby Ltd. and with the trade name of “Celebrity Commercials,” Mr. Kerby has signed exclusive contracts with more than a score of big-name radio and entertainment personalities in Hollywood to lend their voices and talents to the production of commercial announcements at a price small stations and advertisers can pay.

The organization is going to be national, with offices in Hollywood, San Francisco, Chicago, New York and Dallas. The San Francisco office will be the company’s headquarters.

Commercial recordings will be written and produced especially for each individual purchaser and sold at a price commensurate with the rate structure of the station or stations with which it is placed.

The personalities under contract with Keith Kerby Ltd. will be paid on a royalty basis, much the same as they are now paid by commercial recording companies.

KEITH KERBY LTD.
Transcription Firm Formed

The talent he has under contract, Mr. Kerby said, is divided into three categories: nationally known radio announcers, singers and Western entertainers.

The national sales campaign of the organization which got under way last week, will be directed initially from San Francisco and the West Coast. The Chicago and New York offices will be opened by fall and the Dallas office by the end of the year, Mr. Kerby said.

Mr. Kerby served as program director of KSFO for 12 years, expanded his duties to cover TV programs when KSFO’s TV sister, KFIX, went on the air last year. He has been engaged in all phases of radio work and also has been a singer, musician and entertainer.

ARWOOD J. RUTTENBER, news commentator at WBN, Minneapolis, and member of Washington bureau of the Buffalo Evening News, has been appointed public relations director for the New York State Republican Committee. Mr. Ruttenber has been conducting a weekly news commentary on WBEN for the past three years.

ARTHUR S. LANGLIE, son of governor of Washington, is member of the staff of Neely Enterprises, San Francisco, for summer vacation. Mr. Langlie recently completed his freshman year at Princeton U.

TAIT CUMMINS, sports director for WMT Cedar Rapids, Iowa, has received first annual Citizenship Medal from Cedar Rapids VFW.

ROBERT F. HURLEIGH, WGN Chicago news director, has been elected treasurer of newly-organized Chicago Press Club. WGN AM and WGN TV, the station’s directer at NBC’s Central Division, is member of executive committee. Each will serve one year.

BRUCE BARRINGTON, news director of KXOK St. Louis, has been awarded Philippine Legion of Honor for “meritorious conduct in performance of outstanding service during June 1944 to December 1945.”

ARNOLD SNYDER, news director for WKDN Camden, N. J., and Joyce Herman are to be married Aug. 7.

ROGER HARRISON, farm director for WLB Boston, is the father of a girl.

KSUN’S New Studios

KSUN Lowell, Ariz., has held a formal opening of new studios in Bisbee. Some 2,200 toured the new facilities and visiting dignitaries took part in special programs. A CBS affiliate, KSUN is owned by Carleton W. Morris. Station manager is Jack Murphy, formerly on sales staff at KTUC Tucson. Ray Helgesen, former program director at KCNA Tucson, recently joined staff as program director and production manager. Broadcast equipment was installed by Chief Engineer Dave Karbach.

MORTON JACOBSON, president of Morton Radio Productions, Chicago, is distributing 10,000 copies of This Is the Story, containing 50 stories, on the transcribed AM show of the same name. Books are going to Sinclair gasoline stations.

L. H. JUNKEN, H. B. FANCHER, C. M. HEIDEN and E. W. KENEFAKE have been appointed to supervisory engineering positions by General Electric Co., Syracuse, N. Y.

JOHN W. EGERTON and EDGAR N. GREENEBAUM Jr. were named to head research division of Television Shares Management Corp., Chicago, of which Television Fund, Inc. is a subsidiary. Division has been supervised by Mr. Greenebaum since November, and is now being enlarged.

DIANE WERFEL, formerly with Board of Education, New York, has joined Wilber-Stanley Inc., same city, radio and television package agency, as director of personnel and writer.

GARRY J. CARTER Inc., New York, distributor of The Happy Gang transcribed show, has moved to 366 Madison Ave., Phone: Vanderbilt 6-3417. Branch office also is being opened in Buffalo, at 1373 Fillmore Ave., telephone, Bailey 0520.

Equipment

RUDY POUCHER has joined field engineering staff of Neely Enterprises, San Francisco (manufacturer of technical electronic equipment).

RCA VICTOR marked 10th anniversary of commercial TV by production of set of its class 22 tubes plus two rectifiers to sell at $200 or less. “Special Anniversary Model” 9-T-246 offers 61-inch direct vision screen and standard RCA Victor TV features. New model is smallest TV receiver ever produced by the company. Extensive promotion campaign utilizing TV will be used.

CROSLEY DIV. Avo Mfg. Corp., Cincinnati, has published illustrated manual designed to help dealers sell TV by explaining how television works in plain, non-technical language.
"Sky-hooks" being expensive and somewhat impractical, why not start from the ground up with a Blaw-Knox tower to obtain support for your high-riding FM and TV antennas?

Blaw-Knox, having built towers since spark-gap days, makes available to electronic engineers a degree of practical experience unequalled in this field. So, when you want the next best thing to a sky-hook, call Blaw-Knox.

Shown here is a Blaw-Knox special 417 ft. Type H-40 Heavy Duty tower for Station WHIO, Dayton, Ohio. This tower was designed to support an RCA combination 4-section pylon, plus a 6-section TV antenna and station call letters.

BLAW-KNOX DIVISION
OF BLAW-KNOX COMPANY
2008 FARMERS BANK BUILDING • PITTSBURGH 22, PA.

BLAW-KNOX
ANTENNA TOWERS
E. R. DALTON, former commercial manager of WNBK Syra-
"cuse, N. Y., has been appointed general manager of WAMS WAMS-
FM Wilmington, Del. Mr. Dalton also has previously served as sales exec-
utive for WMD Atlantic City, N. J., and WSNJ Bridgeport, N. J.

ROBERT E. PREBEE, general manager of KRSC Seattle, Wash., for-
past 20 years, has been appointed oper-
ations manager for KING-TV same city.

RICHARD PYLE, formerly with WCOM Ashland, Ky., has been ap-
pointed manager of WWIN Wabash, Ind. He replaces DICK NEHER, re-
signed.

EDWIN DUNHAM, NBC producer, has gone on six months leave from
network to manage China's first com-
mercial radio station in Macao. Sta-
tion is owned by Radio Enterprise of
Macao Ltd., Hong Kong.

CHARLES W. CURTIN, director of promotion and merchandising for
Yankee Network in New England, has been ap-
pointed head of station relations ac-
tivities. Mr. Curtin, veteran of 16 years in radio, is former man-
ager of WMTY Portland, Me. In his new post, Mr. Curtin succeeds DAVID
SHURTLEFF, who resigned to become treasurer of Valley Trust Co., Pen-
cook, N. H.

Rex Samalal JORI WILLIAM BUNKLEY USN (Ret.) has been elected to board of trustees of

Wide Broadcasting Foundation, opera-
tor of WRUL Boston and its asso-
ciated shortwave stations. Following
summer trip abroad where he will
check listener reactions to WRUL
programs, Adm. Bunkley will assist
Foundation's officers and program
staff in developing new programs to
be beamed at Central and South
America in interest of better Inter-
American understanding.

ROBERT SAUDEK, ABC vice presi-
dent in charge of public affairs, has
been named chairman of session on
"The American Public Opin-
ion in Foreign Policy," at first annual
conference on foreign policy at
Carnegie U.

BUCK WITNEY has been appointed manager of CFAR Flin Flon, Man.

IRVING E. ROGERS, president and treasurer of Hildreth & Rogers Co.,
owner and operator of WLAW and

Commercial

HEBER SMITH Jr., formerly with KJBS San Francisco, joins John
Blair & Co., radio station repre-
sentative, same city.

LEROY LAND, promotion manager for KCBX Lubbock, Tex., has been ap-
pointed commercial manager. He re-
places GEORGE T. DALE, who has
resigned to enter automobile business.

STUART REYNOLDS, for past five years account executive for Don Lee
Broadcasting Sys-
tem, has resigned to join Bruce Bells & Assoc. as vice president in charge
of station rela-
tions. Mr. Reyn-
olds also has been associated with
BBDO and General Mills Inc., Minne-
apolis.

W. L. LARD L. DOUGHERTY, for-
mer program director for WWHH
Warren, Ohio, has joined WSRK
Cleveland as account executive.

LES BERRYMAN has joined sales staff of KXOC Chico, Calif.

Rex Gay Jr., formerly with WFAW (F) Evanston, Ill., and Transradio
News in Illinois and Indiana territory, has been appointed manager of Chi-
cago office of Joseph Hershey McGilli-
tra Inc. Mr. Gay previously was
space salesman for Liberty and Pic
magazines in Chicago.

KJIO (AM-FM) St. Jose, Calif., has
appointed Forjoe & Co., New York, as
its western representative.

ROD VANDIVER, formerly advertising
manager of Hitching Post Foods, has
joined sales staff of WTOC Savannah, Ga. He previously had been
associated with New York Journal-
American.

WILMA TAYLOR, account executive of KECA Hollywood for past two years,
has joined sales staff of KHI that city. Pre-
viously he had been member of American Airlines sales department in
New York and Los Angeles.

BYRON McCALL, formerly of an-
nouncing and sales department of
Kajuna Broadcasting Station, has
joined KRHD Duncan, Okla., as
commercial manager.

BOB RUTTER has joined sales staff of KJX Seattle.

D. A. MATISON SR.
DIES IN LAUREL, MISS.

DAVE ALEXANDER MATISON
SR., president of WJAL Laurel,
Miss., died at his home July 18 fol-
lowing several years of ill health.
A leading Mississippi merchant
for some 36 years, Mr. Matison also
served as secretary-treasurer of
Fine Bros. Matison Co. until his death.
He had been head of New
Laurel Radio Station Inc., opera-
tors of WAM, since its formation in
1935. He was prominent in many of Laurel's civic and business
organizations.

He leaves a daughter and two
sons.

New Disc Show Out

A NEW TYPE OF dramatized disc show designed to provide low-cost,
easily produced dramatic programs for local origination has been cre-
ated by Randel Productions, Balti-
more, Md. Series is in a "story-
set-to-sound" format and combines
Randel-prepared scripts with music
from record libraries of subscribing
stations. Story, as told by local announcers, mode fragments and
triumphs of folks in the typical
"Main Street of Abbeville." Randel
says the program answers the
needs of smaller and low-budget
stations, as expressed in recent
surveys.

unabridged, up-to-date
CONSUMER MARKET DATA

The 1949-1950 Edition of CONSUMER MARKETS organizes for easy use the latest and complete con-
sumer market data available from government and other sources. For every state, every county,
excity of 5000 or more; for the U. S. Possessions and Territories, Canada, and the Philippines.

It gives you a specially designed, large-scale map for each state and each city of 250,000 or over. State
maps show counties, cities, other marketing centers, and locations of daily newspapers and radio AM, FM, TV stations.

It reports 1948 county and city retail sales for 9 commod-
ity classes; retail sales potentials; retail and service
outlets; estimated per family/per capita retail
sales; farm and industrial activity data; popula-
tion estimates; households per sq. mi.; radio homes;
average weekly wages; bank debits; and many
other market factors.

Published September 1st. $5.00
a copy. Sent on 10-day ap-
proval, if desired. Only 2500
copies are being printed.
Published when ordered.

C O N S U M E R  M A R K E T S
Published by Standard Rate & Data Service, Inc.,
332 North Michigan Avenue, Chicago 1, Ill.
New York • Los Angeles • San Francisco
EUGENE R. DODSON has been appointed promotion manager for WKY and WKY-TV Oklahoma City. Mr. Dodson was with Washington AP Staff from 1945 to 1947 when he joined News Ann (Okl.) Transcript as news editor.

WILLIAM M. SCURRGS Jr. has joined promotion department of WBTY (TV) Charlotte, N. C.

AL WALLACE, will joined merchandising director for CKEY (Minneapolis, Minn.)}

ROBERT E. WHITE, manager of KYW Philadelphia, has announced the consolidation of the station's public relations, promotion, and advertising departments and expansion of the sales staff. John P. Magher, publicity manager since 1946, has been promoted to the sales staff.

Publicity and promotion has been consolidated under C. M. (Tom) Meehan, director of public relations for Westinghouse Radio Stations Inc., which maintains national headquarters in Philadelphia. Mr. Meehan takes on the KYW duties in addition to his headquarters activities. Paul I. Woodland continues in the sales promotion department.

KOBY CONSOLIDATES

Publicity and Promotion

ROY THOMPSON

25 years of radio experience and personal and partid-cipation in community's projects and services have made Roy Thompson a household word in industri-al City of Altoona, WTAH the Roy Thompson Station, will assure you a loyal, buy ing audience throughout the listening hours.

ABC 1240 KC

Altoona, Pa.

Represented by

ROBERT WEEBER ASSOCIATES

CHARLES DENNEY, former assistant to R. H. Macy Co., New York, and before that salesman for Louis De Rochemont Assoc., New York, has joined NBC as assistant in sales promotion division.

J. C. Rollins

and

Philadelphia

Jaw, Sask.

promoted
to

television

JOHN Hamilton.

Toronto.

WILLIAM

N

S

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

The Texas Rangers transcriptions, used on scores of stations from coast to coast, have achieved Hoopertagings as high as 274. Advertisers and stations—ask about our new sales plan!

Wire, write or phone

ARTHUR B. CHURCH

Productions

KANSAS CITY, MISSOURI

The Texas Rangers

“AMERICA'S FINEST WESTERN ACT”!

The Cash Register's

SINGLING

AT JUNO JUNGE

WINNSBORO, LA.

MORE PROOF

KMLB

IS YOUR NO. 1 SALES VOICE IN

NORTHEASTERN LOUISIANA

The Jeopardy QUIZ is whammin' em on KMLB! Mcmemor's Jimn Junle, Winniboro, La., . . . 40 miles from Monroe . . . Northeastern Louisiana's largest independent grocery, has renewed the show! Another satisfied sponsor agrees . . . your advertising dollar buys MORE on KMLB!

1440 KMLB

1440

Monroe, Louisiana

5000 Watts Day

1000 Watts Night

Affiliated with

American Broadcasting Company

Represented by

Taylor-Boroff & Co., Inc.,

KMLB-FM—17,000 Watts—Now Operating Full Time

August 1, 1949 • Page 55
Help Wanted

Manageral

Top salaries for manager, 2 operator-announcer, copy writer. Include transcription and tell all in first letter. Needed Sept. 1. XTCG, Big Sandy, Texas.

Salesmen

Salesmen. Experienced for 250 watt network station in eastern market. Driven account and commission with good opportunity for right man. Reply Box 940B, BROADCASTING.

Limited edition of fifteen years. NBC affiliate in competitive midwest market. Aggressive man. No square boys. Good salary and commission only. Good background, ability, salary, record, references and date available. Reply Box 951B.

Salesman for Mutual outlet in southwestern market of 150,000. Sober, dependable man. No square boys. Good sales and commission only. Reply Box 27C, BROADCASTING.


WBVY, Lexington, N. C. can use experienced, sober, hard hitting advertising representative in day time time slot. Reply by mail to Station with full particulars.

Salesmen wanted. Five hundred watt day time station in community of 16,000 with 100,000 to 200,000 as experienced radio salesmen. Salary plus commission. Experience in personal letter. Reply in full details and photo required in first letter. Write WOWW, Box 27B, Defiance, Ohio.

Radio and commission salesmen to work with our Fort Worth station. City of 60,000. NBC 250 watts. Two other 500 watt stations. Good opportunity for hard sales. Reply Box 950B, BROADCASTING.

Disc jockey. Experienced. Must have personality and be able to do distinctive type show. Give full particulars about your past experience and salary expected. Reply Box 950B, BROADCASTING.

Verstex experienced man specializing in news and sports. Must have knowledge of pop and race music. Live, lingos, southern customs. NBC 400, large SE market, with 10,000 to 25,000 population. Reply XTCG, Box 950B, BROADCASTING.

Wishing man also capable all types pgm and general station duties. Must have ability to call radio station and mail. Moderate salary but opportunity for advancement. Reply XTCG in planning TV. Box 950B, BROADCASTING.

Announcer—Announcer, full-time man. Must have first class license. Prefer all round radio man who can do anything on the station. Reply Box 950B, BROADCASTING.

Announcer, experienced, single, with board work, metropolitan New York area. Open for opening. Write or wire immediately. Disc, photo, with full details. Reply XTCG, Box 950B, BROADCASTING.

Experienced staff announcer with play-by-play sports ability. No board work. Must be willing to work with any medium. Reply XTCG, Box 950B, BROADCASTING.

Help Wanted (Cont’d)

Promotion and part-time newsmen. 250 watt independent in northeastern Illinois. Apply to Dept. USA, 501 N. Wabash, Chicago, Illinois. Reply by letter only. Reply to 045C, BROADCASTING.

Manager

Manager—Twenty years of experience fully substantiated by proven record serves as head of station with national time. Sound knowledge of all departments, practical knowledge of all broadcasting, with years of working, strictly sober and experienced. Can bring your station community and commercial success. Reply Box 253B, BROADCASTING.

General manager, old time radio experience or both. No hotshot, no miracle man. Must have 2500 plus listeners, 1000 in sales. Strong on sales, thorough knowledge of programming and public relations. 15 radio and 10 television years experience. Reply Box 254B, BROADCASTING.

Manager, sales manager, experienced, top notch, in top network. Must have at least five years radio experience. They are looking for hard worker, no square boys. Reply Box 253B, BROADCASTING.

Salesmen-wanted. Five hundred watt outlet in eastern market. Salary for manager, 2500, plus commissions. Details and references in first letter. Reply Box 253B, BROADCASTING.

Trade 25 years experience, engineering, announcing, management. Ten years top network announcer experience. Built five stations from ground up, can handle station from CP to CP. Has very, very good experience and more for position as manager. Reply Box 254B, BROADCASTING. Minimum salary $7000 plus commission. Further particulars in first letter. Reply Box 253B, BROADCASTING.

Someone needs these qualifications for position of 250 watt station. Sales, copy, program experience. Good announ- cer desired. Three to five years diversified experience. Good references. Reply Box 253B, BROADCASTING.

Do you desire a general manager with a 12 year highly successful radio background? Qualifications: First class ticket, Virginia experience, independence, ability to handle biggest of jobs. Reply Box 254B, BROADCASTING.

Production-Programming, others

Wanted—Topflight continuity director for one of largest, regional network affiliated midwest. Must be experienced, reliable, good judgment and could work independently if needed. Reply Box 953B, BROADCASTING.

Production and part-time newsmen. 250 watt independent in northeastern Illinois. Apply to Dept. USA, 501 N. Wabash, Chicago, Illinois. Reply by letter only. Reply to 045C, BROADCASTING.

Manager—Sales manager. Experienced, versatile independent. Good opening. Reply Box 954B, BROADCASTING.

Manager, general sales manager, Radio Salesman for Mutual outlet in southern market of 150,000. Sober, dependable man. No square boys. Good sales and commission only. Reply Box 27C, BROADCASTING.

Manager-program director. Ten years experience in all phases, solid admin- istration, programming, personnel, announcing and know-how. Want permanent position with sound station. References. Reply Box 253B, BROADCASTING.

Manager, general sales manager. Experienced, versatile. Salesman for Mutual outlet in southern market of 150,000. Sober, dependable man. No square boys. Good sales and commission only. Reply Box 27C, BROADCASTING.

Announcers

Announcer, full-time man. Must have knowledge of pop and race music. Must have ability to call radio station and mail. Moderate salary but opportunity for advancement. Reply XTCG in planning TV. Box 950B, BROADCASTING.


Second engineer-personnel in engineering, program, news, sports, and Public Information. Must be able to manage Armed Forces Network in Germany. Salary $6700, $7500 with experience. Reply Box 253B, BROADCASTING.

Generally experienced announcer. Must have minimum 5 to 6 years commercial radio experience in respective fields. Call Mr. Adelman, Watkins 4-1000, Ext. 35, 64, Washington, D. C. Now hiring experienced all types announcers for radio and television interview appointment during 2 weeks beginning August 18th.

Situation Vacant

Announcer—Announcer, full-time man. Must have knowledge of pop and race music. Must have ability to call radio station and mail. Must be able to direct department and have knowledge of traffic and production. Excellent salary and opportunity. Reply Box 253B, BROADCASTING.

Newsmen. Topflight editor, reporter, newscaster. Local news gathering and writing position in midwestern network affiliation. Include full details of experience in first letter. Reply Box 957B, BROADCASTING.

Newsmen. Topflight editor, reporter, newscaster. Local news gathering and writing position in midwestern network affiliation. Include full details of experience in first letter. Reply Box 957B, BROADCASTING.

Manager—Superior qualifications. Can combine programming, sales and management. Experienced in all phases of network operation. Reply Box 958B, BROADCASTING.

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Manager—Superior qualifications. Can combine programming, sales and management. Experienced in all phases of network operation. Reply Box 958B, BROADCASTING.
Situations Wanted (Cont'd)

Announcer with one year experience.

Prefers lightweight and offers

Announcer-program director. Available immediately. College in business administration. 900B, BROADCASTING.


Sprague, ten years play-by-play. Presently employed, seeking advancement. Box 94c, BROADCASTING.

Sports announcer. Experienced high school, college, play-by-play. Presently employed, seeking advancement. Box 18c, BROADCASTING.

Sportscasters. 13 years experience. Available immediately. Good vocal, basketball, football, baseball, horse race. Top sportscast. Requires TV future. Box 37c, BROADCASTING.


Puerto Rico? Hawaii? South America? Anyone in this area who is interested in the top of the top original disc man, available for any position. Box 17c, BROADCASTING.

Alert, aggressive announcer, single. Desires position anywhere. Available for immediate, continuing, starting work. Box 12c, BROADCASTING.

Sports play-by-play, program director, sales M., disc jockey. Ten years experience. Box 10c, BROADCASTING.

Young aggressive veteran, graduate of large midwestern college. Desires position on network on station with a good future. Box 26, single. Box 38c, BROADCASTING.

Announcer now teaching college speech work. Desires a position which will be stimu-

Experienced announcer with over 10 years experience. Desires position immediately. Box 31b, BROADCASTING.

Veteran on both coast stations. Available immediately. Will consider all offers. Box 43c, BROADCASTING.

Announcer. Young, some experience, school hours, versatile, wants to settle down. Box 45c, BROADCASTING.

Announcer, experienced. Presently employed. Desires position in operations. Re-

Announcer-program director. Available immediately. College in business administration. Details. Box 14c, BROADCASTING.


Sports announcer. Experienced high school, college, play-by-play. Presently employed, seeking advancement. Box 18c, BROADCASTING.

Sportscasters. 13 years experience. Available immediately. Good vocal, basketball, football, baseball, horse race. Top sportscast. Requires TV future. Box 37c, BROADCASTING.


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Experienced announcer with over 10 years experience. Desires position immediately. Box 31b, BROADCASTING.

Veteran on both coast stations. Available immediately. Will consider all offers. Box 43c, BROADCASTING.
Television

Announcer
Announcer-DJ writer trained and experienced in TV programming-production methods, desires position with TV station. References upon request. Write Box 80c, BROADCASTING.

Production-Programmers, others
Young newsmen wants TV news job or AM job with TV future. Experienced in all phases newsgathering, reporting, broadcast, TV news. New paper reporting, editing and photo experience. Excellent references. Presentable, ad-lib, good voice, journalistic. Box 1400, BROADCASTING.

For Sale

Stations
One kw daytime station in southeast for sale. Reason: Owner is interested about 20% on sale price. Write Box 76c, BROADCASTING.

California 250 watt fulltime station for sale. Reason: Owner requires change in living. Box 765, BROADCASTING.

FM radio station for sale. Either as operating station or equipment separated. Two 25 kw transmitters. Excellent DX transmitter building; equipment has been in service for 8 years. Below are listed major equipment items: GE 544-tube exciter model 4B71A, 3 kw amplifier model 4E8BM. 5 kw transmitter model 4E8BA-3-A. RF FM broadcast receiver model 650B, 3 amp, 25 kw speech input equipment, Western Electric. 3 Western Electric 104 type reproducers, complete. 5 spare 8A reproducer heads. 3 Robinson turntables, 1 audio oscillator, Hewlett Packard model 201B, 1 distortion analyzer Hewlett Packard model 325B, 1 vacuum tube testing equipment Western Electric model 221L. 6 Western Electric remote amplifier model 223s, 6 Western Electric microphone sets. 6 Western Electric 633A self shaking microphones. 3 Reo-O-Kut 16-inch record cutter model M5 w/Weatherbee head. 220 Truson self supporting tower, 4 bay GE antenna type B74A complete. 100 foot level. 900 footself supporting tower, Co-axial cable, 16% 31.5-12 foot lengths of 4.5 inch straight, 2 expansion joints, 5 right angle bends. 14 5% bend elbows, 3000 feet ground clamps, etc. Audio rack, 1 GE utility amplifier. GE 200 watt radio. FM line level indicator. New tubes—use 2 6AS7, 6F4, 4426. 2 RCA 555, 1 RCA 813-4, GE phasor. Used tubes: GE GL627, EM678. 4 4406A 11A6, 4 4406 4560. For further particulars address Daily News Publishing Co., Beloit, Wisconsin.

For sale. Two stations. One key day and one 250 watts local. Available together or separately. Write Box 78c, BROADCASTING.

Equipment, etc.

FM equipment for sale. Western Electric 1 kw FM transmitter. Hewlett Packard amplifier model 201B. RCA Limiter model 201B. GE circular 4-bay FM antenna (gain 450 330 220 110 db). Coax with elbows and joints. RCA speaker monitor amplifier. Weatherbee cabinet with cabinet. Cost over $16,000, first check for $15,000 takes everything. Box 785B, BROADCASTING.

For sale. Brand new gates modulation monitor model M0839B, never hooked up. $9600. Write Box 975B, BROADCASTING.

Wire recorder, famous Webster 81 brand new, complete and in original carton. $85.95. Ninety day guarantee. Write Box 42c, BROADCASTING.

Situations Wanted (Cont'd)

Television

For Sale (Cont'd)

For Sale

Latest model GE 10 kw FM transmitter, GE station monitor, amplifiers, rack cabinet, spare tubes, plug-in dials, 1308 type 350 Wincharger inductor, tower, lighting equipment, dehydrator, 410 3/4 line and 2 RCA 75-D turnstiles. Used in excellent overall condition. Box 52c, BROADCASTING.

3 kw Full FM transmitter, 3 Ray RCA-GE antenna, Hewlett-Packard FM equipment, all used. Will make excellent offer. Box 86c, BROADCASTING.

Recording studio, well known, profitable Times Square victory. Good profit per year. One man, operated, will sell. Required $4000 cash-balance terms. Box 83c, BROADCASTING.

2 Brush BK-63 good working order for 7½, and can accommodate 500 in 500 out. Suitable for broadcasting use. Cost $225. Box 759B. Best offer Box BK403—3 and 7½, and 7½ per second wheel. Box 88c, BROADCASTING.

FM-Complete equipment to begin 250 watt FM operation includes RCA model 546A-FL transmitter, 600 F frequency monitor, 600 AMP monitor amplifier, 623R program amplifier, 543R program switch, 514R power supply. Andrew folded quadruple antenna, 200 foot Lehigh self supporting tower, 325 feet RG/80-U coax. Total cost new $10,500. Will consider all offers. WEHRL and Natl Bank Bldg, Warren, Ohio.


FM radio station for sale. For sale. This is a real buy in tape recorders. Two Brush Round Mirror BK403A, broadcast input, 500 output recording level meter. One of these combined for use of 16 inch tape. Write KTRI, Sioux City, Iowa.

Truson H-33 250 foot self supporting tower will support FM or TV antenna brand new, never erected, complete. Will sell for FM-A- Lighting, Air conditioning and baking. $10,000. Will consider all offers. WHRRL, and Natl Bank Bldg, Warren, Ohio.


Truson 350 ft. self-supported tower dismantled, immediate delivery $5000. 240 foot 7 antenna. $500, Steve Cliser, WSKY, Louisville, Kentucky.

Immediate openings in nearly every state of the union. Managers through regional managers. Need all types who will announce. RRR-Radio TV Program Bureau, Box 415, Philadelphia.

Help Wanted

Managerial

COMMERCIAL MANAGER needed to head sales department of midwest radio network. Desires practical sales ability, years of experience in real estate. You will need not supply if you are not over 35 years of age. Inquire in writing. Sales experience a plus. Salary competitive. New York office.

Production-Programmers, others

SCRIPT WRITER

5 kw network affiliate. Has shown ability to turn out varied scripts. Occasional assignments for audio and visual presentations. For AM and TV. Includes network orientations, Emphasis on public Joe McCarthy, etc. Must be reasonableness. Send full details on experience, salary requirements, references and recent photo in Box 48c, BROADCASTING.

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 all areas of station. Responses with photos and desirous available on request. Wire collect your requirements to America's famous radio school.

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We have qualified men willing to trade dollars for experience in all areas of station. Responses with photos and desirous available on request. Wire collect your requirements to America's famous radio school.
CROSLY OPENS
Two FM Outlets in Ohio
WLWB Dayton and WLWF Columbus, FM outlets of the Crosley Broadcasting Corp. in those Ohio areas, went on the air July 18 and 19 respectively.

Facilities of WLWB occupy the same transmitter and antenna site as television station WLWD. Facilities of WLWF are located in the same building housing WLW's video equipment. WLWB will operate with an effective radiated power of 20 kw, while that of WLWF will be 15 kw. Both stations will carry WLAM programs for a minimum of six hours daily.

Technical

DALE W. GALLIMORE, formerly of WDVA Danville, Va., has joined engineering staff of WHIT Durham, N. C. Mr. Gallimore served as radar man in Navy for three and one-half years and studied at Danville Technical Institute.

CHARLES DOERING, until recently at Carleton College, Ottawa, Ont., has joined CKSP Cornwall, Ont., as engineer.

MIKE CHUCKRAY, engineer for KKXK St. Louis, is the father of a girl, Susan Mary.

SPRAGUE ELECTRIC Co. North Adams, Mass., announces small 85°C. molded capacitors in ratings as high as 10,000 volts d-c and suitable for high-temperature conditions met in television, industrial electronics, and various radio applications.

ED CONTURE, engineer at ABC Hollywood, is the father of a boy.

MINNESOTA MINING & MFG Co., St. Paul, announces production of short-playing reel of "Scotch" sound recording tape 100 feet long, which provides three minutes' playing time on conventional recorders and 12 minutes on dual track. Tape is backed by paper or plastic, and is identical to other "Scotch" sound recording tapes, firm reports.

ROBERT SCHREINER, engineer at WHL1 WHL1-FM Remptead, Long Island, is the father of a boy, Michael Robert.

F
FROM BIRTH to old age in 13 weeks is span of We Human Beings, educational series produced by Lowell Institute Cooperative Broadcasting Council over WCOP and WCOY. Boston, Mass., center of semi-documentary, dramatizing problems people face in course of their lives, and features psychologists, sociologists and other specialists from nearby colleges and universities. Series is written and directed by R. Jarrett Tangney, member of Council staff.

Dream Kitchen
HOME ECONOMIST, shown working in Hotpoint-equipped kitchen set up in studio, is format of new WBAP-TV Fort Worth program—first studio-produced daytime show from station. Cooking demonstrations and ideas combine with all-round instruction in use of home appliances. Show is sponsored by Graybar Electric Co. and Hotpoint.

Current Business Problems
SERIES of five special programs are being presented by U. S. Dept. of Commerce in cooperation with NBC. Program is narrated by President Truman's mid-year report to Congress and broadcast on economic state of nation. Produced weekly on University of Chicago Round Table, shows are run under general title, "How's Business?"

Good Earth
MAKING USE of laboratory samples and Dept. of Agriculture films, Dr. Edward H. Graham conducts The Earth Can Provide series on WNAV-TV Boston. Dr. Graham is chief of Biology Div., Soil Conservation Service, U. S. Dept. of Agriculture, and member of Harvard Summer School faculty. Topics discussed will be: Soils, water, and classification and use, forests and range land, and wildlife. Show is produced by Lowell Institute Cooperative Broadcasting Council.

Outstanding Substitutes
TEN DISTINGUISHED Washington ladies will substitute on WRC Washington five times weekly, while Miss Osgood is on vacation. Substitute hostesses are: Mrs. Charles Brannan, wife of Secretary of Agriculture; Miss Esther Van Wagoner Tutty, head of Tufty Washington news bureau; Mrs. Claude Pepper, wife of Senator Pepper; Mrs. Harris Ellsworth, wife of Oregon Congressman; Mrs. India Edwards, executive director of women's division of Democratic National Committee; Christine Sadler Coe, Washington Bureau Chief, McClure's Magazine; Sonia Stein, radio and TV editor for Washington Post; Hope Rissing Miller, magazine writer; Mrs. Ken Regan, wife of Teome, Regular man, and Miss Drucie Snyder, daughter of Secretary of Treasury.

"Cut-Out Lady"
LARGE EASEL two white boards, black paper and scissors are equipment for Cut-Out Lady program on WHIO-TV Dayton, Ohio. "Cut-Out Lady," Ann Rike illustrates her children's stories with silhouettes of Timothy Terrior and his friends. Station offers broad-scale promotion and merchandising campaign in conjunction with program.

Rumba Lessons
WEEKLY Rumba Club session on WTMJ-TV Milwaukee, half-hour program, is designed to instruct young couples before they leave for dancing dates. More than 300 requests for charts on rumba lessons have been received weekly since program started, station reports.

"That's the Story"
ORGAN MUSIC sets mood for legend, biography, current events, human-interest tales or poetry, any of which may be heard on That's the Story on WHAS Louisville. Daily program features anything from poetry to latest show-business slang, be-bop, or interview with celebrities.

Road Games on TV
LARGE DIAGRAM BOARD of ball grounds, with movement and position of ball and players indicated by flashing electric lights set in board, enables WCP0-TV Cincinnati to telecast baseball games when Cincinnati Reds are away from home. Regular description backs up telecast, with moving diagram making plays easy to follow.

Viewers Solve Mystery
AGAINST BACKGROUND of courtroom, complete with judge, bailiff and witnesses, witness to crime reads statement which gives clue to solution of mystery on Judge for Yourself over WSB-TV Atlanta, Ga. Three contestants are allowed to cross-examine witness. After three clues have been given, if no one in studio has found solution, home audience may call in answer. Rewards are offered for correct solution.

Chandler to CBA
GEORGE CHANDLER, owner of CJR Vancouver, was elected director for British Columbia to the Canadian Assn. of Broadcasters at mid-July meeting of British Columbia Broadcasters Assn.
Here's how the **NEW**
Series 300
AMPEx
MAGNETIC TAPE RECORDER
adds profit to your operation

**CONSOLE MODEL 300** . . . $1,573.75
**PORTABLE MODEL 300** . . . $1,594.41
**RACK MOUNTED** . . . . . . . . . . . . $1,491.75


Read what Frank Marx, Vice President in charge of Engineering, American Broadcasting Company, says: "For the past two years A. B. C. has successfully used magnetic tape for re-broadcast purposes . . . A. B. C. recorded on AMPEx in Chicago . . . 17 hours per day. For 2618 hours of playback time, the air time lost was less than three minutes: a truly remarkable record."

**SPECIFICATIONS**

- **Frequency Response:**
  - At 15°/2 db, 50-15,000 cycles
  - At 75°/2 db, 50-7,500 cycles

- **Signal-To-Noise Ratio:** The overall unweighted system noise is 70 db, below tape saturation, and over 60 db, below 3% total harmonic distortion at 100 cycles.

- **Starting Time:** Instantaneous.
  - (When starting in the Normal Mode of operation, the tape is up to full speed in less than 0.1 second.)
  - Flutter and WOW: At 30 cycles per second, well under 0.1% r.m.s., measuring all flutter components from 0 to 300 cycles, using a tone of 3000 cycles. At 7.5 inches, under 0.2%.

Manufactured by Ampex Electric Corporation, San Carlos, Calif.

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CONSULTING RADIO ENGINEERS

January 1, 1949 • Page 61
THE SKY IS THE LIMIT

Production

G. E. GEORGE FOGEL has been named producer on NBC Chicken Every Sunday, and WILL GLICKMAN and JOE STEIN have been appointed co-writers of Etablilmen Show.

MADONNA TODD, veteran Scripps-Howard newspaperwoman and former NBC continuity editor, joins CBS San Francisco as continuity editor. Miss Todd organized San Francisco's first continuity desk at KPO, now KNBC, during the '20's. CLAIRE MARTIN has joined script department, KBSC replacing SHIRLEY BOROFF, resigned.

MAC McGARRY, chief announcer at WBEC Pittsfield, Mass., is announcer on ABC this summer for GEORGE SOKOLSKY's new commentary show, Sunday, 10:45 p.m. Program is originating at WBEC during summer.

THOMAS L. GRAEFF, new to radio, has joined transcriptions department of ABC Hollywood.

TED BOOTH, former music director at KSOK Arkansas City, Kan., has joined the WPB, Brunswick, Ga., as program director-chief announcer.

DON BARKSDALE, Bay Area basketball professional, joins KLX Oakland, Calif., as disc jockey on new program, Harlem Holiday.

FRED MUFIELD has been appointed program director for WJBC WJBC FM Bloomington, Ill., succeeding JOE GLASS, resigned. Mr. Mufield was with WJBC before joining the Army.

BROOKE TAYLOR, disc jockey, has been appointed program director of WMJ Cleveland.

KATHERINE KERRY, Women's Page commentator for KCBS San Francisco since '43, will resign Aug. 15. ARTHUR HULL HAYES, CBS vice president and KCBS general manager, announced last week. Miss Kerry plans to take a trip around the world. Before joining KCBS, Miss Kerry was associated with McLaughlin and radio chain, where she was known to radio listeners as "Katherine Kitchen." She also has served as home economist for California Sugar Growers Assn.

RUTH HOWELL, daughter of REX HOWELL, part-owner of KFXJ Grand Junction, Colo., is working as librarian for station this summer. Miss Howell is on vacation from Denver U. where she is studying radio.

BERNARD S. KRAUSE, announcer at WGY Schenectady, N. Y., has been appointed acting supervisor of science programs. Succeeding him as announcer is WILLIAM H. CARPENTER.

JAMES BERRY, formerly announcer with KFWB Hollywood, and DICK TUFIELD, formerly with NBC Hollywood, have joined announcing staff of ABC Hollywood. LORRAINE LAWSON, formerly with NBC Hollywood, has joined ABC Hollywood music department.

CLARKE ALEXANDER, formerly announcer at WWL and WWNO New Orleans, and recently doing freelance radio dramatizations in New York and Chicago, has joined announcing staff of WHLI and WHLI-FM Hempstead, Long Island.

THOMAS FREEBAIRN-SMITH, production and program manager of KFWB Hollywood, has resigned to enter television and will announce new affiliation upon expiration of his contract this month. BILL RAY, assistant to HARRY MAIZLISH, KFWB general manager, takes over Mr. Smith's duties.

BOB MILLER has joined announcing staff of KTRI Sioux City, Iowa, after working in same capacity at WGIL Galesburg, Ill.

BILL BULLINGTON, former production manager of KSGM Ste. Genevieve, Mo., has joined KRHD Duncan, Okla., as program director and sports announcer.

SEAMAN JACOBS has been added to writing staff of projected Ed Wynn Show to be telecast on CBE-TV.

DONN RANDOM, freelance announcer, has joined announcing staff of KLX Oakland, Calif.

GRANT MERRILL, member of teaching staff at U. of Washington, has joined continuity and traffic department at KING Seattle.

JOHN SLAGLE, disc m.c. at WXYZ Detroit, has resigned. He is taking a position where he can view the entire field.

BIL WOOD, chief announcer at KODY North Platte, Neb., and Mandan, N. D., has announced their marriage.

BOB FERRIS, announcer for KJR Seattle, is the father of a girl, Kathleen Louise.

BEN A. HUDELSON, educational director for WIBZ Boston, is the father of a boy.

LAWRENCE MINKIN, associate producer at DuMont TV Network, is the father of a boy.

SPORTS

(Continued from page 47)

a demonstration or explanation of the game's essentials. The football approach is already been explained; in boxing, a pair of fighters match gloves in the ring demonstrating body and head punches, holding the ropes and—gently—illegal punches. Even the judging of rounds, a mystery to all save the most avid boxing fans, is explained before the fight over WLWT by occasion. This explanatory approach used in most sports televised over WLWT, has won us great praise.

By using a system whereby each camera man is thoroughly familiar with the game from skull practice to action, and pre-conceived routine of what shots he is responsible for, depending upon the lenses he uses, it is possible for me to combine the commentary and produce it at the same time. Thus, I have announced and produced every telecast by WLWT except the Red's baseball games, where Waite Hoyt's AM play-by-play is used for the audio. It has been our policy to use a television set in our mobile unit and on some locations the television set is taken inside the arena. So that the announcer does not confuse the television, he watches the screen and supplies the necessary commentary from the picture which appears. Thereby, the televiewer always sees the picture the announcer is talking about. However, in basketball, football and baseball, where substitutions are used, it is sometimes necessary for the announcer to have a position where he can view the entire field.

For harness racing, horse racing, midget auto racing, daredevil shows we have our own microphone set close to the announcer employed by the promoter to do the public address system announcing. Thus he is more familiar with people traveling with the show and terms connected with the sport. In this manner the announcer acts as the "man who doesn't know" and thereby questions the P. A. announcer about various terms used in connection with the sport.

HIBERNIA NAT'L. BANK BLDG.

New Orleans, La.

COMPLETE erection of supporting steel and TV antenna-425 feet above street level.

ERECTION OF FM AND TV ANTENNAS AND TOWERS

B D N

STEEL ERECTING CO.

82 W. WASHINGTON ST.

Phone: Financial 6-3496

CHICAGO 2, ILLINOIS

Page 62 • August 1, 1949

When It's BMI It's Yours

Another BMI "Pin Up" Hit-Published by BMI

EV'RY NIGHT IS SATURDAY NIGHT

On Records: Ray McKinley—Vic. 20-3057; Elliot Lawrence—Col. 38322; Frankie Masters—MGM 10465.

On Transcriptions: Nat Brandwine—World; Vic Damone—Associated; Vincent Lopez—NBC The-saurus; Blue Barron—Langworth.

BROADCAST MUSIC INC., 580 FIFTH AVENUE, NEW YORK 18, N.Y.
FCC Actions  
(Continued from page 60)

Decisions Con:  
By Examiner Cunningham

FCC Acting General Counsel — Granted petition requesting continuance of hearing in part pending application for reconsideration of decision in an application for renewal of license of WZAK, a NBC affiliate, New York New York et al; hearing continued to Sept. 21.


BY THE COMMISSION

Hearing Designated

KMPC Los Angeles, WJK Detroit and WQAR Cleveland—Designated for hearing at the time and place to be specified by order, applications for consent to transfer of control of KMPC, WJK and WQAR from G. A. Richards to Harry J. Klinger, Lawrence P. Fisher and John A. Hannah; to be consolidated with hearing on application for renewal of license of WQAR.

Petition Granted

Marlannia C. Delcaruz (also known as Marlannia C. Iarci) — Denied petition filed by Marlannia C. DeRaczynski that Commission reconsider and set aside its report and order adopted May 9 in re applications of New York to reopen proceedings to permit such further proceedings as are proper and so as to afford respondent compliance with the Commission’s Rules and to grant her petition for reconsideration of the Commission's decision. (Comrs. Coy. and Webster noting dissenting dis-  

By the Secretary

WBW-AM Framingham, Mass.—Granted license to new commercial AM station.

K90M Boston, Mass.—Granted license increase power, etc.

WRCB Montgomery, Ala.—Same.

KOAA Las Cruces, N. Mex.—Same.

WRFN Utica, N. Y.—Granted license under new standard of location and to specify studio location; 1150 kw 1 kw N-W 5 1/2, unlimited.

KGFP Shawnee, Okla.—Granted license change model type trans. and for approval of antenna and trans. location.

WNMA Pottstown, Pa.—Granted modified CP change model type trans. and for approval of antenna and trans. location.

Following were granted modified CPs for extension of completion dates as follows:

WCPX-AM, Providence, R. I., to 9-26-50.

The following applications were granted new licenses:

WKRC Cincinnati, Ohio — New license for 500 kw.

ERI-AM, Altoona, Pa., to 9-20-37.

KFEL-FM, St. Joseph, Mo. — Same.

WADW York, Pa. — Same.


WFXC-AM, St. Petersburg, Fla. — Same.

WHLZ-AM, Altoona, Pa. — Same.

WGNZ-AM, Chicago, Ill. — Same.

WGBF-AM, Grinnell, Iowa — Same.

WLS-AM, Chicago, Ill. — Same.

WJR-AM, Detroit, Mich. — Same.

WOR-AM, New York, N. Y. — Same.

WJZ-AM, Baltimore, Md. — Same.

WIEP-AM, Eau Claire, Wis. — Same.

WFLK-AM, Lexington, Ky. — Same.

WIFR-AM, Ottawa, Ill. — Same.

WCLY-AM, Greenville, S. C. — Same.

WMAS-AM, Nashville, Tenn. — Same.

WGN-AM Chicago, Ill. — Same.

WJW-AM Cleveland, Ohio — Same.

WMC-AM Milwaukee, Wis. — Same.

WJIT-AM Marietta, Ga. — Same.

WCSL-AM, Columbus, Ohio — Same.

The following applications were allowed to abandon or set aside: WJW-AM Cleveland, Ohio — Completion of studio. WJSW-AM, Washington, D. C. — Same.

FCC Correction

Report on dated July 19, add following item to Table 1 in application for extension of license for completion date.

To License for CP

KYSZ Merced, Calif. — License to cover CP change frequency.

WNTC-AM, Hinkley, Ohio — License to cover CP new station.

WEEK-AM, Dallas, Texas — License to cover CP changes in FM station.

WSFS Madison, Wis. — License to cover CP restate CP new noncommercial educational FM station.

The following applications were granted modified CPs for extension of completion date as follows:

KFZM-AM, Maco, Calif. — Same.

KFG-EFM, St. Joseph, Mo. — Same.

WCER-AM, Scranton, Pa. — Same.

WDR-AM, Des Moines, Iowa — Same.

The following applications are denied:

WCLY-AM, Greenville, S. C. — License for CP.

K13224, Dallas, Texas — License to cover CP.

WCRC-AM, Columbus, Ohio — License to cover CP.

K13760, Dallas, Texas — License to cover CP.

KORA-AM, Oklahoma City, Okla. — License to cover CP.

The following applications are rejected:

WCLY-AM, Greenville, S. C. — License to cover CP.

W14306, Dallas, Texas — License to cover CP.

The following applications are granted:

WCLY-AM, Greenville, S. C. — License to cover CP.

W14306, Dallas, Texas — License to cover CP.

The following applications are denied:

K13224, Dallas, Texas — License to cover CP.

K13760, Dallas, Texas — License to cover CP.

The following applications are rejected:

K13224, Dallas, Texas — License to cover CP.

K13760, Dallas, Texas — License to cover CP.

The following actions are pending:

K5275, Dallas, Texas — License to cover CP.

W14306, Dallas, Texas — License to cover CP.

The following actions have been dismissed:

WCLY-AM, Greenville, S. C. — License to cover CP.

W14306, Dallas, Texas — License to cover CP.

February 1949 Page 61

SMALLER PRESSINGS + MORE PROGRAM = LOWER COST!
Record Your Programs
By the Sensational New COLUMBIA

(Continued on page 80)
How station KWTO helps make spot time buying easier

KWTO in Springfield, Mo., is one of many radio stations using Service-Ads to put additional buying information at time buyers’ finger-tips when they’re working out station selections.

Here you have useful facts about KWTO’s Coverage, Programming, Promotions, and a direct offer of other any. File information in Service-Ads is an ideal medium for this sort of advertising.

The new “Spot Radio Promotion Handbook” is helping many stations do the sort of promotion that helps you up to date on the facts you want to know when you’re at the point of making decisions.

For instance, one section of the Handbook describes how stations can make read Service-Ads not out of the regular program, but in Service-Ads that help you eliminate more of the guesswork from your decisions.

SEND FOR RADIO PROMOTION MANAGERS: Extra copies of the “Spot Radio Promotion Handbook” are available from us at a dollar a copy

FCC ROUNDS

New Grants, Transfers, Changes, Applications

Box Score

Summary to July 28

Class On Air Licensed CPs Grants Pending Hearing

FM Stations 726 392 470 12 50 30
TV Stations 72 14 104 344 182

TRANSFER GRANTS

KWWL Albany, N.Y.—Granted request of transfer of negative control through disposition of alias to John J. Lumsden, deceased, according to his will to son Robert D. Lumsden. Fig. Burns. R. C. Cronin retains 56% interest.

KWWI is assigned 250 w on 1246. Granted July 25.

WGNN Glens Falls, N.Y.—Granted acquisition of control of Glens Falls Publicity Corp., licensee, by Glens Falls Telegraph & Visitors Bureau, owner of all 50 w. Granted total of 236 shares, by buying remaining 185 shares from John R. Schuyler Co., and Mary C. McKenna. WGGN is assigned 500 w on 1290. Granted July 23.

WGIL Charlotte, N.C.—Granted reassignment of control of Charlotte Radio and Television Corp., licensee, by Francis M. Fitzgerald to 11 new stockholders through issuance of new common interest. Granted. Fig. granted from 50.7% to 55.6%. WGIL is assigned 1 kw on 1600 from 1945. Granted July 23.

WBEY Bellows Falls, Vt.—Granted acquisition of control of Bell’s Broadcasters Inc., licensee, by Lloyd Burell, presently one-third owner, who buys one-third holding of William P. Taylor Jr. WBEY is assigned 96 kw day on 1380. Granted July 28.

WLDY Ladysmith, Wis.—Granted assignment of license from Capital Broadcasting Co., and owner, to William G. Kelly and Victor J. Morgan, co-owners, to WLDY. Granted 1 kw on 1340. Granted July 25.


Deletions

One AM permit and three FM permits reported requested for deletion by FCC for August 21. Total deletions since first of year, 26, FM, 46, AM. Effective dates and reasons for withdrawals follow.

WPFG Atlantic City, N. J.—For failure to pay license fee. Granted July 18.

FM 867 McAllen, Tex.—For failure to pay license fee. Granted July 18.

KKLO Everett, Wash.—Granted extension of permit for 2 kw to 1 kw fulltime on 1530, directional night. Granted July 23.

FM GRANTS

KXEX-FM McPherson, Kan.—For permit to develop Class B station on Channel 215 (90.5 mc). ARP 400 w, antenna 40 ft. Granted July 23.

Evanson, Ill.—Granted noncommercial educational station on Channel 203 (390 mc). Granted July 23.

Grant to Boston U., Division of Radio, School of Arts & Sciences, granted noncommercial educational station on Channel 203 (390 mc). Granted July 23.
New Applications . . .

AM APPLICATION

Reno, Nev.-WJY am, 1110 kc., 10 kw. day; estimated cost $6,155.

Ownership: WJY Co., 1340 S. Virginia Luce, who have mining and real estate interests. Application pending for Reno. Filed July 22.

FM APPLICATION


TV APPLICATION

Knoxville, Tenn.-Max Lota d/b/a WOTV Radio Inc., Channel 5 (88-89 mc.), 18 kw. day, 1 kw. night; antenna 165 ft.; estimated cost $331,860, operation cost for first year $20,000, revenue $16,000. Applicant is licensee of WNOX-AM-FF station and has radio and TV interests in other cities. Filed July 27.

McAllen, Tex.-Max Lota d/b/a MCM Television Co., Channel 2 (22-24 mc.), 12.5 kw. day, 1 kw. night; antenna 415 ft.; estimated cost $109,000, operation cost $12,000, revenue $76,000. Applicant is buyer, seller and shipper of fresh fruits and vegetables from lower Rio Grande. Filed July 27.

Moline, Ill.-Tri-City Telecasting Co., Channel 9 (186-192 mc.), 2.5 kw. vis., 1.25 kw. aur., antenna 646 ft.; estimated cost $119,115, first year operating cost $5,500, revenue $7,200. Applicant is licensee of WCIA-AM-FM station and has radio and TV interests in other cities. Filed July 22.

TRANSFER REQUESTS

WINX Washington, D.C.-Assignment of license from William A. Banks to WJWJ Broadcast Corp., new firm of which he is sole owner. WINX is assigned 250 w. on 1340 kc. Filed July 22.

WVCM Mt. Carmel, Ill.-Assignment of control of Mt. Carmel Broadcasting Co. to Charles E. Adair, Jr., new owner, who purchased 48% owner, through purchase of 51% interest of Charles H. Rodger for $8,500. WVCM is assigned 500 w. on 1360 kc. Filed July 22.

WBRL (AM) and WBRL (FM) Baton Rouge, La.-Involuntary transfer of control of Baton Rouge Broadcasting Co., Inc., licensee, through transfer of 92% of total 1,000 shares from Leora D. Manship, executrix of estate of Charles P. Manship Sr., to Leora D. Manship Jr. (71.5%), Charles P. Manship Jr. (14.62%) and Douglas L. Manship (14.08%). WBRL is assigned 5 kw. on 1520 kc. Filed July 27.

WFOR-AM-FM Hattiesburg, Miss.-Assignment of license from Mrs. B. W. Wright, B. W. Wright and C. J. Wright Jr. 4/7 as Forsett Broadcasting Co. to new corporation of same name and ownership. WFOR is assigned 250 w. on 1489 kc. Filed July 21.

KSTA Coleman, Tex.-Assignment of license from Mrs. Harry L. South, H. H. Jackson, Allen Steward and Ross Bohannon 4/2 as Coleman County Broadcasting Co. to new corporation of same name and ownership in addition of Billy B. Beach. Mr. Beach, 4/7, is buyer of controlling interest held by Mrs. South for $9,000. KSTA is assigned 250 w day on 1400 kc. Filed July 27.

FARM STATION? Yes! For almost a quarter-century our entertainment and service programs have been planned for farmers in Kansas and adjoining states.

UHF-VHF

(Continued from page 48)

nels for many communities of 5,000 population or less, even for some under 1,000, Dr. DuMont said he had attempted to figure out what kind of rates could be charged by TV stations in such markets.

"Assume a town with a population of 1,000 persons or something less than 350 homes, with 75% of them equipped with TV sets," he said. "Then assume a Hooperating of 50. Applying the New York City rates to this situation works out to a reasonable rate of 56c an hour. If the station is carrying a network program, its revenue for the hour would be 15c."

The proposal to make 10 kw the minimum power adds to the economic problem, he declared. To develop 10 kw transmitters will take at least three or four years, he predicted.

He felt that where UHF and VHF channels are intermixed in the same city, as in Philadelphia, the UHF stations will be at least five years behind those in the VHF band from the standpoint of audience and advertising.

At the receiving end, Dr. DuMont expressed belief that purchase price and installation cost of an UHF set will be about the same as for VHF models. The only problem, he said, will be in areas where service is available from both bands. He thought satisfactory adapters could be provided for VHF sets for $35 to $45 and that the different antenna and lead-in will cost the set owner another $25 or so.

Elias L. Godofsky, president of WHLI and WHLI-FM Hempstead, Long Island, sent FCC a letter protesting its allocation plan. "To allocate TV frequencies to 430 communities with populations between 1,000 and 5,000 and at the same time deprive Hempstead's 320,000 residents of a local TV service appears to be an inefficient and impractical allocation of TV frequencies, let alone an inequitable distribution of these channels," he declared.

The Federal Communications Bar Assn.'s executive committee meanwhile was slated to meet today (Monday) to consider a protest against FCC's proposal to incorporate the allocations table into its rules. The protest, drawn up by the FCBA Practice and Procedure Committee under the chairmanship of Leonard H. Marks, contains such a proposal is illegal in that it does not provide for assignments in accordance with demand and does not guarantee a hearing on applications not in accord with the allocation table.

The executive committee of the Assn. of Federal Communications Consulting Engineers also will meet today, to decide its approach toward a formulation of members' views on the FCC plan. A proposed statement of AFOCE's position will be drafted and circulated, or a membership meeting will be called. The executive committee, headed by Chairman Glenn D. Gil- lett and Vice Chairman A. D. Ring, made a preliminary canvass of the situation in a meeting last Tuesday, and authorized a request that FCC delay the comment and hearing dates.

Others who sought extensions, as reported by FCC, were:

ABC: FONA WP Philadelphia; WLO Los Angeles; KIOA Des Moines; KQV Pittsburgh; WAAM TV Baltimore; WBBF Bloomington, Ind.; WAAS Pittsburgh; the Washington consulting engineering firms of Kear & Kennedy, subsequent sale, and the Washington law firm of Haley, McCutcheon & Wilkinson.

Color

(Continued from page 48)

and-white receivers equipped with color converters developed by CBS engineers. These are revolving filters like those at the transmitting end, installed in front of the receiver tubes.

Owners of the usual monochrome home sets may be able to tune in the color transmissions by manipulating the horizontal control, a network spokesman said, but he added that they would get four small images on their viewing screens instead of one large one and that the picture quality would be far from satisfactory.

Various line and frame systems will be employed during the tests, it was said. Last week's transmissions began with 405 lines and 144 fields per second. Monochrome transmissions currently employ 525 lines and 60 fields. The wideband color telecasts put on by CBS in the late war and early postwar years involved pictures of 525 lines and 120 fields.

Asked whether CBS planned to make any demonstrations of its VHF color transmissions to the press, the spokesman said "probably not." He emphasized that the experiments were designed purely to get the information needed for presentation to the FCC at the pending hearing and not to display any revolutionary advances in the art of color broadcasting.

The Answer to a Disc Jockey's Prayer

by DAVEN

(Continued from previous page)

It is now possible to minimize the chance for human error in program control work. The Daven Company has once again pioneered in the field of audio communications controls, and developed a foolproof Miniature Switch. This type*, SW-1000, is a notably compact, low voltage, low current control. It is a cam operated single pole double throw switch, with an OFF position in the center. An outstanding feature of the SW-1000 is that it may be obtained on standard Daven attenuator without increasing the overall dimensions.

This switch may be used to:

* PAT. PEND.

- Operate a relay which can start a turntable motor.
- Function as a cueing control.
- Control indicator lamps.

This switch is rated at 1 Amp.-48 Volts.

For further information write to Dept. BD-3
CBS CLINIC TO HEAR FALL PROMOTION PLANS

CBS fall program promotion plans to be outlined at network two-day program clinic opening today (Monday) at New York’s Waldorf Astoria. Subject will be covered 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.

CBS President Frank Stanton to welcome 150 promotion managers and other executives from more than 125 affiliates. Hubbell Robinson Jr., vice president and director of programs, with discussion relation to promotion to programming, and Sales Manager John Karol to speak on program promotion in relation to sales. Tuesday to feature promotion roundtable; closed session.

At Deadline...

AFRA SEEKS REVOCATION OF WATL-AM-FM LICENSES

AFRA said it would petition FCC today (Monday) for revocation of license of WATL-AM-FM, Atlanta on grounds that Owner J. W. Woodruff, Columbus, Ga., has engaged in illegal labor law violations, has demonstrated absence of sense of public responsibility, has permitted station to operate under general technical violations. Although Atlanta locals of AFRA has been on strike at WATL since Jan. 1, AFRA said its petition would be processed to end regardless of outcome of that dispute. A. Frank Beel, national assistant executive secretary, who signed complaint, said AFRA is determined to take similar action in case of any other radio employers “who deliberately and consistently violate the labor laws of the land.”

WATL told Broadcasting it has observed all legal processes in dispute and awaits report of NLRB field examiner after extensive hearing. WATL sided with strike. WATL said it also alerted FCC or investigated technical setup early this year and any citations have been complied with. A. Frank Beel, said WATL said it also as many, if not more, public service shows than any Atlanta station. WATL is assigned 5 kw on 1380 kc.

DECISION CLEARS WIBS

INITIAL decision to rescind FCC’s order revoking license of WIBS Santurce, P.R., reported by Commission Friday. Failure of Jose P. del Valle, station owner, to report, without notice or reason. WATL said FCC investigator studied technical setup early this year and any citations have been complied with. A. Frank Beel, said WATL said it also as many, if not more, public service shows than any Atlanta station. WATL is assigned 5 kw on 1740 kc.

LANDON SELLS KTLN TO COE

ALF M. LANDON, 1936 Republican Presidential candidate, Friday filed application at FCC to sell KTLN Dubuque, 1500 to Leonard Coe, general manager and 35% owner KVLC Little Rock, Ark. Denver is too far from his other interests in Topeka, Mr. Landon told Commission. He also owns KCLO Leavenworth, Kan., and 65% of KSCB Liberal, Kan. KTLN is 1 kw daytimer on 990 kc.

DUMONT SIGNS 3 IN OHIO

DUMONT TV Network signs affiliation contracts with WEWS Cleveland, WCPO-CF Cin- cinnati, and WTVN Columbus, Ohio. These, missing DuMont’s WWSY Pittsburgh, allows network to blanket strategic Ohio markets, according to Director Mortimer W. Loewi. WEWS and WCPO-TV are owned by Scripps-Howard Newspapers; WTVN by Edward Latham, also owner of WICU Erie. WEWS is also affiliated with ABC and CBS; WCPO-TV is also ABC affiliate.

ABC-TV ADDS TWO

ABC TV network signed by WJAC-TV Johnstown, Pa., and WFMY-TV Greensboro, N. C. WFMY-TV joins today (Aug. 1) bringing ABC to 56 stations. Also DuMont and CBS affiliate, joins Sept. 15 when operation start is planned.

BAB-NAB SEPARATION TO TAKE ABOUT YEAR

SEPARATION of BAB from NAB will take about a year because of tax and other problems involved, Senator William M. (Bill) Miller, NAB president, told broadcast executives. The committee heard progress of all BAB projects and was told success of its recently released slide film “How to Turn People into Customers” has caused it to plan for one in national spot field to reach distributors, brokers, wholesalers, manufacturers representatives and other local business men who influence placement of national advertising. Committeemen attending:


GENERAL MILLS AD BUDGET AT NEW HIGH, BULLIS SAYS

GENERAL MILLS is spending more money on advertising this year than ever before, in neighborhood of $18 million, Harry A. Bullis, chairman of board, disclosed Friday. (Its advertising reportedly is divided about 50-50 between radio and printed media.) Despite increased advertising budget, Mr. Bullis stated advertising cost per unit sale is constantly decreasing.

Such of new advertising is devoted to home appliance line recently introduced by General Mills. Company’s gross sales for fiscal year ended May 31, 1949, totaled $410,646,564 compared with $458,473,576 previous year. Earnings were $11,654,036 compared with $13,068,057 preceding year, which was company’s all time high, with year just ended ranking second in earnings.

MILLION TV SETS PRODUCED IN FIRST HALF OF 1949

TV RECEIVER output for first half of 1949 soared over 1,000,000, exceeding total set production for all 1948, according to estimates of Radio Mfrs. Ass’n, released today. Radio manufacturers produced 1,915,071, compared with 1,585,071, of them table models. Production for June almost equalled records for April and May, but weekly average dropped due to plant shutdowns for vacation periods. Second quarter production was 490,634 compared to first-quarter total of 422,537.

FM and FM-AM set output during June recovered slightly from May slump with total of 40,000, for six-months figure of 424,381. AM home receivers numbered 1,220,098 for half year, remaining at low level reached early this year. In addition, RMA members reported 1,150,805 auto sets, 686,474 portables during six months.

KBKI STAFFER SHOT

W. H. (Bill) MASON, 51, program director of KBKI Alice, Tex., died of gunshot wounds Friday, Deputy Sheriff Sam Smithwick sur- rendered a statement. According to reports, Mr. Mason had referred to the deputy in a Thursday broadcast as owner of a building which houses a dime-a-dance-palace. “It is true,” said Sheriff Lloyd, co-owner of KBKI, “that Bill Mason should die for using his freedom of speech.”

MINUTES of FCC’s executive session ordered full-dress hearing on G. A. Richards’ motion to change name of WRC to WTOP, Washington, for present operation. WRC has 100,000 listens, but 50,000 are in audience area.keh re-naming of WRC is part of FCC’s plan to make WRC more of a public radio station instead of a thruway for entertainment. It was reported that FCC plans a full-dress hearing in this case, but no time limit was set. The station is currently being sold to an independent group to become a public radio station.

MINUTES of FCC’s executive session ordered full-dress hearing on G. A. Richards’ motion to change name of WRC to WTOP, Washington, for present operation. WRC has 100,000 listens, but 50,000 are in audience area.keh re-naming of WRC is part of FCC’s plan to make WRC more of a public radio station instead of a thruway for entertainment. It was reported that FCC plans a full-dress hearing in this case, but no time limit was set. The station is currently being sold to an independent group to become a public radio station.
4 Months Ago We Said
“Standard Star Shows are BUILT TO BE SOLD”

…and today when sales are needed most

They’re Selling!

“SOLD STAR SHOWS FOR THREE TIMES LIBRARY COST!”
“Programs sold within the first few weeks after we received our audition discs and literature have already paid for the entire cost of the Standard Program Library three times over!”

“CAME JUST AT THE RIGHT TIME!”
“The Standard Star Shows were timed just right. They are selling time for us just when we need sales most. We have had the Star Show material just a week now, and have already sold two shows!”

“SELLING TIME FOR US—MOVING GOODS FOR THE SPONSOR!” “Standard Star Shows are just what we’ve been looking for! From the sales angle they are terrific; from the listening angle, they are even more so. Our sponsors for these shows range from a hardware store to a taxi stand—and all agree that Standard Star Shows have a powerful selling punch!”

“BEST THING STANDARD HAS EVER DONE!”
“’Meet the Band’ audition disc arrived noon today and we have already sold the series. It’s a great show—and so are the others. This is the best thing Standard has ever done!”

“SOLD ACROSS THE BOARD!”
“It might be of interest to you to know that we have already sold ‘Personality Time’ across the board to an automobile dealer. Looks like we’re going to do a real selling job with Standard Star Shows!”

WRITE FOR FREE PRESENTATION AND AUDITION DISC

Standard Radio
TRANSCRIPTION SERVICES, INC.
Hollywood • Chicago • New York
140 N. La Brea Ave. 360 N. Michigan Ave. 1 East 54 Street

* All Standard Star Shows are Part of the Library Service at No Additional Cost
5000 REASONS WHY YOU SHOULD DO BUSINESS WITH GATES

5000 Reasons—That's a lot of them. But they're here in the Gates stockrooms, over 5000 different items ranging from tiny resistors to 5 and 10 kilowatt transmitters,—tailored for broadcasters' needs,—every item a reason to buy from Gates.

Gates has always served the broadcaster everything. Small or large orders receive equal attention. Take advantage of this large parts stock, the large inventory of completed apparatus. Your order will show you why more broadcasters buy more equipment from Gates.

Gates Radio Company
Quincy Illinois