BROADCASTING
The Newsweekly of Radio and Television

MORE...

... FARM SERVICE
Farm Bulletin Board (daily) • Farm World Today (daily) • Dinner Bell Time (daily) • This Farming Business (daily) • Prairie Farmer Air Edition (daily) • Daily specialist from Board of Trade (grain markets) • Remote broadcasts direct from Union Stock Yards (twice daily) • Weather reports direct from U. S. Government Weather Bureau
• Temperature and humidity every station break • Such special features as "Your Land and My Land," "Visits with Med Maxwell," "Great Stories About Corn."

... IMPORTANT AGRICULTURAL GUEST SPEAKERS AND INTERVIEWS
... REMOTE BROADCASTS FROM AGRICULTURAL EVENTS

And so More reasons why farm folks all over Illinois, Indiana, Michigan and Wisconsin listen more to WLS... and to our advertisers. For details, write Sales Manager, WLS, Chicago 7, or see a John Blair man.

A Clear Channel Station

890 Kilocycles, 50,000 Watts, American Affiliate. REPRESENTED BY JOHN BLAIR AND COMPANY.
GET YOUR PRODUCT OFF THE SHELF

Let WINS help you with your biggest sales problem... in-the-store promotion. We will take your product off the shelf and give it that necessary point-of-sale push through one of the fastest growing, most heavily trafficked drug store chains in the New York area.

Advertisers on the Jo Halpin Show can take advantage of a special merchandising plan, which includes in-the-store promotion as well as newspaper advertising.

Jo Halpin

has a rich and varied background. Her excellent newspaper and radio experience makes her daily show a highly listenable, fifteen minutes. She interviews celebrities, gives household tips to homemakers and brings a woman's view to the top news of the day.
Pygmalion... Jamaika Inn... 
A Star is Born... Goddard... Leigh... 
Fonda... Laughton... Annabellla

...are only a few of the four-starred features and internationally known names that will appear in a new series of thirteen outstanding films... on WPIX... starting next month...

Obtained after negotiations that lasted many months... now under an exclusive TV contract to WPIX... these motion pictures will be available in New York—and all other TV markets via syndication—for sponsorship on an exclusive basis starting next month... assure any advertiser or TV station a major audience in any market... offer an unlimited opportunity for promoting prestige, creating conversation, increasing sales!... are well worth investigation right now...

For full details, rates and availability... write, wire, phone... WPIX.

Complete List:
Pygmalion... Wendy Hiller, Leslie Howard.
Major Barbara... Rex Harrison, Wendy Hiller.
A Star is Born... Janet Gaynor, Fredric March.
The Young in Heart... Paulette Goddard.
The Beachcomber... Charles Laughton, Elsa Lanchester.
Jamaica Inn... Charles Laughton, Maureen O'Hara.
Sidewalks of London... Charles Laughton, Vivien Leigh.
Wings of the Morning... Henry Fonda, John McCormack.
Dinner at the Ritz... David Niven, Annabellla.
South Riding... Ralph Richardson, Edmund Gwenn.
Under the Red Robe... Raymond Massey, Conrad Veidt.
Thunder in the City... Edward G. Robinson.
Dark Journey... Vivien Leigh, Conrad Veidt.
Closed Circuit

LEONARD ERIKSON, vice president with Kenyon & Eckhardt, who resigned from agency last week, slated to join McCann-Erickson as vice president and general executive.

QUESTION of FCC jurisdiction over prize giveaways has reached point of delicate balance in discussions during past fortnight. It could go either way with some Commission members harboring view that it might be good idea to crack down if only to get court adjudication of issue.

LLENNE & MITCHELL, New York, is lining up spot availabilities for Tide Water Oil and Lend & Fink (Lysol disinfectant).

STUMBLING block to uniformity in magnetic recording may be removed soon. Engineering accord believed near on standard type of hub for tape reels after many months of conferences on details.

CHARLES GODWIN, who has been handling MBS sales in Southeast from Atlanta headquarters, due to return to New York shortly with network possibly closing Atlanta office.

RADIO AND TV program about to be signed by Sealtest Inc., New York. N. W. Ayer & Son is agency. Advertiser already has purchased time on NBC, 5 times weekly, 10:45-11 a.m., for daytime strip. Video presentation will not be simultaneous.

IN LATTER planning stage at NAB is careful study of stations that lost money last year. Another survey, covering FM listening in Oklahoma City, may be first of series of FM audience studies.

THAT LONG-STANDING Justice Dept. probe of baseball leagues' "closed corporation" policy on play-by-play broadcasts has reached point where department and league counsel are discussing consent decree. Local team now has final say-so when any station within 50 miles wants to carry games of another team. Justice Dept. is asking protesting stations for their views on plan to limit this control to times when local team's games are being played or broadcast at home. Station sentiment is that this move is right direction but not enough for real relief, particularly in major league cities.

BENTON & BOWLES, New York, preparing fall spot announcement campaign for Shinola.

QUARTET of top-drawer FCC staff executives (mostly engineers) had private look-see at CBS color telecasts on WCBS-TV New York last week, came away looking for most part much impressed. They aren't talking officially, but some at least are highly enthusiastic, feeling furthermore that it's color now or never.

RUTHRAUFF & RYAN, Chicago, expected (Continued on page 70)

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Upcoming

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

Aug. 16: RMA Television Committee meeting, Hotel Roosevelt, New York.

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


(Other Upcomings on page 60)

Business Briefly


NAMED REPRESENTATIVE ● Independent Metropolitan Sales, New York, announces it will represent WACE Springfield, Mass., and WNR Norfolk, Va., effective at once, and WARI Arlington, Va., effective Sept. 4.


FCC ORGANIZATIONAL MOVE

SIGNS of trend toward centralization of responsibility for FCC administrative matters in office of chairman were seen Friday in revisions made by Commission in its official statement of organization. Bureau of Administration becomes Office of Administration, to operate specifically "under the supervision and direction of the Chairman." Officials said this is in line with Hoover Commission recommendations and is designed to make clear that Administration Office is staff to Chairman, not line bureau. Duties are unchanged.

MCFARLAND BILL DELAYED

LOGIAM of foreign-aid, appropriations and other pressing legislation forced delay Friday in anticipated Senate consideration of McFarland amendments to procedures [Broadcasting, July 25, Aug. 1]. Bill (S 1973) is on consent calendar, which was tentatively slated for call Friday but could not be reached. Next call may come early next week.

GILLETTE TO SPONSOR FIGHT

BLOW-BY-BLOW description of 15-round Charles Lesnevich heavyweight championship bout will be sponsored on ABC Wednesday night, Aug. 10, by Gillette Safety Razor Co., Boston, through Mason Inc., New York, starting at 10 p.m.

BROADCASTING • Telecasting
WCAU-TV is following in the footsteps of WCAU-AM, which built its phenomenal listener response from the start on local loyalty. Philadelphians began to say that WCAU-AM was their station... developed the listening habit... It's working out that way for WCAU-TV, too. In an average week, we televise 28 local shows, with 325 people taking part. Their families, neighbors and friends are selling for you. And this suits us to a TV, because it's nice to see this history repeat itself. So use WCAU-TV to reach the local buyers who count.
Associated with: WDEF Flint – WOOD Grand Rapids – WEOA Evansville

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There's an impressive list of names in the CBS lineup this fall, and WFBM's welcome mat is out. Names like Jack Benny, Bing Crosby, Bergen and McCarthy, Red Skelton, Groucho Marx, Burns and Allen, Horace Heidt, plus the return of many other favorites, will definitely assure WFBM the continued number one preference of its central Indiana audience.

Even before these top entertainers joined the new CBS roster, WFBM provided its listeners with extremely popular shows—kept WFBM first in Indiana. The immediate future promises to add a million watts of program power to WFBM's long established predominance in the area comprising the heart of the Hoosier State.

Radio advertisers buying WFBM's outstanding time and talent get plus factors, too. They get low cost per listener, intensive promotion, consistent merchandising and dependable performance on Indiana's only basic CBS station.

The "WELCOME" MAT IS OUT AT WFBM!

First IN INDIANA ANY WAY YOU JUDGE!
Here is an opportunity for some aggressive advertiser to step into the #2 radio spot in Wichita with the noon-time news over KFH. It won't be sustaining long, so if you are interested, you will be wise to call the nearest Petry man right NOW.

Our congratulations go to Studebaker and Peter Paul Inc. for sponsoring the TOP rated daytime show in Wichita—the 5:45 p.m. News over KFH.
yes, friends...

We Are Celebrating Our

25TH ANNIVERSARY

A quarter century of successful broadcasting made possible by your helpful consideration and fine co-operation. To the various agencies, time buyers, to Headley Reed, our national representative, to the National Broadcasting Company, our local advertisers, and our loyal listeners we say . . .

THANK YOU

Prestige and good will -- built by 25 years of fine programming and public service -- have given us our slogan . . .

"ANY TIME IS THE RIGHT TIME TO BUY TIME"

— on —

WFBG WFBG-FM

National Broadcasting Company Affiliate

ALTOONA, PENNSYLVANIA

Jack Snyder, Manager

Headley Reed, Nat'l Rep.
How Buyers’ Market Can Mean

Business for Broadcasting

By GEORGE LASKER
Vice President WBMS Boston Sales Manager Friendly Group

LATE in 1938, when I first went to Boston to take over WORL I had, among other equipment, a good agreement—one that provided both the incentive to work and the ambition to get ahead. There was a buyers’ market that year. It was just as difficult to sell then as it is now, although there were not as many radio stations then as there are now. There would not be a buyers’ market in radio today if station managers and their sales forces had the same kind of incentive to sell and get ahead as I had in 1938. Stations would make more money, and sales would go up.

Today’s commission for station managers ought to be on an over-riding basis. It should be skinned off the top, while the salesmen ought to work a percentage rather than salary basis. Fifteen percent seems to me to be a proper commission for salesmen, while the inducement to station managers ought to be an over-ride of 5% of the gross business done on the station; this in addition to a reasonable expense account and a reasonable salary. He should be a salesman-manager, combining the talents of both commercial manager and salesman, capable of stepping in to help his own men, capable of going along with them to add his own weight and persuasive-ness to theirs in signing up an account. If there were more of months before we could hope to achieve satisfactory results. The fact that you produced so quickly for us is extremely gratifying.” These letters are on record with the NAB and were published some years ago by NAB in Participating Programs Volume 2, Number 3.

These are only a few of the successes achieved during depression years on a small radio station until then almost unknown in Boston. It was the result of concentrated effort and determination to make radio advertising pay in spite of a buyer’s market. It made WORL one of the greatest local radio stations for its power and size in the country. I cite WORL because I know about it. I took it over in 1938. I pin no orchid on my lapel but that kind of work did it. Perhaps recalling and recounting that experience may help the broadcasting industry and some of the men in it. I realize that many in the industry do not need help, but some may find inspiration in its record. When I took over WORL, it was an insignificant coffee pot. It had only a few clients. Its billing was little less than $500 a week; it was losing a great deal of money. I had only one idea in mind; to get good results for its clients. We originated a formula that increased its Hooper rating and enabled sponsors to get increased cost per 1,000 listeners. It gave them satisfactory results for the dollars spent.

THE FORMULA: For 15 years I have held a theory that all Boston radio stations combined are one

GEORGE LASKER started his radio career with WRNT New York—now WAKGM—as a salesman during the hard selling days following the “big crash.” As a former real estate broker he was well equipped with an effective sales pitch, plus a sense of showmanship needed in the field which he gained at an early age as a child movie actor. In the latter part of 1938, Mr. Lasker joined WORL Boston and became its general manager. One of his first accomplishments at WORL was to establish the 920 Club. This idea of utilizing the station frequency soon spread throughout the area and now is a popular feature on stations across the country. On Jan. 10 of this year Mr. Lasker resigned as general manager of WORL [BROADCASTING, June 6], to become sales manager of the Friendly Group of stations. In that capacity he coordinates national and local sales for the group which includes WBMS Boston; WPII Pittsburgh, Ohio; WSTV Steubenville, Ohio; WKNY Kingston, N. Y., and WFGP Atlantic City, N. J. In April Mr. Lasker received an additional appointment as vice president of WBMS, where he makes his headquarters.

Mr. LASKER

Lasker received an additional appointment as vice president of WBMS, where he makes his headquarters.

Mr. LASKER

Lasker received an additional appointment as vice president of WBMS, where he makes his headquarters.

No. 6

The Sales Manager

both types in radio, the buyers’ market would evaporate.

That kind of pressure in selling created a remarkable record for the late WORL.

How would you like to be able to say that you received a letter from a client saying that he sold $4,000 worth of merchandise for only $150. P. A. Starch Piano Co. did that in Boston during the depression. Charles C. Copeland Co. Inc. Beverages wrote, “The first week we were on your station, the sales jumped 20%.” “We sold 250 pieces of millinery the first week on the air”—Tuttle Millinery Inc., Boston; Webster Thomas Co., Boston, “In one week you obtained for us over 1,000 labels from the Matchless Brand Food Products.”

One of the big successes of that depression was the Summerfield Furniture Co. which wrote, “Your station is paying off in business greatly in excess of our expectations. We understood that it would take us a number of

BROADCASTING • Telecasting

INCENTIVE PLAN BOOSTS BUSINESS

STATION MANAGERS 5% OVER-RIDE

SALESMEN 15%:

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SALESMEN 15%:

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A great advertising medium, such as WOR, is no more than a reflection of its talents; of the artists who mirror its intent and purpose minute by minute, hour by hour and day by day.

In this advertisement WOR shows you a selection of its great stars when they were very young. Aside from being an album of memories, this advertisement is a symbol of Americana, of little children, such as yours and ours, whose ways of life are a reflection of a way of life.

It is people like these that make WOR the great American station that it is. It is people like these that make WOR the potent selling force that it is in the lives of the majority of 36,000,000 people in 18 states and the Dominion of Canada.
Prescott Robinson, noted WOR newscaster, caught facing a photographer in a little town called Christmas Cove, Maine. A little boy then, Prescott stands six feet four inches now. His authoritative impartial and persuasive news reporting has made his name a byword in hundreds of thousands of homes along the Atlantic Seaboard.

Prescott Robinson’s selling for candy manufacturer Peter Paul, Inc., and many other noted advertisers, has clocked up records that make great American radio history.

This little boy grew up to be a stand-out West Pointer and a loved senior officer in World War II. His name? Who but Bill Slater, the mellow voice of WOR’s “Luncheon at Sardi’s,” “Twenty Questions” and numerous other popularity bulls-eyes. Bill can take any commercial and make it sound greater than the way it was originally written. For Bill is not only a great actor, but a persuasive personality loved by hundreds of thousands of people throughout the United States.

This demure miss is WOR’s Barbara Welles, (Mon. thru Fri., 4:00 P.M.). She’s changed little; that is, as far as beauty goes. The picture is one you could find framed in any American home—a little girl, the world waiting, raised in a home that has served as the frame for many a fond memory.

Advertisers: Barbara Welles is most recently noted for her amazing job in reintroducing Pears’ Soap to the American public. She was the only promotion used by the British manufacturer.
when they were very young

(continued)

Alfred McCann (left), wife, Dora (right), of the "The McCanns At Home", a program that originates from their home in Yonkers. Son of the famous Alfred McCann, pure food crusader. Alfred carries on the tradition valiantly. The McCanns' comments on what to eat and why is a daily rite in thousands upon thousands of homes and this devotion to what they say is reflected in what their listeners buy. A powerful, entertaining, charming and devoted WOR team.

Stan Lomax, WOR's nationally-noted sports commentator (Mon. thru Sat., 6:45 P.M.), was two. The sun shone mellowly that day on a small town where a street photographer snapped this shot. A boy like that knows boys and sports and the feeling that throbs through hearts, young and old, when Spring prompts the cry, "Play ball!"

Advertisers: Stan Lomax's hold on millions of listeners is a phenomenal one. He has sold everything from autos to cigars. He can sell anything for you.
Dorothy (left) and Dick, WOR's engaging "Dorothy & Dick" (Mon. thru Sat., 8:15 A.M.; Sun., 11:15 A.M.), when they were tots. She is known today as the world-famous Dorothy Kilgallen, Hearst feature writer and columnist; noted article and story author. He, of course, is Dick Kollmar, famed for his radio portrayal of "Boston Blackie", also as a Broadway hit producer.

Advertisers: Dorothy & Dick are of the many great WOR program personalities that do phenomenal things for people who have things to sell. Ask us about them.

Kate Smith, her parents' sweetheart then, "America's Sweetheart" now. A great woman whose deeds are long remembered. Every Mon. thru Fri. from 12:00 to 12:30 P.M., Kate "speaks" and "sings". Her simple philosophy of living and her beautiful interpretations of songs that thousands love have made her loved by millions. Incidentally, a great saleswoman whose work for advertisers is a history of radio's power to sell—and, of course, WOR's.
when they were very young

(continued)

Dan McCullough (left) and Bruce Eliot, today's great wagsters who conduct "Tello-Test", (Mon.-Fri., 11:15 A.M.) They, too, reflect the lives of hundreds of thousands of listeners who follow them. Dan and Bruce have a subtle and charming attraction that provokes thousands of letters and sends people streaming into stores for some of America's largest—and sometimes smallest—manufacturers of almost everything.

Jack Barry, renowned WOR emcee and deft program creator, "Juvenile Jury", et al, photographed at a tender age. Jack is a typical example of the nimble brains that WOR attracts and one of the people greatly responsible for the elasticity of WOR's programming. Jack Barry, by the way, is not only a program creator, but a shrewd and brilliant salesman whose work for General Foods and many other great American companies is a well-known and respected part of radio history.
John Gambling (Mon. thru Fri., 6:00-8:00 A.M.), a British boy with a love for the bounding main. A naval combat officer and wireless officer who later became one of WOR's most beloved and loyally-followed personalities. Is a human alarm clock for millions in the morning and a cash register clicker for more American advertisers than we could list in this brief summary.

Henry Gladstone, a little boy with eyes westward. Today one of WOR's most noted and respected newscasters. (Mon. thru Sat., 10:00 A.M.). Henry is noted throughout the nation for his precise and dependable reporting of the news; for his incisive and charming delivery. Another great figure in WOR's powerful array of people who prompt people to buy what you have to sell.

“This is Vandeventer”, the voice says every Mon. thru Sat. at 11:00 P.M., and so begins 15 minutes of the most popular news broadcast on WOR. And this is the Vandeventer whose wise and witty answers to the posers on WOR's “Twenty Questions” charm and inform one of the greatest listening audiences in radio.

WOR
—one of
America's great stations

Coming Soon! . . . WOR-TV—Channel 9—Key Station
 in Mutual's Growing Television Network—
    Watch for it!
ROWLAND R. McELVARE (seated) of Bank For Savings of New York City, contracts on behalf of Savings Banks of New York for Lewis Cowan's Savings Bank Quiz Kids, to start on WNBA New York Sept. 18. Others are (l to r) James V. McConnell, NBC; Thomas B. McFadden, WNBA mgr.; George Huhn, Ruthrauff & Ryan.


COMPLETING plans for bringing top football games to Columbus, Ohio, next fall via TV are Mortimer W. Loewi (r), director, DuMont TV Network, and Edward Lamb, owner WTVN (TV) Columbus, which is to open in September.

C O N T R A C T for 52-week backing of Voice of Prophecy on ABC, Sun., 9:30-10 a.m., by Voice of Prophecy Inc. is arranged by George Williams (l) of General Conference of Seventh Day Adventists, and G. T. C. Fry, ABC sales.

R E N E W I N G Alais Havilla Newcast, aired on WNJR Newark since November 1947 by Howard Savings Institution, Newark, is Jonas W. Swanson (r), bank's public relations dir. Approving are Edward W. Scudder Jr. (l), and Charles O'Neil of WNJR.

S A L E of Major League game broadcasts on WMIT (FM) Charlotte, N. C., to Allison-Erwin Co., Zenith distributor for North and South Carolina, is approved by (l to r) Jim Hedrick and Joe Pleasant of Allison-Erwin and Johnny Dumphagan, Charlotte manager of WMIT.


C O N T R A C TING for 15 daytime hours weekly on KFMB-TV San Diego is Walter Tufford (center). San Diego automobile and RCA dealer. Obviously pleased with deal are Jack Gross (l), KFMB-TV owner, and William Phillips, head of William Phillips Agency.


K Y R O N F O U N D A T I O N Inc. (reducing preparation) sponsors Inside the Doctor's Office, transcribed dramatic series, on WMAQ Chicago five times weekly. Arthur Meyerhoff Agency, Chicago, plans to put show on about four more stations soon.


R A Y-O-VAC Co. (flashlight batteries) appoints McCann-Erickson's Caracas office to handle local advertising. Spot radio will be used.


S E A R S R O E B U C K Co., Los Angeles, in August sale, will sponsor series of one-minute film spots on Southern California TV stations. Produced by New World Productions, Los Angeles, series will be placed through Mayers Co., that city.

G E N E R A L E L E C T R I C SUPPLY Corp., Kansas City, Mo., appoints W. D. Lyon Co., Cedar Rapids, Iowa, to handle advertising. Radio will be used, and television is contemplated.

K E L L E Y C A R Co., Los Angeles (used cars), will spend $85,000 monthly in local television, having contracted to use minimum of four one-minute film spots weekly on each of following stations: KTTV KTLA KTSF TV KLAC-TV all Los Angeles. Contracts are for 52 weeks. Agency: Tulis Co., Hollywood.

N etwork Accounts • • •

E L G I N - A M E R I C A N , division of Illinois Watch Case Co., Elgin, III., will sponsor The Groucho Marx Show on CBS from Hollywood starting Sept. 28 on Wednesday 8-8:30 p.m. (CST), through Weiss & Geller, Chicago.


C A L I F O R N I A PHYSICIANS SERVICE, San Francisco, switches California Caravan from ABC to 14 California Don Lee stations. At end of August, program will be carried sustaining to remainder of CBS and Don Lee stations. Agency: Lockwood-Shabelford Adv., Los Angeles.


A dpeople • • •

I N T E R N A T I O N A L MILLING Co., Minneapolis, Minn., announces following changes in sales and advertising departments: J. H. HERLOCKER, general sales manager, formerly located at Minneapolis, is transferred to same position at Kansas City. WILLIAM KING JR., formerly advertising manager, succeeds Mr. Herlocker in Minneapolis. H. W. MAIER JR., formerly advertising and sales promotion man at Greenville, Tex., made advertising manager at Minneapolis. ROBERT E. THOMPSON, formerly assistant advertising manager at Minneapolis, becomes advertising manager in Kansas City for International. Kansas City offices are at 900 McGee St.

B R O A D C A S T I N G • T e l e c a s t i n g
ASSOCIATION OF AMERICAN RAILROADS
TRANSPORTATION BUILDING
WASHINGTON 6, D. C.

WILLIAM T. FARICY
PRESIDENT

August 1, 1949

To the PRESS and RADIO:

Subject: SAFETY ON THE RAILS

Safety in railroad operations depends largely on the efficient direction of traffic. This is accomplished, for the most part, by an intricate system of signals that change color or position as the train passes along. In most cases, this is done automatically -- so that the train itself, by its own movement, sets the signals which warn all other trains, approaching or following, to keep a safe distance.

Where traffic is light, railroads can be -- and are -- run safely without these block signals, but where traffic is heavy, trains can be run both more safely and more efficiently with them. That is why the railroads have installed them on more than 138,000 miles of track.

On more than 105,000 of these miles, the block signals are of the automatic type -- that is, the signals are operated by the train itself without necessity for any human intervention. Incidentally, 90 per cent of these automatic block signals were installed by the railroads before there was any legal requirement to do so, and almost all the rest have been voluntary installations.

In these block signals, the railroads today have the world's largest, most complete and most effective system for controlling traffic. In fact, the vast majority of railroad passengers ride trains operated under this system.

And these signals, which are installed and operated by the railroads at a cost of hundreds of millions of dollars, are just one part of the railroads' program to maintain their outstanding safety record and make it ever better.

Sincerely yours,

William T. Faricy

KENNETH H. THOMPSON, for past five years with Buchanan & Co., New York, as account executive and prior to that copy chief for Tracy, Kent & Co., same city, joins Erwin, Wasey & Co., New York, as account executive in charge of industrial advertising of Texas Co.


ALVAN B. SOMMERFELD, former promotion manager of Collier's magazine, and more recently with Joseph Katz Co., Baltimore, opens Alvan B. Sommerfeld Co., advertising agency in Baltimore at 517 N. Charles St. Mr. Sommerfield also was former promotion director of WNEW, New York, and group copy chief with Lord & Thomas, also New York.

ROBERT SMALLLEY, formerly copy chief at Kenyon & Eckhardt, and Lennen & Mitchell, both New York, joins J. M. Mathes, same city, as director of copy.


RICHARD JORGENSEN Adv. moves San Francisco offices to 553 Market St.

TONY STANFORD, producer at Young & Rubicam, Hollywood, transferred to New York.

DONAHUE & COE, New York, and WILLIAM KESTER & CO., Hollywood, have worked out arrangement whereby creative and contact departments of both agencies and facilities of their New York and Hollywood offices will be jointly available to accounts. E. J. CHURCHILL and MARSHALL KESTER, presidents of New York and Hollywood agencies, respectively, made joint announcement.

THOMAS A. CASEY joins account staff of Knox Reeves Adv., Minneapolis, after working as radio director of Armour Co., Chicago.

FRANK McMAMON, formerly assistant account executive of Poole, Cone & Belding, Los Angeles, joins Erwin, Wasey & Co., that city, in similar capacity.


TOM LATHROP, regional sales representative for WNX, Sioux City-Yankton for seven years, resigns to establish his own advertising agency in Sioux City. He will handle all media.

MARJORIE ALLEN, formerly with McCann-Erickson, J. Walter Thompson and William R. Warner (Richard Hudnut), all New York, joins copy department of Compton Adv., Inc., same city. Miss Allen will work on Du and Drane accounts.

THOMAS H. AXELSON of Salt Lake City, purchases C. P. Cusack Adv., Denver, from Cusack estate. Mr. Axelson will continue operation of his Salt Lake City agency, but will make headquarters in Denver. Name of Cusack Adv. remains same.


LOCKWOOD-SHACKELFORD Adv., Los Angeles, effects merger with GARDNER & GIESECKE, San Francisco, and in expanded operation takes over latter's offices in Russ Bldg. MacALAN GARDNER named vice president of Lockwood-Shackelford, with ALBERT S. GIESECKE becoming manager of San Francisco office. ELLIS REHN continues as account executive in San Francisco.

SEYMOUR S. KAIN named general manager of Burlingham-Grossman Adv., Chicago. Mr. Kain worked three years as copy chief at Helene Curtis Inc., Chicago, manufacturer of beauty shop supplies. M. A. HARVIS, administrative director at agency for three years, appointed account executive.

STANLEY M. CARLSON joins Daley Bros., Belmont, Calif., as sales manager, after resigning as merchandising executive at Ewell & Thurer Assoc., Chicago. His successor has not been named.

VINCENT TUTCHING named manager of Poole, Cone & Belding International's new office in Dominion Square Bldg., Montreal.

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Open Mike

(Letters are welcomed. The editors reserve the right to use only the most pertinent portions.)

Adds to Hecht Story

EDITOR, Broadcasting:
There were only two things wrong with the lead article in your July 11 issue:
1. I would have changed the title of it to “Success Is a Thing Called Joe.”
2. I sure would have printed a picture of that amazingly modern station out in the middle of a corn field—a station operated by an astonishingly modern guy named Brechner.

At any rate it was a very interesting article, and I enjoyed it immensely, having just completed a tour all the Washington and surrounding community stations. I was very much impressed with Joe Brechner’s operation [WGAY Silver Spring, Md.], and as a consequence, I was not at all surprised to learn what a fine job he did for Hecht.

T. J. McDermott
N. W. Ayer & Son
New York

Re: Liquor Ads

EDITOR, Broadcasting: 
I can think of nothing more detrimental to the future of radio than abandonment of the long-established practice against advertising hard liquors. I live in what Mencken calls the Bible Belt, but I have always taken a liberal viewpoint with reference to alcoholic beverages. We have carried beer advertising over our station even though we have received protests from a lot of listeners who feel it is a bad policy. Our position has been that the advertising of beer as a beverage promotes temperance; and after all, that should be the objective of every move designed to curtail the harmful effects of over-consumption of alcohol.

We in the radio business cannot get away from the hard fact that our medium penetrates into the home. It is not enough to say that a listener can cut our programs off if he does not like them. Programs must be heard in the homes or we would have to go out of business. Therefore, once we are in the home, we have certain obligations of protection to those who let us come into their homes...

The claim of those of us who opposed prohibition was that we had to teach our children in the homes the evil influence of alcohol and we should preach temperance rather than seek to curtail the sale of liquor by legislation. ...

If the networks and the stations in their mad search for the advertising dollar now reverse the policy against advertising hard liquors, I predict that it will be only a short time before a majority of the state legislatures will prohibit the advertising of any alcoholic beverages, including beer and wine, over any radio station. But beyond and above the advertising dollar involved, I think it is a bad policy from a standpoint of ethics and public service for a radio station to broadcast liquor advertisements. The unfortunate victim of alcohol is the alcoholic. When we use our medium to go into homes to tell children and to tell those who cannot control liquor how wonderful it is to try this and that whiskey, we are abusing our franchise, and I predict dire consequences.

In making these statements, I appreciate fully the fact that most newspapers and magazines make no attempt to curtail whiskey advertising. However, I think we stand on a different footing from that of the newspapers and magazines... I have dictated hurriedly this letter to you after reading the article in the July 25 issue of Broadcasting. I cannot conceive that our networks will take such a stupid step. I feel it is time for some clear thinking on the part of those in NAB and other agencies which have an obligation to protect and promote radio. Certainly there will be no advertising of hard liquors over our stations.

Walter Brown
President and Gen. Mgr.
WORD Spartanburg, S. C.

[EDITOR’S NOTE: Walter Brown was formerly a crack Washington correspondent and served as executive aide to Secretary of State Byrnes. Mr. Brown was also assistant to Mr. Byrnes when he was War Mobilizer and “Assistant President.”]

‘Growing Fast’

EDITOR, Broadcasting:
In your story of UHF-VHF Channels population of Port Arthur-Fort William is shown as only 24,000. If this figure is meant to represent the total urban population of both Canadian Lakehead cities it should be 65,000, at least. That was the last count but we’re growing fast!

Not very often I find an error in your very fine journal and I’m a “cover to cover” man. No doubt this particular slip was beyond your control.

Ralph H. Parker
Owner
CPPA
Port Arthur, Ont.

[EDITOR’S NOTE: The figure used in the story to which Mr. Parker refers came from FCC.]
Feature of the Week

KFBC, ABC outlet in Cheyenne, Wyo., has been selected as proving grounds in a new unification twist to the Army's on-the-job training program within commercial radio stations. Working with the Navy, the Army has assigned CPO Robert Stuart Ladue Jr., of the Naval Air Arm, into the program and arranged for him to receive 90 days on-the-job training at KFBC.

The Army's experiment came about when Mr. Ladue, a student at the Armed Forces Public Information School in Pennsylvania, encountered the Army's program and requested the Navy to send him along.

William C. Grove, general manager of KFBC, has assigned Dale Sutherland, KFBC's program director, to supervision of the training program. Purpose of the program is to prepare service personnel for the handling of military radio shows and stations.

Every effort is being made to expose Chief Ladue to all departments and facets of broadcasting. From selling and script-writing to announcing and program direction, he will receive help and instruction from every member of the staff. Included in the training were recreation of the major league baseball games and remote coverage of the "Frontier Days" rodeo celebration in July.

He is also scheduled to present and enact his own live dramatic shows.

So, now, some three months and many miles from salt water, Chief Ladue is in high gear on this new twist, courtesy U. S. Army.

On All Accounts

RICHARD (Dick) PORTER, vice president, stock holder and account executive of Dancer, Fitzgerald & Sample, New York, a man who is reputed never to say "great" when he means "good," says that radio's efforts in behalf of his client, Spray-A-Wave, have been "sensational," and I don't mean "swell."

Reduced to statistics, the supervisor describes a 206% increase in Spray-A-Wave sales over a period of a single month—or since the product came under the broad custodianship of Arthur Godfrey on his daily CBS show.

Born in Philadelphia on May 6, 1893, Dick Porter served successively as stenographer, court reporter, and secretary to the New Jersey Board of Education. Subsequently he owned his own printing and mail order business.

After a term of duty as secretary to Gov. Walter E. Edge of New Jersey, Mr. Porter joined that state's official advertising agency, Dorland Inc., emerging eventually as half owner in the enterprise.

In 1929 he sold his interest and joined Redfield-Coupe agency, as an account man. From there he moved to Stack-Goble as head of the New York office.

In 1942 he organized and headed the New York office of Roche, Williams & Cleary, after which—in February 1949—he became associated with DP&G, rising then to his present capacity. In addition to handling Spray-A-Wave, and Tums for the agency, Mr. Porter services Procter & Gamble's "Shasta" which is currently using a spot announcement campaign.

The Porters—she is the former Lorraine Paterson—were married on Nov. 23, 1921. They have three children, Richard, Jr., Lor- raine Katherine, 19, and Carol Dorothy, 15. The Porters have their home in Boca Raton, Fla., to which Mr. Porter commutes on week-ends.

His hobbies include golf and light tackle fishing in salt water.

WHAT A GUSHION

(IT WAS NEVER LIKE THIS BEFORE)

$4,567,999.00

BANK DEPOSITS 12/31/48

$ VAL. SAVINGS BONDS 12/31/48

in the

228 WOW COUNTIES (BMB)

IN NEBRASKA, IOWA, SOUTH DAKOTA, MISSOURI, AND NORTH DAKOTA.

THIS IS....

READY MONEY...

...READY TO BE SPENT

NOW or in the FUTURE

FOR WHATEVER YOU

HAVE FOR SALE!

in

WOW-LAND

An Always Rich

Farm Market...

COVERED ONLY BY

RADIO

WOW, Inc.

OMAHA, NEB.

5000 WATTS • 590 KC

JOHN J. GILLIN, JR., PRESIDENT

JOHN BLAIR, REPRESENTATIVE

AND BLAIR-TV, INC

Page 20 • August 8, 1949
a truly portable Field-Intensity Meter

- Weighing only 12 1/2 pounds—including batteries, here's a small, compact field-intensity meter of high accuracy that carries around like a portable radio... and operates almost as simply. You tune in a signal, adjust a built-in calibrating oscillator and receiver gain... and read signal intensity directly in microvolts-per-meter. No charts, curves, or correction factors to worry about. No computations to make.

  Designed with a wide sensitivity range of 10 microvolts/meter to 10 volts/meter, Type WX-2B enables you to make field-strength readings anywhere—from the very shadow of your transmitter, to the roughest location "down-in-the-noise." Plenty of front-end selectivity, too. Loop antenna Q is approximately 100 at one megacycle; An r-f amplifier stage provides a very high order of image rejection.

  Power supply: Ordinary flashlight dry cells for the quick-heating tube filaments—and a 67-volt battery of the size used in camera-type radios for the B supply.

  A lot easier now to get the facts on your coverage, service area, and antenna efficiency... with RCA's new portable WX-2B. Ask your RCA Broadcast Sales Engineer for the facts. Or write Department 19-46, RCA Engineering Products, Camden, New Jersey.
Spectacular stuff, sure, but it isn't just "knack"; it's the result of experience and Know-How—just as KWKH's Hoopers are! Here are the Share of Audience figures for March-April, '49:

**MORNINGS (Mon. thru Fri.)** KWKH......39.6  
(70% better than next station)

**AFTERNOONS (Mon. thru Fri.)** KWKH......31.7  
(7% better than next station)

**EVENINGS (Sun. thru Sat.)** KWKH......42.5  
(47% better than next station)

Twenty-four years' experience in broadcasting to our particular audience has given us at KWKH an incomparable radio Know-How. How about getting all the facts, now?
SPOT BUSINESS

By FLORENCE SMALL

WITH a sudden and dramatic infusion of spot business, confounding all industrial indices and gloom-shouting, radio will look forward to this fall to a total spot expenditure that will exceed by approximately 10% last fall’s near record intake. The figure is expected to reach readily for a million for the four-month fall season—September through December.

At least 20 advertisers are known currently preparing spot campaigns through their agencies. Products range from the usual seasonal cold remedies to such new spot users as Schick Razor.

In the pharmaceutical field, Beavmont 4-Way Cold Tablets, through Harry B. Cohen Advertising Co., is placing spots and participation programs in 80 markets. Contracts are for 22 weeks on all northern stations and 20 weeks on southern stations, effective Oct. 3. Another cold remedy, Pertussin, through Erwin, Wasey & Co., is planning a campaign in 100 markets with 26-week contracts starting in November.

In the publication field, Ladies Home Journal and Readers Digest, through BBDO, New York, are planning to use one-minute transcribed announcements nationally. Such folks as Allport’s Pen, through Kenyon & Eckhardt, and Spry, through Ruthrauff & Ryan, will use saturation spot coverage beginning in Mid-September. American Cranberry, through BBDO, will buy stations in 35 markets for a spot campaign starting in October. Virginia Dare Wine, through Ruthrauff & Ryan, is also preparing a fall spot schedule.

Schick Electric Razor, the newest spot user, through its agency, BBDO, is using stations in 50 markets, starting in September, while Lydia Pinkham, one of the oldest of spot advertisers, will sponsor quarter-hourly participation spots on 15 stations, starting in August. The agency is Erwin, Wasey & Co.

Greeting Card Plan

An advertiser turning with reinforced emphasis to radio participations is Merit Greeting Card, through Louis S. Herman, Advertising, Newark. Originally using only 17 participation shows, the agency is currently increasing its coverage to between 40 to 50 stations located in the first five mailing zones from East to Midwest.

One advertiser, R. J. Reynolds Co. (Cavaller cigarettes), through its agency, William Esty Co., is using 250 spots for its initial spot campaign, it was understood. Firms sponsors spots for teaser campaign in city where distribution has been established, then increases its coverage in that city as distribution is increased among dealers.

Another spot announcement campaign scheduled for fall is being prepared by Ruthrauff & Ryan for Delaware, Lackawanna & Western Coal Co. (blue coal) with starting date in mid-September.

Station representatives expressed cautious but manifest satisfaction at the rising spot figures, and advertising agencies confirmed the existence of the trend with the qualifying observation that this year the campaigns will probably be briefer but more intensive.

Ralph E. Dennis, ABC Spot Sales manager, told Broadcasting that 1948 was his organization’s best year and that if that record were equaled or exceeded, the firm would be doing very well indeed. He was optimistic about that possibility.

George W. Bolling, head of the Bolling Co. Inc., New York, reported a “terrific spot buying surge” in the last couple of weeks but on the other hand believes that such buying would nevertheless be down overall when records finally were tabulated. He said that campaigns thus far have been from 20 to 35 weeks and have been on a national scale with one station per market selected to carry the announcements.

Eugene Katz of the Katz Agency revealed that he expected more spot business this fall compared to the immediate past but that it was not clear whether business would equal the banner period of last fall.

See Year-End Upsurge

Robert D. C. Meeker, general manager of Robert Meeker Assoc., Inc., broadcasting this fall would equal the all-time peak of last fall. He said summer business was slow but indications are for a good year-end upsurge.

John E. Pearson, head of the representative firm bearing his name, said that on a dollar volume basis, his stations will exceed last fall’s total by 20%.

Carlos Franco, manager of radio time buying for Young & Rubicam, expressed the agencies’ viewpoint when he told Broadcasting that “from here on out the trend toward shorter but more intensive campaigns will be prevalent.” One of the reasons for that pattern, he indicated, was a move to dislodge prevailing large inventories among dealers by means of the hard-hitting impact of spot radio.

LIQUOR ADS

stations Split on Revoking Radio Ban

$40 Million Expenditure Seen This Fall

From News Wire Service

FUROR over possible acceptance of hard liquor advertising by networks and stations continued to rage last week while a progress report indicated that about 50% of American broadcasters were "ready and willing" to revoke radio’s traditional ban on liquor commercials.

Whether they would eventually discard the ban remained a matter of speculation, however, in the face of growing disfavor from Capitol Hill, temperament groups and other interested parties, including the government’s Alcohol Tax Unit.

Once again Sen. Edwin C. Johnson (D-Col.), arch foe of “wet” radio, reminded that radio broadcasting is an interstate business and that the Federal Government has the duty of protecting the nation in the exercise of its police powers. This time Sen. Johnson took to task Tom Watson Jr., general manager of WSUI Belle Glade, Fla., for suggesting that the right rests with stations "to make such policy decisions ourselves" and upon the listener’s "freedom of choice."

Other broadcast spots were these:

- FCC was preparing an answer to Sen. Johnson’s letter asking the Commission to give “serious consideration” to the public interest phases with particular stress on license renewals of applicants who carry liquor advertising.

- Alcohol Tax Unit officials admitted they had no authority to reprimand liquor licensees who buy air time, but indicated they would advise distillers such actions would be inadvisable and furnish the “dry” contingent with a potent weapon.

- A reply to Sen. Johnson’s request that the Unit use “moral suasion” and “legal authority,” if necessary, to discipline the distillers was reportedly in the stage of preparation from the office of Treasury Secretary John Snyder, under which the Internal Revenue Bureau and Tax Unit operate.

- An official of New York State’s Women’s Christian Temperance Union said 500,000 members in 10,000 local units would line up solidly against such radio advertising as the national WCTU urged speedy enactment of pending anti-liquor legislation.

- The Senate Interstate & Foreign Commerce Committee, headed by Sen. Johnson, revealed receipt of nearly 100 communications commending the Colorado Senator on his stand.

The 50-50 balance on stations, with returns by no means nearly full, was revealed in a progress report by Tom Flanagan, executive (Continued on page 19)

August 8, 1949 • Page 23
TWA RADIO ADVERTISING
Airline Spends $125,000 in First Half of 1949

USING 36 stations in 11 cities, Trans World Airline has spent $125,000 in the first six months of 1949 on spot radio advertising, according to Sam Henry, advertising manager for TWA's transcontinental division.

"As a year-round advertiser," said Mr. Henry, "TWA is the most consistent user of radio in the travel and transportation field. Traditionally, radio was not an advertising medium for transportation carriers. But, three years ago, TWA turned to radio with a desire to get maximum reach. And our idea in using radio is to widen our wingspread and carry our advertising to a mass market."

He pointed out that the survey of a jingle TWA used in St. Louis in January and February of 1947 showed 46% listener rating and was encouraged to team radio up with more standards of transportation advertising—travel folders, window displays, newspapers and magazines.

Mr. Henry went on to show that TWA in 1947 spent $150,000 in 12 major cities after adopting radio on a national basis. "General indications," he said, "indicated that radio was paying off in terms of increased air travel, and, in 1948, TWA upped its radio outlay to $250,000. The same rate of expenditure has been continued through the first six months of 1949."

In mid-1948, the airline switched to localized live-announcement copy, using local station announcers. In the first half of 1949, TWA's radio advertising covered the following cities: New York (WCB and WOR WQXR), Chicago (WGN WIND WALQ WLS), Los Angeles (KECA KFI KNX), San Francisco (KCBS KNBC), Kansas City (KMBG WDAF), Pittsburgh (KDKA KQV WCAE WWSW), St. Louis (KSDK KWK XOK), Philadelphia (KYW WFL), Cincinnati (WCPO WRC LSAI), Boston (WCOP WEEI), and Washington, D.C. (WR WMAL WOTP).

SOAP-BOX DERBY
Chevrolet To Sponsor on CBS

TWELFTH ANNUAL SOAP-BOX Derby, sponsored each year by Chevrolet for teen-age speed demons, will be broadcast exclusively by CBS on Sunday, Aug. 14, 1:40-4:45 p.m.

Money will be paid for by the motor car company, which also awards a $5,000 college scholarship to the winner. Race will be held on Chevrolet's Derby Downs grattv track at Akron, Ohio. Top five places will receive trophies and prizes, including a 1949 Chevrolet for second place, awarded by Campbell-Ewald is the Chevrolet agency.

Telecasting of the derby will be handled by ABC-TV, on a sustaining basis. Don Waitrick, sports director of WXYZ, ABC's owned and operated station in Detroit, will describe the derby, which will be telecast in cooperation with Chevrolet.

TWA's spot radio advertising figures are presented by Mr. Henry.

GENERAL MILLS
45% to Radio, 5% to TV

GENERAL MILLS, with a record advertising budget, is devoting 45% of its media dollar to audio and 5% to television, according to Lowry H. Crites, advertising manager. The figures apply to the fiscal year begun June 1.

The General Mills advertising budget is at a record level, $18 million, according to Harry A. Bullis, chairman of the board, despite a drop in net income [BROADCASTING, Aug. 1]. The company's advertising cost per unit sale is constantly decreasing, he said.

Based on Mr. Crites' statement, which he refused to amplify, General Mills will spend about $8,100,000 on sound broadcasting and $900,000 on television, using the $18 million total budget as a base.

Decca Earnings

CONSOLIDATED net earnings for Decca Records Inc. for six months ended June 30 were $329,429 after provision of $239,429 for income tax. This equals 50 cents per share on 776,650 shares of capital stock and compares with net earnings of $427,212 or 56 cents per share in the same 1947 period.

"Drawn for Broadcasting by Sid Hix."

"Gotta cut our order. With all these FCC investigations in the wind, pencils are beginning to show up instead of disappear."

BEECH-NUT
K&E Gets $1 Million Account

BEECH-NUT PACKING Co., Canajoharie, N.Y., has appointed Kenyon & Eckhardt, New York, to handle its more than $1 million advertising campaign, effective Sept. 1.

On t’at day the agency takes over the firm's chewing gum, coffee and baby food products. Newell-Emmett Co., New York, formerly handled the account [BROADCASTING, Aug. 1].

CHALMERS IS V. P.
Gets New Post With K&E

WILLIAM A. CHALMERS, account executive on Ford Motor account since January 1948, has been appointed vice president and radio director of Kenyon & Eckhardt. Mr. Chalmers succeeds Leonard Bixson who has resigned from that post [BROADCASTING, Aug. 1].

Mr. Chalmers also will serve on the basic plan board of K&E.

He joined the agency in the middle of 1947 after serving as assistant advertising director for Richard Hudden.

Mr. Chalmers first entered the advertising field with BBDO agency. After a year with BBDO he went to Hollywood as an actor appearing in numerous productions.

Later he joined Geyer, Corell & Newell as special radio time buyer in behalf of Nash cars. Then he joined Erwin Wasey & Co. in Philadelphia. When the Philadelphia office established a representative in New York and the Biow Co. Soon he was made executive assistant to Milton Bloew, head of the agency, and remained in that capacity for four years.

Mr. Chalmers joined Free & Peters in 1941 and remained with the organization until early 1944 when he joined the Army.

SMITH BROS.
Buy 'Stop the Music' Segment

SMITH BROTHERS Inc., Poughkeepsie, N.Y., will sponsor the second quarter-hour segment of the ABC Stop the Music program, over 187 of the network's stations, starting Sept. 18.

The 32-week contract, signed through Sullivan, Corf and Bailes Inc., New York, covers the time period being released by Everhart Inc., Chicago, through Biow Co., after the Sept. 11 broadcast.

Program is aired Sunday, 8-9 p.m.
NEW ERA AT NAB

By J. FRANK BEATTY

NAB set out last week on a new phase of its 26-year career, with President Justin Miller taking over complete and active control of the association after one year of transitional administration.

The new and more compact NAB, redesigned to meet progress of the art, appeared in its new dress for the first time last Monday morning. Judge Miller finished the basic personnel job right on the schedule set by the board but the complete executive staff will not be operating until Sept. 1.

Two top appointments wound up in the staffing operation. Judge Miller named G. Emerson Markham, station director of General Electric's WGY Schenectady and its TV and FM outlets, as director of the new NAB Video Division.

Forney A. Rankin, Judge Miller's international adviser, becomes director of the new Dept. of Gov't Relations.

Hardy Heads Audio

Previously Judge Miller had named Ralph W. Hardy, assistant manager of KSL Salt Lake City, as director of the new Audio Division, paralleling the Video Division [BROADCASTING, July 25]. Arthur C. Stringer, director of the abolished FM Dept., becomes assistant audio director specializing in FM.

Having completed the reorganization in line with the board's directions, Judge Miller had already set the stage for the new man and was preparing to inform the NAB Structure Committee, headed by Clair R. McCollough, WGBH-Radio, Lancaster, Pa., of the action he had taken. The committee in turn will report to the full board in November. It remains an active committee, at least until then.

While the board directed that NAB's standing committees be cut to five members as part of a general economy move in which the NAB budget was cut by about $800,000 to $701,511 for the fiscal year 1949, nearly $800,000 to $701,511 for the fiscal year started Aug. 1, no action has been taken. It is believed the present committee cut will remain active at least until the 1950 convention next April. Savings may be effected by keeping committee meetings down to a minimum. No meetings are scheduled at this time.

Judge Miller told BROADCASTING, just before leaving on vacation Friday, that he considers the new NAB organization will highly efficient streamlined operation with a very good team. He will take a "working vacation," and had arranged to spend the week of July 31 in New York, conferring with Mr. Hardy on the new Audio Division. He had conferred a week earlier with Mr. Markham in New York. "I have greater confidence in the efficiency of NAB than I have had at any time since I became president," Judge Miller said. "We have been hurt at one or two points, particularly in the research field. The research Dept. deserves credit for many of the projects carried out by the president's office as well as employer-employee relations. The Advertising Bureau and other departments. Kenneth Baker, research director, has been ready to meet the department despite the fact that he is in New York on loan to BMB, doing evenings and weekends to NAB functions."

"The new division directors will have three immediate jobs when they take office next month. First, they must get in touch with the segments of the industry and determine what the members want NAB to do for them. Second, they will explore the work of NAB's six departments. Each department head has prepared a detailed statement on over-all activities for their guidance as well as a guide to the board. Structure Committee and the president's office.

"Third, they will be expected to submit to the board additional services from NAB's departments and to expand the scope of their activities."

Mr. Hardy

Mr. Hardy was appointed director of the Audio Division. Mr. Markham, a graduate of the University of Michigan, has been in the radio industry for 13 years, in Detroit, Chicago, New York and Los Angeles. He is a member of the Audio Club of America and the Audio Engineering Club. He has been active in consumer organizations.

"The board directed that NAB be reorganized by Aug. 1 and specified the type of structure it wanted. The research Dept. deservers credit for many of the projects carried out on schedule. It has involved the elimination of a number of staff members, reorganization of departments, and the commini- nation of the office of executive vice president and the entire Program Dept. Each job has been done. The division directors have been named and the departments reconstituted in line with the board's budget limitations."

"Member stations have been notified that their dues have been discounted 12 1/2% effective Aug. 1, as ordered by the board."

Mr. Miller already has developed a fund of information on the work of the Video Division, based on suggestions submitted by TV stations. "Secret service programs are means to work out problems of receiver set distribution, development of better programs at less cost, regulatory aids for stations, engineering counsel with FCC, reports on station applications legislative functions, labor counsel, public relations activities and promotion of uniformity in rates and contracts."

RECRUITING ADS?

NME To Re-Study Need

An ad director at a west coast station reported that NAB's new members would be taken on a "go along" basis. "Do we want them?" he asked. "Do we want them now?" he wondered. They are not necessarily ads per se, he said, but rather an effort to sell more station programs. "Their presence is an added stimulus to the station's efforts to meet the public's demands."

"You have to consider NME's economic position, the cost of the ads, the effect of the ad campaign on station operations..."

Mr. Stringer is at work on a series of FM projects. These include promotion of FM band circuits; FM TV reports; better FM receivers; simultaneous AM-FM licenses; combination AM-FM listings in directories; studies of stereocasting and non-transmit management surveys of individual stations; FM success stories; facsimile studies. The Employe- Employer Relations Dept. is to make an overall economic study of FM stations covering personnel costs.

In the overall NAB budget operation, numerous new ads were made to the secretarial and clerical staffs. The complete reorganization finds many functions of abolished units transferred to the remaining six departments.

Mr. Rankin is at work on a series of FM projects. These include promotion of FM band circuits; FM TV reports; better FM receivers; simultaneous AM-FM licenses; combination AM-FM listings in directories; studies of stereocasting and non-transmit management surveys of individual stations; FM success stories; facsimile studies. The Employe- Employer Relations Dept. is to make an overall economic study of FM stations covering personnel costs.

In the overall NAB budget operation, numerous new ads were made to the secretarial and clerical staffs. The complete reorganization finds many functions of abolished units transferred to the remaining six departments.

Last Monday Judge Miller called a staff meeting at which he explained that departmental activities will be integrated with the new Audio and Video Divisions. The two division heads will call on department directors for services, through their assistant directors report directly to the president. Judge Miller instructed department directors to contact him by telephone at Los Angeles where problems arise that they cannot solve.

NAB's travel allowances will be sharply cut. A minimum crew will make the district meeting circuit (Continued on page 48)
CBS Sells Shows to 27 Sponsors

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<th>Program</th>
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CBS gross income from sale of facilities, talent, lines, records, and from other sources amounted to $52,885,319 for the 26 weeks ending July 2.

This was $4,068,333 more than the $48,816,986 taken in during the same period in 1948.

The figures were made available Wednesday when the board of directors declared a cash dividend of 36 cents per share on Class A and Class B stock to holders of record as of Aug. 19.

The gross income figures, however, were offset by increased operating cost, which lowered the net income for the six-month period to $1,709,391 as against $2,288,237 the previous year. The net income came to $1.00 per share during the 26 weeks of 1949 compared to $1.35 during the first 26 weeks of 1948.

The figures, which are subject to year end audit:

CBS AND DOMESTIC SUBSIDIARIES

Consolidated Income Statement

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<td>$2,283,237</td>
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<td>July 3, 1948</td>
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COLUMBIA PROMOTION

CBS Affiliates Advisory Board, holding its second meeting of the year last Monday and Tuesday at the network's New York headquarters, adopted a radio and conceding the network "for its brilliant 1949 fall program promotion campaign in support of the greatest schedule of programs ever to be carried by any radio network."

Adopted after a joint Monday morning session with program executives of the CBS affiliated stations, continued the CBS Program Promotion Clinic at New York's Waldorf-Astoria, the CAAB resolution continued:

"The 178 independently-owned stations represented by this board are urged to expend all possible effort in support of the CBS fall program promotion campaign so that the values of the Columbia fall program offerings may be brought fully to the American people, to the end that the widest possible circulation for these outstanding programs may be achieved."

The group then attended a joint luncheon with the clinic, addressed by Frank Stanton, CBS president; Hillbilly Robinson, vice president and director of programs, and John Karol, sales manager.

The regular CAAB meeting Monday afternoon was devoted chiefly to television following an opening talk by Mr. Stanton, Adrian Murphy, vice president and general executive, reported on the FCC's proposed reallocation plan for TV stations; William B. Lodge, vice president and director of general engineering, spoke on the plan's technical aspects; Herbert V. Akerberg, vice president in charge of station relations, discussed the growth of the CBS-TV Network.

EARL GAMMONS, vice president in charge of the CBS Washington Office, reported on Washington operations to close the afternoon session. At the dinner that evening, Mark Ethridge, publisher of the Louisville Courier-Journal, and vice president of WHAS Louisville, was guest speaker.

Tuesday morning CAAB session included a report on the CBS sales picture by Mr. Karol; a report on program plans by Mr. Robinson, and a report on CBS public affairs broadcasts by Davidson Taylor, vice president in charge of public affairs programs. The two-day meeting concluded that afternoon with a general discussion of network-station problems.

Members of the CAAB are:


COMBINED luncheon meeting of the Columbia Affiliates Advisory Board and the CBS Program Promotion Managers Clinic, both meeting in New York, offered an opportunity for informal discussions among network executives and affiliates personnel.

TOP PICTURE: Listening intently are (1 to r) Kenyon Brown, director of operations, KWFT Wichita Falls, Tex.; C. T. Lucy, general manager, WRVA Richmond, Va., and Joseph H. Ream, CBS executive vice president.

MIDDLE PICTURE: Talking things over are (1 to r) William Golden, associate director of advertising and sales promotion for CBS; Howard S. Meighan, CBS vice president and general executive; Howard Sumner, general manager, WBNL New Orleans, and Richard Borel, general manager, WBNF Columbus, Ohio.

BOTTOM PICTURE: It looks like a serious discussion among (1 to r) Lawrence Lowman, CBS vice president and general executive; Glenn Marshall, general manager, WMGR Jacksonville, Fla.; Herbert V. Akerberg, CBS vice president in charge of station relations, and Clyde Coombs, general manager, KROY Sacramento, Calif.

CBS executives who attended the CAAB meeting were:

Frank Stanton, president; Joseph H. Ream, executive vice president; Adrian Murphy, vice president and general executive; Howard S. Meighan, vice president and general executive.

(Continued on page 50)

DISPUTE SETTLED

CBS And IBEW Okay New Wage Pact

AFTER THREE months of negotiations and after strike votes in New York and Los Angeles, CBS and IBEW settled their wage disputes last Wednesday and agreed to terms of a new one-year contract.

The terms provide for salary increases for technicians in New York and Los Angeles, while the union agreed in turn to certain changes in working conditions and to a new employee classification.

James Seward, CBS vice president in charge of operations, commenting on the negotiations, said that the establishment of the new technician category for television, and other changes, would substantially balance the costs of the advances.

For the union's part, Freeman Hunt, of the IBEW's international office, said that the advances made by the union, while not up to its original demands, kept it ahead of other unions in the field.

The contract, for one year effective May 28, 1949, anniversary date of the former agreement, applies to all CBS technicians in Boston, Chicago, Los Angeles, Minneapolis, New York, St. Louis and San Francisco.

In New York and Los Angeles, it was learned, the top of the scale was increased by $3.50 while other steps in the scale were increased by $2.50 weekly. Thus the new technician scale would be:

| 500 standing |
| 70 after three months |
| 90 after one year |
| 90 after two years |
| 110 after three years |
| 112.50 after four years |
| 132.50 after five years |

Changes also were said to have been made in scale patterns at Chicago and San Francisco which will result in immediate salary increases to some employees in San Francisco.
WITH the acquisition of its newest account, Lee Hats [Broadcasting, July 11], the radio and television billing of Grey Adv., New York, has soared to a total of more than $3 million. And therein lies one of the most striking current success stories in the agency field. Within one year the agency has bagged three major network radio and television accounts. First it took over the two network radio programs sponsored by Ronson Lighters: Twenty Questions and the Johnny Desmond Show on Mutual, thus instantly increasing by more than 18 times its radio and television billing in a single year.

Next Grey convinced the Gruen Watch Co.—hitherto an occasional spot user—to plunge into radio with the expensive and policy-breaking one hour NBC giveaway, Hollywood Calling, of which Gruen sponsors one-half hour, 7:30-8 p.m. Sunday night.

And with the signing of Lee Hats, featuring Screen Star Robert Montgomery in a weekly quarter-hour commentary on ABC, Grey Adv. has arrived as a recognizable entity in the broadcast field.

The television and radio operations of the agency is headed by Jack Wyatt, formerly of Cecil & Presbrey, with Joe Bailey, former vice president of packager Louis G. Cowan Inc., functioning as manager of the department.

Grey always has been known for its strong merchandising tie-ups and for the sales promotion it has rendered its clients, yet, it is not without a radio history. The agency was the first to employ Walter Winchell on ABC for its client, Wise Shoes. In those days Mr. Winchell's drawing power apparently was not so strong as it is today and a star performer was used each week to bolster the show's rating.

Grey also introduced Phil Spitalny and his Hour of Charm to the radio audience in 1936 for Zotos Permanent.

Five years ago the agency was one of the first to become actively interested in video. At that time it began publication of a house organ, Television Grey Matter, which was circulated to account executives of the agency and to clients. It was calculated to acquaint its readers with the developments and promise of the new medium. Today an appreciable number of the clients thus circularized are on television programs sponsored by Grey.

Launched Aug. 1, 1917, by Lawrence Valenstein as a one man direct by mail advertising agency servicing fashion accounts, the agency today boasts a billing in excess of $12 million with a staff of 211 employees and more than 60 accounts. Mr. Valenstein is president and treasurer of the firm and Arthur C. Fait, who joined Grey Adv. 28 years ago, is executive vice president and secretary.

Grey Adv. is not named for a man, but for a color—the color of its walls at the time the agency was formerly organized in the early 1920's.

There's the success story not only of an advertising agency, but of a department within the agency as well.

GREY SKIES ARE BLUE

As N.Y. Agency's Billings Soar

PER INQUIRY

PER INQUIRY projects designed to obtain broadcast time at less than card rates continue to pour into stations during the midsummer period judging by latest reports of stations with Broadcasting and NAB's Broadcast Advertising Bureau.

Cayton Inc., Empire State Bldg., New York, has written stations that outdate are looking for at least three times their national card rate on every announcement" for Re-Clean Home Dry Cleaner. This cleaner is described as "a truly remarkable concentrated formula that changes water into the safest, most effective dry cleaner ever known.

The interesting angle in the Re-Clean offer is that different types of deals are submitted. One station is offered 50 cents net for each bona-

fide order, according to a letter sent by Allan Black, Cayton's radio director.

Another station, however, is offered $100 per week guaranteed for 30 bona-fide Re-Clean orders, plus a special bonus of 50 cents per order for all orders over 250 each week, net to the station, according to a letter sent by Mr. Black.

A P. L. offer was submitted to stations by Broadway Adv. Agency, 1674 Broadway, New York. Enclosing copy of a newspaper advertisement, which is said to be getting results, the agency asks, "Could radio pull?" The

proposition offered stations includes $1 for each $2 sale of Allied, a "new formula" said to be a quick killer of bedbugs and other insects.

The deal is offered on behalf of New York Insecticide Co., 432 W. 42d St., New York.

UE Workers Probe

HEARINGS have been scheduled by the House Un-American Activities Committee in connection with a study of Communist influences in the United Electrical, Radio and Machine Workers Union (CIO) in Pittsburgh, Pa. The committee announced last Wednesday it had received information of such influences affecting vital and strategic industrial plants, and planned to look into the situation. Purpose of the hearings would be to determine whether legislation should be proposed requiring plants engaged in certain government work to set up security standards for the protection of government secrets, the committee said.

James W. Blackburn (l) and Ray V. Hamilton (r), principals in Blackburn-Hamilton Co., meet in Chicago with Harold R. Murphy to make plans for opening of the firm's new Chicago office at 333 N. Michigan Ave. Aug. 15. Mr. Murphy, formerly vice president of Calumet Publishing Co. and prominent in midwest publishing and broadcasting activities, will be in charge of the firm's midwest headquarters. Blackburn-Hamilton, exclusive media broker, also has offices in Washington, D. C., and San Francisco.
WOL TO WWDC

FORMAL application was filed with FCC last Thursday for consent to the $300,000 purchase of Cowles-owned WOL Washington, regional MBS outlet, by WWDC Washington, at a time when WWDC's license is up for renewal. Both FM outlets are 20 kw operations. Capital Broadcasting will retain the WWDC-AM-FM call letters. Capital Broadcasting will use the WOL-FM frequency because of the high FM demand in the crowded Washington market which has some two dozen AM, FM and TV outlets in operation. Observers believe WWDC, under the general management of Ben Strouse, would not be inclined to take all the network programs in preference to the proven successful programs that WWDC carries. WWDC's present facilities include the baseball games of the Washington Senators.

Mr. Strouse last week told Broadcasting that a decision has been made about the Mutual affiliation, aside from the position stated in the application. It was indicated Capital Broadcasting might consider including the MBS affiliation in the package of WWDC's present facilities. However, in other quarters there was speculation as to whether the network would be content with the local outlet in Washington or might consider jumping across the Potomac to suburban WEAM Arlington. Both WWDC and WWDC-FM are independent on 1390 kc. All other Washington area stations are either affiliated with the three other networks, or are independent locals or day-timers.

The Cowles newspaper and radio interests, which acquired WOL in 1944 in a swap of its WMT Cedar Rapids, told the Commission it "proposed to withdraw from the Washington field at this time in order more effectively to concentrate efforts on the development of its radio and television plans for the Midwest and Boston." Cowles Broadcasting Co., WOL licensee, is also licensee of KRTN El Paso, WNAX Sioux City, Yankton, S. D., and WCOP Boston. Cowles is TV applicant at Des Moines.

Also undecided and dependent on the sale of WWDC's facilities is whether or not WWDC will remain at its present location or move over a couple of blocks and take the WOL site. Both WWDC-FM stations are in prominent downtown locations but the WOL studios are "a few square feet smaller" than those of WWDC's, according to Mr. Strouse, who said his staff is a little cramped for space now. WOL has an excellent newsroom setup, however, he said.

WWDC will take over the WOL transmitter plant which includes both AM and FM transmitters. WWDC presently has separate sites for its AM and FM plants.

The application showed that the WWDC-AM-FM staff presently includes 25 program, 17 technical, 8 sales and 6 administrative people and that "some additional employees may be added from the present staff of WOL." It was explained that the number of technical staff members may be reduced with the combining of AM and FM transmitters in one plant.

Mr. Strouse said no substantial changes in staff are contemplated in the near future. He affirmed that WWDC will retain its all-night operation and said he is considering the addition of a 5-6 a.m. farm program in view of the expansion of coverage into rural areas. Mr. Strouse said he also plans to expand the independent operation of WWDC-FM which now programs separately for Transit FM from 7 a.m. to 7 p.m. daily and duplicates AM other times.

Assets Reported

The application reported WOL-AM-FM assets as of June 18 at $543,318.48. Property value for WOL, at depreciated figure, was given as $325,746 for transmitter property and $23,161 for studios and offices. Total replacement value of WOL-FM was given as $498,908. Depreciated value for WOL-FM technical equipment was given in addition as $86,960. Cowles Broadcasting Co. as of Dec. 31 had assets of $2,386,854.00.

Capital Broadcasting reported assets of $152,484.18 as of June 30, including $91,779.94 in fixed assets. WWDC's net income in 1947 was given as $90,587.57 and in 1948 as $8,544.38. The 1948 figure is after deducting losses in excess of $26,000 for FM operation, which the application stated, will be on a pro forma basis by the time the WOL acquisition is approved.

Capital Broadcasting estimated the first year's operating cost of the WOL facilities would be $420,000. Estimated revenue is $550,000.

The application said that in the event Capital Broadcasting is unable to acquire the present facilities and must surrender the affiliation to FCC, the additional monies needed to buy WOL will be obtained from the Joseph Katz Co., the Baltimore agency operated by Mr. Katz. The agency cited assets as of April 30 of $797,529.07.

Mr. Katz is president and 55% owner of Capital Broadcasting. Mr. Strouse is vice president and 25% owner and Charles M. Harrison, Baltimore, is secretary and treasurer.

Luther L. Hill, general manager of the Des Moines Register and Tribune and head of the Cowles radio enterprises, and Carl T. Koestler, treasurer of Cowles Broadcasting, signed for Cowles in the negotiations with Messrs. Katz and Strouse represented WWDC, with WWDC's legal counsel is Segal, Smith & Hennessey, WWDC's Pierson & Ball, both Washington. The sale was handled by Howard E. Stark, radio director of Smith Davis Corp.

KBKI CRUSADE Son Hoped To Carry On

ALTHOUGH Burt Mason, 22-year-old son of a slain Texas program director, was ready to go on the air after the killing to continue his father's crusade against a dime-a-dance palace, St. Louis Co. owner Ed Lloyd decided it was inadvisable at the time.

The name of the son is W. H. - (Bill) Mason of KBKI Alice, Texas, was shot and killed [Broadcasting, Aug. 1]. The slaying was ascribed to a crusade against the dance hall.

Held on a murder charge was Deputy Sheriff Sam Smithwick, referees in broadasts as owner of the building housing the dance place.

Mr. Mason, 51, who had worked on newspapers from San Francisco before turning to radio, was slain as he got out of his automobile on an Alice street. A bullet cut through him near the heart.

Mr. Mason had repeatedly criticized conditions at the dance hall and was especially critical in his broadcast the day before he was killed.

In his last broadcast, Mr. Mason said: "I am going to take the gloves off today in the prostitution situation. I present the situation on the spot, and the word has been passed to me I better shut up, or else. This is my answer, this is my challenge. As long as a situation like this is permitted to continue, I shall blast it every time a new fact comes to my attention by a crusade against the dance hall.

The script of the final program was released last Monday by Burt Mason.

Young Mason also revealed that his family received a warning on Friday two hours before his father was fatally shot. He was quoted by the paper for William Co. Har- nard: "A woman telephoned my mother and told her 'I just heard a conversation—your husband is in danger.' The woman didn't identify herself, and I was giving that brief warning she said. 'Someone is listening, I have to hang up.'

"The family didn't pay any attention to the warning, since daddy was being threatened almost daily."

The day after the shooting, five men in two automobiles rode past the dance palace (the Rancho Alegro) and fired shotgun blasts into the place. It was Saturday midnight but the place was reported to be deserted. Texas Rangers moved into the town to patrol it.

Deputy Sheriff Smithwick was released to a jail in Corpus Christi and later brought back to Alice.

Mr. Mason's death came after a varied journalistic career. He had worked on the New York Times, San Francisco Examiner and earlier on papers in Minnesota. He was at one time an investigator for present Gov. Earl Warren of California, where Mr. Warren was a district attorney.

In 1936, Mr. Mason was public relations man for General Motors in Dallas at the Texas Centennial. Later, he became public relations director in Akron for General Tire & Rubber Co. Before going to Alice, in south Texas, he worked on the San Antonio Light. He was managing editor of the Late Echo, leaving to join KBKI last December.

Mr. Burt had been helping his father prepare scripts for the broadcasts.

Hundreds of persons attended funeral services for Mr. Mason at the First Presbyterian Church in Alice July 31.
KRMG TO ABC
50 kw Outlet Joins Oct. 1
WITH the addition of the 50 kw KRMG TFM in its network Oct. 1, ABC will have increased its total daytime wattage this year by 14.5% to 1,158,350 watts and its nighttime power 10% to 882,950 watts.

The announcement was made by Ernest Lee Jahncke, ABC vice president in charge of stations, who pointed out that with KRMG, ABC will have 12 50-kw outlets on daytime and nighttime.

Pointing out that Tulsa was the 6th largest retail market of the country, the announcement also said ABC now has 99.7% coverage of the top 200 retail sales markets of the country. Mr. Jahncke said the network has a station in each of the first 50 retail markets; in 98 of the top 100, and 138 of the leading 150 market areas. This, he claimed, is a larger number of stations within these markets than any other network.

Mr. Jahncke also cautioned against forgetting radio as well as television was growing. In fact, radio is growing faster than television, he said. Speaking of growth of radio and television so far this year, he said:

"During this same period of television growth, radio has grown even faster than television, since more and more radio homes have been added than television homes during this period.

"With this in mind, ABC is continuing to encourage facility improvements among its radio stations aimed at providing both intensive coverage of the country's buying centers and service, as well as the widest national coverage possible.

"KRMG, owned by the All-Oklahoma Broadcasting Co., will operate 50 kw on 674 kc. It will replace KOME Tulsa, 250 kw outlet, as the ABC affiliate in Tulsa."

McCORMICK'S NIECE Heads New WLPO Group
PURCHASE OF WLPO LaSalle, Ill., by the LaSalle Community Broadcasting Corp. under the presidency of Mrs. Peter Miller, a minority stockholder of the Chicago Tribune and its WGN-AM-FM-TV [Broadcasting, July 1], became effective last Monday. On the same day, Col. Robert R. McCormick, chief owner of the Tribune, designated the 28-year-old Mrs. Miller, his niece, to be operating head of the Washington Times-Herald, which he acquired July 20 [Broadcasting, July 21].

"Mrs. Miller's husband, with whom she publishes the LaSalle News-Tribune, is secretary-treasurer of the new WLPO licensee company, by agreement acquired the station from Louis F. Leurig and F. F. McNaughton for $107,000. He was designated by Col. McCormick to be secretary or treasurer of the Washington Tribune. Authorities said no changes are contemplated in personnel or policies of WLPO, which is under the general management of William Holm. The station is a 220 kw daytime on 1220 kc.

FM OPERATIONS
FMA Urges Increased Hours
GENERAL increase in the minimum operating hours for FM stations was requested Friday by FM Assn. in a petition filed with the FCC. The action had been recommended by FMA's board at its July 10 meeting [Broadcasting, July 18].

In filing the petition, Leonard H. Marks, FMA general counsel, said only 50 stations were operating when the minimum hour rule (3:26) was adopted in 1945. About 740 FM outlets are now on the air, he said, "located in 450 cities and communities serving a population both day and night of more than 100 million persons. It can thus be seen that FM broadcasting has now progressed to a point where it can and is rendering broadcast service over all parts of the United States."

Mr. Marks told the FCC many of the stations operate a full 18-hour daily schedule but added that in some areas the secretary and the bare minimums of six hours a day depriving the public of FM service.

"FMA proposes FM stations operate the same hours as AM outlets in jointly-own FM-A stations, SEC affiliates in the same area; that is in cases where AM is a daytime operation, FM operation include three hours after 6 p.m. in addition to the daytime AM hours; hardship cases be recognized, with relaxation in such cases; FM stations not associated with AM outlets be required to operate a six-hour minimum the first year, eight hours the second, 12 hours the third and fulltime thereafter.

The petition opposes any future FCC FM operation of the station's program, the board felt unani- mously that an FM licensee should decide what programs it broadcasts."

HOWARD LEROY Dies in N. J. Air Crash
HOWARD SANDERSON LEROY, 58, authority on radio and aeral law, was one of 16 persons killed July 30 in the crash of a DC-3 passenger transport and a Navy fighter plane over New Jersey. Mr. LeRoy, member of the Washington law firm of LeRoy & Denslow, was a member of the Federal Communications Bar Assn. and since the 1920s had been active at various times in both the national and international fields of communications law. He was author of Outlook and Guide to Law of Radio and Aeronautics, Aeronautical and Radio Law and Air Law.

In 1927, while with State Dept., Mr. LeRoy was legal advisor to the American delegation and member of the secretariat for the International Radio Telegraph Conference of Washington. In 1941, as delegate to the first conference of the Inter-American Bar Assn. at Havana, he was named chairman of the standing committee on communications (1942-45). He also was professor of radio and aeronautical law at National U. Law School, Washington. A past president of the Washington Rotary Club and active in numerous civic and professional groups, Mr. LeRoy is survived by his wife, Mrs. Emillia Redding LeRoy.

Woodland Elected
CECIL WOODLAND, general manager of WCSS Amsterdam, N. Y., has been elected president of the Community Service Broadcasting Corp., operator of the station. Ted Aber, assistant advertising manager of Mohawk Carpet Mills Inc. has been named vice president. Atty. Ralph T. Kurbia, general counsel, and Judge Felix J. Aulisi as treasurer. As president of the corporation, Mr. Woodland succeeds Arthur Casans, who announced his withdrawal from active participation in operation of WCSS.

PAY RAISE
Approved by Senate Group
THE SENATE Civil Service Committee has followed the lead of the House by setting its seal of approval on legislation which would boost commissioner salaries of FCC, FTC and other regulatory agencies from $10,000 to $16,000 [Broadcasting, July 11, 18]. The group last week ordered the measure favorably reported to the Senate.

"While Sen. Russell B. Long (D-La.), head of a Civil Service subcommittee, told Broadcasting that for the present he had abandoned his plan to hold hearings on so-called "government-jumpers" who resign independent offices to turn up shortly as representatives for firms having business with their previous associates [Broadcasting, July 18]."

Sen. Long noted pressure for speedy passage of the salaries bill (H.R. 1485), as urged by President Truman, but said he still intended to explore the matter at length, possibly in the next Congressional session.

Meanwhile, Sen. Hugh Butler (R.Neb.) still is working on legislation which would prohibit officials of FCC, FTC and other agencies from enlisting the aid of private enterprises within agency jurisdiction for two years.

With time running out on Capitol Hill, however, that either Sen. Butler or Sen. Long may still attempt to attach a rider on agency salary legislation which would serve the same end, such an extension covered. FCC is contained in the McFarland communications bill, now on the Senate calendar [Broadcasting, July 25]. The maneuver would save both time and hearings, it was pointed out. It also was speculated that increases in Commission salaries might tend to eliminate some of the reasons advanced by those, and supported by the President, who leave government service for private firms. Such an action would pass the Senate with a minimum of opposition, since the House already has given its approval and Senate leadership, it is expected, will cater to the President's demand for early enactment. The question of $16,000 exceeding the salary ruling that would require an pass the Senate with a minimum of opposition, since the House already has given its approval and Senate leadership, it is expected, will cater to the President's demand for early enactment. The question of $16,000 exceeding the salary ruling that would require an pass the Senate with a minimum of opposition, since the House already has given its approval and Senate leadership, it is expected, will cater to the President's demand for early enactment. The question of $16,000 exceeding the salary ruling that would require an pass the Senate with a minimum of opposition, since the House already has given its approval and Senate leadership, it is expected, will cater to the President's demand for early enactment. The question of $16,000 exceeding the salary ruling that would require an pass the Senate with a minimum of opposition, since the House already has given its approval and Senate leadership, it is expected, will cater to the President's demand for early enactment. The question of $16,000 exceeding the salary ruling that would require an pass the Senate with a minimum of opposition, since the House already has given its approval and Senate leadership, it is expected, will cater to the President's demand for early enactment. The question of $16,000 exceeding the salary ruling that would require an pass the Senate with a minimum of opposition, since the House already has given its approval and Senate leadership, it is expected, will cater to the President's demand for early enactment. The question of $16,000 exceeding the salary ruling that would require an pass the Senate with a minimum of opposition, since the House already has given its approval and Senate leadership, it is expected, will cater to the President's demand for early enactment. The question of $16,000 exceeding the salary ruling that would require an pass the Senate with a minimum of opposition, since the House already has given its approval and Senate leadership, it is expected, will cater to the President's demand for early enactment. The question of $16,000 exceeding the salary ruling that would require an pass the Senate with a minimum of opposition, since the House already has given its approval and Senate leadership, it is expected, will cater to the President's demand for early enactment. The question of $16,000 exceeding the salary ruling that would require an pass the Senate with a minimum of opposition, since the House already has given its approval and Senate leadership, it is expected, will cater to the President's demand for early enactment. The question of $16,000 exceeding the salary ruling that would require an pass the Senate with a minimum of opposition, since the House already has given its approval and Senate leadership, it is expected, will cater to the President's demand for early enactment. The question of $16,000 exceeding the salary ruling that would require an pass the Senate with a minimum of opposition, since the House already has given its approval and Senate leadership, it is expected, will cater to the President's demand for early enactment. The question of $16,000 exceeding the salary ruling that would require an pass the Senate with a minimum of opposition, since the House already has given its approval and Senate leadership, it is expected, will cater to the President's demand for early enactment. The question of $16,000 exceeding the salary ruling that would require an pass the Senate with a minimum of opposition, since the House already has given its approval and Senate leadership, it is expected, will cater to the President's demand for early enactment. The question of $16,000 exceeding the salary ruling that would require an pass the Senate with a minimum of opposition, since the House already has given its approval and Senate leadership, it is expected, will cater to the President's demand for early enactment. The question of $16,000 exceeding the salary ruling that would require an
TWO NOMINATED
Clark, McGrath Appointed

NOMINATIONS of Tom C. Clark to be an Associate Justice of the U. S. Supreme Court and Sen. J. Howard McGrath (D-R. l.) to succeed him as Attorney General were received in the Senate last Tuesday. Both had indicated their willingness to accept the new posts in conversations earlier with President Truman. Simultaneously the Senate Judiciary Committee announced it would hold hearings on Mr. Clark's appointment this Tuesday.

Att'y. Gen. Clark and Sen. McGrath, chairman of the Democratic National Committee, have made their influence felt in one way or another, especially with the broadcasting field in recent years [CLOSED CIRCUIT, Aug. 1]. Mr. Clark has been a staunch supporter of the "Voice of Democracy" contests held annually by NAB-RMA-Junior Chamber of Commerce. He was principal speaker at the NAB Convention in Chicago last spring, and has wielded influence over many cases involving broadcast interests.

Sen. McGrath, in his capacity as Democratic committee chairman, has been a critic of the industry, especially with respect to radio commentators. In addition, he is the author of a bill to prohibit stations from charging more than card rates for political broadcast time [BROADCASTING, July 18, 25].

SHRIVER NAMED
Radio Director of NCCM

WILLIAM H. SHRIVER Jr. of Baltimore has been appointed radio director of the National Council of Catholic Men, it was announced in Washington by James S. Mitchell, executive secretary of NCCM. Mr. Shrivers succeeds William C. Smith who held the post for more than five years and who is now managing editor of Mandolin, a New York publisher. Mr. Shrivers will direct the three nation-wide programs NCCM produces - the Catholic Hour (NBC), Hour of Faith (ABC) and Faith in Our Time (MS).

Since 1936 Mr. Shrivers has been active in the field of radio and television. Until recently he was radio and television director of Counsel Services Inc., Baltimore public relations agency.

BROADCASTING • Telecasting
ENTIRE GANG on the Phillips 65 portion of the WLS National Barn Dance (ABC, Saturday, 9:30-10:30 p.m. CDT) flew to Phillips, Tex., for tonight's appearance for a Lions Club-sponsored appearance in the industrial town built by Phillips Petroleum Co. for its employees. Stars included Lulu Belle and Scotty (not pictured), Captain Stubby (behind the washboard) and his Buccaneers, and (wearing the large hat) Artie the Arkansaw Woodchopper (1) and Barn-Atcher. At the far left is George Biggers, WLS Chicago producer, and at far right is George Ferguson of the WLS Artists Bureau. In the center, holding the briefcase, is Roy Kremer, Phillips account executive with Lambert & Feasley Agency, New York.

VERL BRATTON
Named WKTY Manager

VERL BRATTON, formerly general manager of WREN Topeka, Kan., has been named general manager of WKTY La Cross, Wis., Mutual outlet newly acquired by the La Crosse Tribune for $140,000 from group headed by Ralph La Atlass, president and general manager of WIND Chicago [FCC Roundup, June 8].

Mr. Bratton, who first joined WREN in 1926 as a vocalist while in college, has been manager of that station since before the war. He was with WREN in various capacities continuously for more than 15 years. Prior to that he was with KFWB Hollywood for several years.

He succeeds Marvin L. Rosene as general manager of WKTY. Mr. Rosene, who supervised construction of the station in early 1948, is to continue with the Ralph L. Atlass radio interests. WKTY is assigned 1 kw fulltime on 580 kc.

Arthur W. Chafey

ARTHUR W. CHAFHEY, 51, formerly associated with WEEU and WRAW Reading, Pa., died suddenly of a heart attack July 28 in his home in Wyomissing Hills, Pa. Recently he had been a salesman for Bright Sign Co. Surviving are his widow, two sons, a sister, and three brothers including Clifford Chafey, manager of WEEU.

Page 32 • August 8, 1949
A recent New York University survey reveals that the average American adult listens to the radio 12 to 14 hours a week.

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

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

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

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

The 1948 edition is the eleventh annual study of radio listening habits in Iowa. It was conducted by Dr. F. L. Whan of Wichita University and his staff, is based on personal interview of 9,224 Iowa families, scientifically selected from cities, towns, villages and farms. It is universally accepted as the most authoritative radio survey available on Iowa.
RATE REVIEW

Urged by Tom McDermott Of N. W. Ayer

STATIONS should begin the "painful" task of reviewing their rate structures, according to Tom McDermott, timebuyer of N. W. Ayer & Son Inc.

Mr. McDermott made that suggestion to the more than 500 MBS stations at closed circuit MBS press-promotion conference call originating in New York recently. He and John Donaldson, time buyer at Harry B. Cohen agency, told MBS stations what they looked for in a station when buying spot time.

Mr. McDermott said he was suggesting no rate revisions at present, but merely study of the values involved. A station should be armed with the facts, he emphasized.

He did suggest, however, that changes in family habits are taking place in many markets which may soon require revision of the concepts of A, B and C time.

His suggestion about the need to restudy rate structures was one of four he offered station operators. The other three were: Adoption of standardized measurements for station coverage; standardization of maps, reports, rating information and other facts presented as solicitations for business; clear expression of what merchandising services a station is willing to undertake for a client.

He explained that standardized measurements of audience were necessary to compare cost-per-1,000 with advertising delivered by competing media.

He also explained further that the need for knowledge of a station's merchandising services was increasing because agency clients are requesting such information more and more. He suggested supplying such information to agencies on a standardized 8½ by 11 inch sheet.

WCMW IS SUED

By Decker Agency Head

DAMAGES of $125,000 are asked in a suit filed against WCMW Canton, Ohio, by Vic Decker, doing business as Decker Agency, that city. Suit was filed in the local Common Pleas Court.

Mr. Decker, former WCMW employee, bases the suit on a letter alleged to have been published by WCMW in which the station is quoted in part: "Effective immediately: 21-Station Radio WMW will accept no business placed through the Decker Agency."

The letter allegedly says the decision was reached "as a result of your continued insistence upon making "deals" of various and sundry kinds in violation of FCC rules and regulations to the detriment of radio advertising business as a whole in the city of Canton."

In addition, the quoted letter is declared to have said the station regretted having made the decision but would "resume relationship with the Decker Agency whenever you are willing to pay the full rates and operate on an open and aboveboard basis." Mr. Decker says he has suffered damage to his reputation, business and standing in his profession.

Ipuna on TR

DOHERTY, CLIFFORD & SHENFIELD, New York, is negotiating with Transit Radio Inc., on behalf of its client Bristol-Meyer, for Ipuna, for a spot announcement campaign to start in late fall. This marks an initial experiment for the client in FM.

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The Johns Hopkins University in Baltimore recently made a survey* of radio listening habits in grocery stores, drug stores, taverns, barber shops, and beauty parlors. The results are especially interesting because none of the standard measuring organizations take this big audience into account.

This Hopkins survey shows that in grocery stores, for instance, of all radios playing, 42.3% were tuned to W-I-T-H. Our nearest competitor was tuned in on only 16.9% of the total.

The survey is chock-full of compelling facts about this big plus audience that W-I-T-H delivers in Baltimore. It contains many more reasons why W-I-T-H is your best buy in Baltimore. If you haven't already received a copy of this survey, we'll be happy to send you one.

"A Questionnaire Survey of Radio Listening Audiences in Commercial Establishments in Baltimore City," prepared as a Senior Research Report, under the supervision of the Dean and Faculty Members of the School of Business, Johns Hopkins University.

This chart shows the percentage of radios playing in grocery stores tuned to each Baltimore Station. More than 40% were tuned to W-I-T-H.

WITH

STATION A
STATION B
STATION C
STATION D
STATION E
STATION F
OTHER

*Baltimore, MD.

TOM TINSLEY, President
Represented by HEADLEY-REED

BROADCASTING • Telecasting
August 8, 1949 • Page 35
AMONG TELEVISION'S MOST SUCCESSFUL ADVERTISERS ARE THESE SARRA CLIENTS:
Amiron • Anacin • Arrow Shirts & Collars • Ballantine Ale & Beer • Bulova • Heed Deodorant • Kolynos • Lewis Candy Co.
Lucky Strike Cigarettes • Lustre Creme Shampoo • Miller High Life Beer • National Shawmut Bank • R & H Beer

*AVOID SHUT-I-TIS (pronounced SHUT-EYE-TIS), a new disease suffered usually by television audiences bored with television commercials.
In television, twenty seconds can be loaded with a walloping, sales-winning message that entertains and delights your potential customers. Or, it can be a mighty long and boring blackout.* The answer depends on the television commercial. To get the right answer, many of television's most successful advertisers and their agencies rely upon Sarra for distinguished commercials. They know this dramatic medium requires the skills and techniques that can only be developed through years of experience in visual salesmanship. May we have the opportunity of showing you examples of our television commercials, custom-made for sound and sight audiences?
expresses the conviction that it would “stifle amateur initiative, circumcise amateur development, and eventually result in the debilitation of amateur radio as we know it today.”

To our untrained, professional mind, the proposed amateur regulations have all the earmarks of the kind of “planned economy” certain FCC minions have had for broadcasting and its related mass media.

It took radio time, travail and no little economic injury to inter the Blue Book and related forays at its freedom. The amateurs appear to be doing a professional job of meeting their crisis head on.

From our sideline vantage point, we recommend to the FCC that, in the interest of home and country, it leave the “hams” be. Theirs is a love of freedom that goes beyond economic motives. They make a hobby of being “hams.” The FCC proposes to make hash of their hobby.

Beware the Hangover!

IP THE DRY'S had planned the current imbroglio over liquor advertising on the air, they couldn't have done more for the cause.

They oppose all alcoholic beverages—beer and wine as well as hard liquors. Mere discussion of the lifting of the voluntary ban on liquor advertising gives them the opening to drive a new blunder against all alcoholic beverage advertising in all media.

So, as we see it, this is no fight to keep hard liquor off the air; it is a fight to get all liquor off the market. In the liquor trades, it is an open secret that the present free gloves enjoy a return to prohibition in ten years, but hope to achieve it in five—on the blunders of the wets.

To us it is incomprehensible that any network will even consider liquor business—on a network basis. They cannot commit their affiliates. Thirteen states forbid liquor advertising by radio. Even without restrictive laws, the liquor business obviously must be weighed.

We do not question the legal right of stations to accept liquor business in non-restrictive areas. As long as it's legal to advertise in other media, it must be presumed legal on the air. But we do wonder if the wisdom of an Open Sesame to liquor, without regard to the nature of the audience, the hours of the day, the program vehicle, and kindred aspects pertinent to each case.

The fact, as newspapers and magazines accept hard liquor copy is no criterion. These printed media do not penetrate the home in a manner even approaching radio's impact (which, incidentally, is radio's strongest selling point).

Beer advertising, notably at the local level, is an important breadwinner for radio. Beer is acceptable because it tends to promote temperance and will seldom offend an audience. Efforts of the drys for a ban on all alcoholic beverage advertising have gotten nowhere. But the mere mention of conversations looking toward whiskey advertising on the air has provoked a call for hearings before Congress next January, an indication that the organized drys are on the ground. The “hangover” of such a “noble experiment,” however, could bring the ban on all alcoholic beverage advertising, and a black eye for radio.
Whether you sell...

dolls for daughters of devoted doting dads... dress designs for demure dancers... deodorants for dainty dames and dapper dandies... driers for damp diapers... demonstrations for decreasing duffers' divots... decorative draperies for domestic dwellings... delicatessen delicacies...
ducks for dramatic doings... dungarees for dubious draftees... dentists' dentifrices for deterring decay... devices for duplicating descriptive data... detergent dirt dissolvers... dye for dyers of delicate doilies... druggists' doses for destroying dandruff and dermatitis...
diamonds for delighting dreamy damsels... dachshunds for dog dealers... delicious dehydrated doughnut dough... denims for doddering dudes... dietary diagnosis for digestive disorders... drafts for disbursing debts... Better Buy Radio... Better Buy WGN!

Yes. Radio Sells... that's been proven again and again. Likewise, WGN has proven a result-getter for its advertisers. Advertisers know they can depend on WGN's extensive coverage to get the most out of their advertising message. WGN reaches 3,290,000 homes each week (more than any other Chicago station).* These homes mean millions of consumers for your advertised products.

Sell them by making your next buy your Best Buy... WGN!

*Nielsen 1948 Annual Report

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

A Clear Channel Station... Serving the Middle West

Eastern Sales Office: 220 East 42nd Street, New York 17, N. Y.
West Coast Representatives: Keenan and Eickelberg
235 Montgomery St., San Francisco 4... 202 West Wilshire Blvd., Los Angeles 5
710 Lewis Bldg., 333 SW Oak St., Portland 4

August 8, 1949 • Page 39
Graybar recommends
MACHLETT ELECTRON TUBES

For years, Graybar has made it a policy to distribute only the finest in broadcasting equipment. It is natural, then, that Graybar now offers the Machlett line of tried and tested electron tubes.

Machlett products are backed up by more than 50 years of experience, skill, and technical "know how"—you get a bonus of extra-long life and high-quality performance in every tube.

All types and sizes of Machlett tubes, as well as any of your other broadcasting equipment requirements, are quickly and conveniently available from Graybar's nationwide network of warehouses. Call your nearest Graybar Broadcast Equipment Representative. Graybar Electric Company, Inc. Executive offices: Graybar Building, New York 17, N. Y.

Distributor of Western Electric Broadcast Equipment

Graybar brings you broadcasting's best:
Amplifiers (1) (See key to numbers at right)
Antenna Equipment (1)
Cabinets (5)
Consoles (1)
Loudspeakers and Accessories (1, 3)
Microphones, Stands, and Accessories (1, 3, 6, 7, 8)
Monitors (1, 4)
Recorders and Accessories (9)
Speech Input Equipment (1)
Test Equipment (4, 10)
Towers (Vertical Radiators) (11)
Tower Lighting Equipment (2, 12)
Transmission Line and Accessories (13)
Transmitters, AM and FM (1)
Tubes (1, 2, 18)
Turntables, Reproducers, and Accessories (1)
Wiring Supplies and Devices (3, 8, 14, 15, 16, 17)

Manufactured by:
(1) Western Electric;
(2) General Electric; (3) Whitney Blake;
(4) General Radio; (5) Karp Metal;
(6) Hugh Lyons; (7) Meletron;
(8) Hubbell; (9) Presto; (10) Weston;
(11) Blow-Knox; (12) Crouse-Hinds;
(13) Communication Products;
(14) General Cable;
(15) National Electric Products;
(16) Triangle; (17) Bryant; (18) Machlett

There are Graybar offices in over 100 principal cities.

ATLANTA
E. W. Shee, Cypress 1721

BOSTON
J. F. Lynch, Kenmore 6-4567

CHICAGO
E. H. Taylor, Canal 4704

CINCINNATI
J. B. Thompson, Main 0600

Cleveland
W. S. Rockwell, Cherry 1360

DALLAS
C. C. Ross, Central 6454

DETROIT
P. L. Cundy, Temple 1-5000

JACKSONVILLE
W. C. Winstead, Jacksonville 5-7180

KANSAS CITY, MO.
R. B. Uehling, Grand 0324

LOS ANGELES
R. B. Thompson, Trinity 3321

MINNEAPOLIS
W. G. Prei, Geneva 1621

NEW YORK
F. C. Sweeney, Watkins 4-3000

PHILADELPHIA
G. J. Jones, Walnut 2-5405

PITTSBURGH
R. F. Grosvenor, Court 4000

RICHMOND
E. C. Toms, Richmond 2-2833

SAN FRANCISCO
E. O. P. Ritter, Market 1-3131

SEATTLE
D. J. Cragg, Main 4635

ST. LOUIS
J. P. Lenker, Newstead 4700
VHF TO UHF TRANSITION

Prompt Planning Urged

By RUFUS CRATER

PROMPT PLANNING for transition from VHF to UHF television was urged upon FCC last week as industry and the Commission alike pushed preparations for the far-reaching VHF - UHF hearings which open Sept. 26 [BROADCASTING, July 25].

This course, involving a ban on further grants in the VHF region, was recommended by the Communications Measurements Laboratory Inc., of New York, in one of the relatively few formal comments thus far submitted on the Commission's wide-range UHF-VHF proposals. Deadline for comments is Aug. 31.

The Commission itself meanwhile expanded the forthcoming proceedings by calling upon all TV station licensees and permittees for data on band widths, present and planned, of their studio-transmitter channels.

This move was seen as a fresh indication that FCC means for television to have the benefit of relays that accommodate the full 4.5 mc TV bandwidth at the earliest possible date. AT&T was asked bluntly two weeks ago to explain the failure of its intercity facilities in this respect, and both AT&T and Western Union were told to submit their plans for the future [BROADCASTING, July 25].

Sept. 1 was set as deadline for submission of the data by TV broadcast licensees, who were asked for "full details" on STL bandwidths, a statement on whether the facilities were leased from the telephone company or another common carrier, and "full details" again on plans for expanding the studio-transmitter channels to 4.5 mc if they are presently narrower than that.

(Existing coaxial cable facilities furnished by AT&T for intercity relays accommodate a bandwidth of about 2.8 mc and microwave relays about 4 mc, but plans have been announced for channels which could handle 8 mc and more.)

The Commission also announced that the three authorized stations whose channels would be changed by the new allocation—WSYR-TV Syracuse, WHAM-TV Rochester, WXEL Cleveland—will be permitted to operate in the new bands, but that their presently assigned frequencies for at least a year after they complete construction, if they wish. WSYR-TV's assigned Channel 2, would be put on Channel 3 under FCC's new allocation; WHAM-TV would move from Channel 6 to Channel 5, and WXEL would go from Channel 11. But FCC notified them that "public interest would be served" by their operating on their authorized frequencies for at least a year.

Communications Measurements Laboratory's call for early transition from VHF to UHF was made in a statement submitted by President Dana A. Griffin. The firm claimed "far better performance" can be obtained in the UHF frequencies than in VHF, that ultimately the public will prefer UHF, and that the transition can be accomplished now with less economic injury than in the future. It can be done in an orderly manner, the company asserted, telling the Commission "it is high time to face reality and abandon a policy of permanent compromise between VHF and UHF."

Zenith asks FCC Authority
For Test in Chicago

ZENITH RADIO Corp. last week petitioned FCC for blanket authority to conduct an extensive Phonevision test in Chicago, to commence and to last three months. The test, to be conducted on Channel 2 (54-60 mc), proposes to install some 300 test receivers in some 50 homes at its own expense. The test families, however, would have to make a contribution similar to the proposed commercial Phonevision fee in order to give practical effect to the test, Zenith told the Commission.

Phonevision is the Zenith-inspired system of television whereby a TV station transmits a scrambled picture into the air and also sends out a "key" signal via the standard telephone lines. A Phonevision subscriber, when wishing to view a program, tells the telephone operator to plug in the "key" signal to his telephone line, which is linked to his Phonevision TV set. When the "key" signal is fed into the set, the scrambled picture unscrambles. His regular monthly phone bill would include an extra charge for Phonevision service.

Zenith stated that the "key" signal does not in any way interfere with normal use of the telephone when the Phonevision set is operating. The receiver is made to receive Phonevision it was explained, by the addition of a "small assembly of tubes."

In conducting its television experiments, Zenith asked the Commission's "permission to issue an announcement of their intentions to the public, in order to make arrangements in advance with any parties interested in participating in the test."

Zenith has proposed that a "test sub-
scriber" not be asked to pay for the programs or the broadcasting. They will, however, be asked to make a contribution substantial to the charge which would be made if Phonevision were in commercial use. Unless such a charge is made, a fundamental factor in determining the feasibility of Phonevision will be absent, the basic theory of Phonevision being that television set owners are willing to pay di-

(Continued on page 68)

A Service of Broadcasting Newsweekly

TELECASTING

AUGUST 8, 1949

LEVER BROS.

Buys NBC-TV Mystery

LEVER BROS Co., Cambridge, officially announced last week its purchase of The Clock, half-hour TV mystery drama program on NBC [CLOSED CIRCUIT, July 4]. Starting date is Wednesday, Oct. 5, 8:30-9 p.m. The program will be carried by both connected and non-connected stations, James A. Barnett, vice president in charge of advertising for Lever Bros., revealed.

Mr. Barnett said no decision had been made on brand sponsorship, but that commercial might be rotated to advertise Lever's various soap products and shortening, and the dentifrices and other products of its Pepsodent Div. The program will be handled by J. Walter Thompson Co.

The show, which is an NBC sustainer, has been presented on Monday nights, but effective Aug. 10 will move to the Wednesday night period to build a mid-week audience prior to Lever sponsorship in October.

BROADCASTING • Telecasting

AUGUST 8, 1949 • Page 41
UNITED DETROIT
Appeals Court Upholds FCC in TV Case

THE ARGUMENT that a station grant is automatically "cancelled" upon expiration of the period allotted for construction was rejected by the U.S. Court of Appeals for the District of Columbia last week.

The Court's ruling came Monday in a decision denying United Detroit Theaters Corp.'s appeal from FCC refusal to consider its Detroit television application competitively with WXYZ-TV Detroit's request for additional construction time in early 1948.

The Court also accepted the Commission's explanation that its failure to act as yet on United Detroit's application, now five years old, is due to the fact that the company is owned by Paramount Pictures and that the multiple-ownership question arising out of Paramount's 26% interest in Allen B. DuMont Labs has not yet been settled. Proposed findings have been issued holding that Paramount controls DuMont, which would mean Paramount now owns the five-station maximum under the rules, but this decision has not been made final and Paramount has since authorized a reorganization dividing itself into two separate companies.

When United Detroit's application was filed in May 1944 there were more channels than applicants in Detroit. Other applications were subsequently filed and granted without hearing, however, until the theatre company found itself in late 1947 competing with WJR Detroit for the lone remaining frequency in a contest not yet decided. The court has already moved that reverts to the status of applicants when the time allotted for construction has expired, and that FCC therefore should consider its own application competitively with WXYZ-TV's request for additional time. FCC granted WXYZ-TV's request and United Detroit appealed. Said the Court:

"The statute and the regulations permit construction not only within the 60 days but within any extended period granted by the Commission. The Court's use of "60 days" apparently was in reference to requirements that construction start within 60 days after a grant; it was taken to include also the subsequent six-month period within which construction must be completed unless the time is extended."

With respect to FCC's delay in acting on the United Detroit application, the Court agreed that FCC "cannot set arbitrarily or capriciously in respect of the precedent with which it disposes of applications," and that it "could not arbitrarily or capriciously withhold consideration" until there were enough applications for a competitive hearing.

WLAV-TV PLANS

Formal Opening Monday

DETAILS of formal opening of WLAV-TV Grand Rapids, Michigan's initial TV outlet outside of Detroit scheduled for next Monday [BROADCASTING, July 18] have been revealed by the station WLAV-TV, licensed to Leonard Versluis, owner of WLAV and WLAV-FM, which will operate on Channel 7 (174-180 me) with 20 kw visual and 10 kw audio power.

Outlet already is affiliated with ABC and DuMont TV networks, and negotiations reportedly are underway with NBC to carry its telecasts. It plans to receive programs from WBKB (TV) WERN-TV WGN-TV and WNBQ (TV), all Chicago stations.

WLAV-TV purchased its television audio and video microwave equipment from General Electric Co., the firm announced last Wednesday. The特色 audio relay is one of three types recently announced by GE. Delivery was scheduled for last week.

GE receivers will be set up at Stevensville, Mich., to pick up signals from Chicago for relay to Cedar Bluff, Mich., and then to the station at Grand Rapids. Local transmitter is located at 192 St. SE, site of a 264-ft. tower which rises 1,420 feet above sea level. WLAV-TV plans to carry only network programs and feature films starting Monday and will not originate any local shows at present. Tentative plans call for station to begin telecasts at 6 p.m. and close when network programming ceases.

In addition to Mr. Versluis, Hy Steed is general manager and Lee Stevens is chief engineer of WLAV-TV. There were about 1,500 receiving sets in the area July 31, with expectancy of 3,500 sets being sold by next week, station reports. Reception patterns have been reported from cities outside the 55-mile radius, the station reports [BROADCASTING, July 25]. It is expected the service will serve Lansing, Kalamazoo, Holland, Muskegon, Grand Haven and other cities.

CBS-TV ADDS TWO

Network Total Now 45

CBS-TV last week announced the addition of two more affiliates, one a full primary, bringing to 45 the network's total.

KRLD-TV Dallas becomes a CBS-TV full primary affiliate Oct. 1. The station, assigned Channel 4, is owned and operated by the KRLD Radio Corp., and is managed by Clyde Renhart. Reception of test patterns has been reported from cities outside the 55-mile radius, the station reports [BROADCASTING, July 25]. It is expected the service will serve Lansing, Kalamazoo, Holland, Muskegon, Grand Haven and other cities.

WELCOMING George White (r), newly named director of sports for KBTV (TV) Dallas, is Tom Potter, KBTV owner. In background is nearly completed studio building for KBTV, which is to begin operations Sept. 1. Mr. White was former sports editor for Dallas Morning News.

VISITING from West Coast, Charles "Buddy" Rogers appeared as guest last week on CBS-TV Toast of the Town from New York. Gathered during rehearsal are (l to r) John Wray, CBS director; Mr. Rogers; Mal Boyd, Hollywood TV Producers Assn. pres.; Mario Lewis, producer; Ray Bloch, music director.
for
daytime
television
see
Du Mont

If you want to reach the housewife, daytime
Television must occupy an increasingly important
place in your plans. Daytime television is doing a
job for many advertisers, at a very modest cost.
Surveys show that when television comes into
the home, radio is neglected*—and the television
antennas are sprouting thick as corn in Kansas.
Du Mont is your logical contact on daytime television, because:
Du Mont pioneered daytime television.
Du Mont has developed the daytime programs.
Du Mont has the daytime network coverage.

*We would like to furnish you these facts.
Write or phone the Du Mont Network Research Department

America's Window on the World

515 Madison Avenue, New York 22, N. Y. Phone MURray Hill 8-2600
More Time Asked for Comments

TV RELAYS

SIXTY-DAY extensions of time for comments on FCC's proposal to give permanent status to television relay and pickup allocations [BROADCASTING, July 4] were requested last week by RCA-NBC, ABC, and Television Broadcasters Assn., while 20th Century-Fox Film Corp. asked that the proceeding be delayed till it can report on theatre TV needs.

Need to concentrate their immediate attention upon preparation for the Sept. 20 hearing on the Commission's far-reaching VHF-UHF television proposals was cited by TBA, ABC, and RCA-NBC in urging that the deadline for comments be moved from last Monday to about Oct. 1.

20th Century Contents

Twentieth Century-Fox, licen- see of an experimental theatre television station in New York, contended that the proposed allocations are based on a 1948 report which could not take theatre TV needs into account; that some of the frequencies involved will be needed by theatre TV, and that final allocations should be based on the comparative needs of the various services, including theatre TV.

The film company promised to submit by Sept. 2, in answer to an FCC request to all theatre television companies for their comments.

The proposed moving television relays and pickups from experimental to permanent status, would assign the following bands for use by TV licensees for pickup, STL, and intercity relay stations.

TEST PATTERN

FCC TV Edict Further Scored

LIMITATIONS placed upon TV test pattern operations by FCC's rules "interpretation" in late June were further criticized fortnight ago in additional comments filed at the Commission [BROADCASTING, June 27, July 4, 27].

ABC stated FCC's ban on duplication of AM or FM programs on the aural channel without TV presentation of the same show was fair, but the network objected to the too strict interpretation regarding use of slides and "printed moving" news tapes during non-programming periods. Similar view was expressed by WTMJ-TV Milwaukee.

KPIX (TV) San Francisco pointed out that "use of musical compositions hardly constitutes any less full or economical use of the channel than the use of words or a series of tones" as now required by the Commission. All three pointed out the effect the ruling has had upon demonstration and installation of TV receivers.

TV RATE CARDS

Set For N. Y. Discussion

STANDARDIZATION of rate card formats and contract forms issued by TV stations will be discussed Wednesday at a meeting to be held in BAB headquarters in New York.

Some members of the delegation are: William Weldon, John Blair TV; John E. Surrick, WPIL-TV Philadelphia; James McConnell, NBC; E. Y. Planagan, WSPD-TV Toledo. Group is made up of members of the TV standardization sub-committee on rate card format standardization and standard contract forms which is itself a sub-committee of the NAB Sales Managers Executive Committee.

By Christmas there is a possibility that commercial theatre television will become a reality of the Fabian Fox Theatre in Brooklyn.

That was said last week by Nathan L. Halpern, television consultant to the Fabian Theatre, which a week before announced it signed the first contract with RCA for theatre-TV equipment. At that time it was believed delivery would be delayed for about six months.

Even before Christmas, however, there is a possibility the Fabian movie house may be using TV on special events by borrowing RCA's experimental equipment for such occasions.

It was the use of RCA equipment and new transmitter developed by Walcott-Charles fight which held S. H. Fabian, president of the theatre chain, on the use of theatre TV as an audience builder.

That night, 4,000 attended the Brooklyn house to hang out the SRO sign as patrons flocked to see the NBC television direct from ringside.

RCA is able to make delivery of the equipment earlier than is expected, Fabian will begin to use it earlier, said Mr. Halpern.

Meanwhile, he would neither con-
GETTING acquainted with DuMont operations are two newcomers to the TV network’s sales staff: Mr. Koblenzer (1) and Mr. Bachem.

DuMONT SALES

Bachem, Koblenzer Join

ADDITION of two radio advertising veterans to the DuMont TV Network sales force was announced last week by Tom Gallery, sales director. Those joining the network’s time and program sales department are John H. Bachem and William M. Koblenzer.

Mr. Bachem, with 30 years of experience in Manhattan’s national advertising field, has spent the last 11 with CBS. He was associated with P&G, Campbell Soup shows, and the Helen Hayes Electric Theatre.

Before joining CBS, Mr. Bachem spent five years with NBC, where he became eastern sales manager and assistant to Roy Witner, network’s vice-president in charge of sales. Before that, he sold space for national magazines, including Cosmopolitan, for some 14 years.

Mr. Koblenzer was recently with the Frederick W. Ziv Co., where for more than two years he headed the “live” radio and TV sales department. He left Ziv to open his own office to package radio and video shows. Earlier, he was with Music Corp. of America for 2½ years, for two of which he headed its Chicago radio department.

Mr. Koblenzer entered radio in 1934, opening an office to sell programs and talent. He later spent six years with Wolf Assoc., as general sales manager.

RCA TV SETS

8 Models Out This Month

RCA VICTOR announces eight new television receivers at new low prices, including the first with 12½-inch tube. Eight new models will be introduced this month and four, incorporating the new RCA-developed 16-inch metal-molded picture tube, will be priced as much as $100 below previous lowest price for set of this type.

Three consoles with 12½-inch picture tube will bear prices as low as $299.50. The eighth model is a 10-inch console with a period cabinet and other features at list price of $299.50.

TV TIP

Mr. Myron P. Weintraub, president of the American Federation of Musicians; Rudy Karnolt, scenic designer; and George F. Morrison, vice president of Lewis Production Services, and their staff of 30, will be in charge of the new radio-television department, it was announced.

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ofilm Report

TELEVISION IDEAS & FILMS

new firm located at 152 W. 42d St., New York, has been formed by J. Franklin Viola, Ann Viola and Jay Lewis to produce programs exclusively for TV, both live and film.

Mr. Lewis has formerly headed his own radio advertising agency. Jonas Arnold has been promoted to advertising manager of Eagle Lion Films, New York. Mr. Arnold was previously director of national exploitation for 1947 March of Dimes, and picture press book editor for Paramount Pictures.

Video Variety, Inc., New York, has completed two series of TV film commercials for Gulf Oil Corp. Jerry Fairbanks Inc., Hollywood, has announced signing of four additional stations to carry 15-minute musical Paradise Island. New recruits are WBTV Charlotte, N. C.; WAPY-TV Birmingham; WTCN-TV, Indianapolis; WJAR-TV Providence, making total of 32 stations now carrying program.

ESSO ON TV

To Back ‘Tonight on Broadway’

PROGRAM Tonight on Broadway, which televises actual excerpts from Broadway shows direct from theatres where they are currently played, will return to CBS television network this fall under Esso sponsorship. [New York Post-Courier-Journal, July 18] It was announced Wednesday. Agency for the series, which will start Oct. 2, 7:30 p.m. is Marsh & Pratt.

The series is presented with cooperation of the union and guilds which make up the “backstage” of legitimate theater. John Mason Brown, president of the Actors’ Drama Critics Circle, is commentator; Robert Sylvestor, New York Daily News drama editor, will write continuity, while Martin A. Grumet, who introduced the show last year, will be the producer.

At a recent fact-finding committee meeting of theatre crafts people, a committee to coordinate activities for the series was appointed, as follows:

Board of Directors: Latee stagehands union: Milton Weintraub, Association of Theatrical Press Agents and Managers; Sam Suber, American Federation of Musicians; Rudy Karnolt, scenic designer; George F. Morrison, president; Anthony Duncan, Actor’s Equity Association.

KUDNER VIDEO

In New N.Y. Offices

RADIO and television department of Kudner Agency, New York, has moved to new offices at 724 Fifth Ave., New York. The old offices, under the direction of Myron P. Kirk, vice president in charge of radio and television, will have complete facilities including a theatre and an auditorium.

The move was necessitated by the growth of the agency and increased staffing of the radio and TV department, it was announced.

FREE TV MATS

Mfrs. Supply Stores

FREE TV mat service for stores to encourage retailers to use television as a promotion is being provided by a group of TV manufacturers, according to U.S. Chamber of Commerce committee on advertising.

The new two-second break that has become almost standard in sponsored programs, the sales aid is given by manufacturers in the form of open end television films on products. These are available to stores from local station libraries, the only charge being for actual broadcast facilities used.

“The idea is, in effect, a TV mat service and a number of representative stores are already on the air with the material provided,” it is reported.

Call letter identification takes 10 seconds, leaving 20 seconds for commercial use. Films are 12 seconds long, each for 4 seconds each for introduction and closing with local commercials. Additional information may be obtained by writing Retailers Television Film Service, Inc., 232 East 40th St., New York, N. Y.

PHILCO TELEVISION

1950 Set Line Shown

AN ELECTRONIC built-in aerial system is included in all 18 models of the Philco 1950 line of TV sets, as were reviewed at 2700 New York’s Waldorf-Astoria Hotel. Terming this “the biggest news since the first television broadcast,” James H. Carmine, Philco executive vice president, pointed out that it obviates the need for any external antenna, indoor or outdoor, in up to 80% of all TV reception areas.

The costly installation fee is also eliminated, he added, noting that the list price of the set will be the entire price the purchaser has to pay.

Another feature of the new Philco TV sets is a “no glare” optical system, permitting use of the sets in lighted rooms without reflections.

NEW TV PANELS

Designed for RCA Console

NEW TV broadcasting studio remote control panels designed for mounting in the upper portion of the RCA MI-26266 studio control console housing were announced last week by the RCA Engineering Products Department. Included are panels for remote control of a monoscope camera, power supplies, relay receiver, sync generator and stabilizing amplifier.

The new panels are 11” wide by 2%” high. Also available is a mounting adapter in which these new-size panels may be inserted for mounting in a 12” air rack, if and when desired. The console housing has design flexibility to meet many station needs, the company stated.

WHEN we say “circuit” we mean it. In the past two weeks, “Bozo’s Circus,” in addition to other Big Top acts, brought to the center ring a real live trained cowpony and a shiny seal, bark and all. Need less say, the over-100 kids on stage were bug-eyed, while hundreds in the auditorium were practically all standing up.

Ask any youngster who Bozo is, and you’ll find he’s far and away the top kid-die’s recording star (Capitol Records). Besides being a natural for any product appealing to the youngsters, “Bozo’s Circus” has loads of tailor-made merchandising features, ready for action today.

Radio Sales boys have all the answers.

WE haven’t been able to find any writers working regularly in television anywhere who have Hal Finberg’s credits. Hal is such a modest guy, that it wasn’t until yesterday we discovered he’s the same fellow who gets four-figure weekly salaries in radio and movies. He gets four figures with us, only we move the decimal! Actually he rates all those clams, since he wrote three Abbott and Costello, one Marx Brothers, and three other screen plays, plus writing and directing “Meet Me At Parky’s” on radio.

He’s writing for Hawthorne, our zany comedian. Hawthorne is a real bet for an advertiser who wants popularity proof . . . . Hawthorne’s fan club already has 6500 bona fide members. And Finberg’s comedy writing will bring in more many, now the show has started over KTTV.

SOUTHERN California is noted for the extraordinary, but they’re all shaking their heads at TV. On July 1, we jumped to 153,561 sets.

DON’T worry about television in Los Angeles . . . . just call us or your nearest Radio Sales Office for the top availabilities.

KTTV TIMES & CBS TELEVISION

LOS ANGELES

August 8, 1949 • Page 45
LOW-COST "mat service" television spots, with motion for 68-hour delivery to stations or sponsors is announced by Spectrolux Television Corp., New York.

Utilizing an old lighting theory, patented for television by the firm, Spectrolux claims it answers the need of small advertising budgets for motion without the expense of animation.

Various effects can be achieved with the new process, from that of semi-animation, with such movements as those of arms swinging or lips moving, to that of a broad way "spectacular" poster, where a flashing or sparkling effect is required, it is claimed.

It's all done with lights, not mirrors, as demonstrated to BROADCASTING by the firm's representative, Butler Holland.

Spectrolux involves the same principle as that used in the "magic pictures" that kids find wrapped around bubble guns, wherein lines depicted in red ink are masked out by a red filter, and lines in ink in green, previously hidden, become visible.

According to Mr. Holland, until Spectrolux was patented, the only substitute for expensive live action studio films and full animation had been static cards or slides, or "semi-animation" effects achieved by moving the camera. The new filtered lights process of Spectrolux provides motion effects at a cost as low as $30 for a "mat service" spot.

Explaining the "mat service" setup, Mr. Holland pointed out that certain "stock scenes" are kept on file, for use by a number of advertisers in different markets.

Transparent overlays with the advertiser's personal message letter to specifications are used over stock scenes and such individual orders can be filled in as short a time as 48 hours. Spectrolux "mat service" commercials (20 seconds in length) cost from $30 to $45.

July Network TV

DURING July 42 national advertisers sponsored 50 TV network programs, spending a total of $721,336 in gross time charges, according to figures released last week by N. C. Rorabaugh Co. Figure shows a more than $200,000 crop from June when 54 advertisers sponsored 68 network TV programs with gross time charges of $936,987. Cumulative gross time charges for commercial programs on the TV networks so far this year, January through July, are $5,195,401.

Library is equipped with rain scenes, weather spots, ringing telephone shots, and many others that can be used by small local service advertisers such as banks, taxicab companies, department stores, etc.

Prices range from $80 for a 20 second silent spot, one scene, with title superimposed on a stock background, to $725 for a one-minute commercial with full sound, and nine scenes. These are 16mm prints made from 35mm negatives.

EXAMINING an animating stand which is a vital part of Spectrolux, are (l to r) Mr. Lion, Mr. Pittaro and Mr. Farrell.

TV COSTS

DuMont Survey Shows Saving For National Advertisers

TELEVISION is a cheaper medium of advertising for national advertisers than newspapers or magazines, according to figures gathered by DuMont Research Dept. and published in the Television Broadcasters Assn. Quarterly for July.

The DuMont study shows that the average cost per 1,000 TV viewers in 17 big TV centers as of April 1 was $3.48. It forecast that by Dec. 31 of this year it would be down to $1.94.

DuMont then took a leading newspaper in each of the TV centers, and from costs per 1,000 circulation for a page ad struck an average—which was $5.77.

It also analyzed the cost of reaching 1,000 readers via full page ad in 13 national magazines and found that cost per 1,000 readers of the ad averaged $23.75 while cost per 1,000 neters of the ad was $4.72.

Thus, in summary, the comparative costs of advertising in the three media were said to be:

<table>
<thead>
<tr>
<th>Media</th>
<th>Cost per 1,000 Viewers</th>
<th>Cost per 1,000 Circulation</th>
</tr>
</thead>
<tbody>
<tr>
<td>TV</td>
<td>$3.48</td>
<td>$4.72</td>
</tr>
<tr>
<td>Newspaper</td>
<td>$5.77</td>
<td>$23.75</td>
</tr>
<tr>
<td>Magazine</td>
<td>$23.75</td>
<td>$110.00</td>
</tr>
</tbody>
</table>

*National magazine cost figures are based on total U. S. readership.

AVERAGE

3.48 1.94 5.77

President of Spectrolux Television Corp. is Tom Farrell, publisher of The Woman's and Everybody's Digest and president of Farrell Publishing Corp., and Farrell Radio Magazines. David H. Lopeman is president in charge of production, formerly held the same position with William H. Wells Productions. Chief Animator is Ernest Pittaro. Franc Roggeri, art director, also is art director of the Farrell Corp.

Among those using Spectrolux video commercials are Admiral Corp., the Texaco Co. (Kudner Agency), Golden Guernsey Milk Producers Assn. (Badger, Browning & Parcher), Ford Motor Co., General Electric, American Broadcasting, and WJZ-TV, New York.

Spectrolux Television Corp. is located at 48 East 43 St., New York City.

NGB-TV CHANGE

New Personnel Set-Up

NBC's television business department underwent a personnel realignment last week, according to an announcement by Carlton D. Smith, director of TV operations.

Under the new setup, reporting to J. Robert Myers, television business manager: Leslie C. Vaughan, television cost and billing operation, including TV Co. (Kudner Agency); Joseph Berhalter, television budget officer; Neil Knox, television personnel supervisor, coordinating personnel matters and office management details; J. Milroy, television pricing supervisor; Robert A. Anderson, television cost analyst.

Joseph Fuller has been appointed production facilities cost and billing supervisor, and Harrison Weed, film cost and billing supervisor.

Page 46 * August 8, 1949
ANOTHER WMAR-TV HEADLINER

ATOMIC REPORT
With Michael Amrine, William Laurence
Producer: Edwin B. Mick
30 Mins.; Sun., 9 p.m.
Sustaining WMAR-TV, Baltimore

Commemorating the anniversary of the atomic bomb explosion at Alamogordo, July 16, 1945, and designed to answer the layman's questions about the atomic bomb and atomic energy, this is the first of a series of half-hour shows to be presented by WMAR-TV with Michael Amrine, head of public education for the Brookhaven National Laboratory, the Atomic Energy Commission's research center at Upton, L. I. Famous scientists and national authorities on the atomic problem will be invited each week with the first guest on this getaway show, William L. Lawrence, Science editor of the New York Times. He was the only journalist permitted to view the first bomb blast at Alamogordo as well as the subsequent explosions at Nagasaki and Bikini.

Program is well organized and aimed at maximum popular audience appeal via interpolated films and stills as well as montage shots and superimposed contrast shots to highlight wide areas of destruction possible by atomic bombing. Manhattan and Baltimore provided strong visual possibilities. Another effective prop on the preem, a lump of molten sand from the desert where the first bomb was dropped, revealed its continued radioactivity as recorded by a Geiger counter and easily audible to the video audience.

Laurence knows his subject, of course, and handles himself very well, with Amrine pacing matters nicely. Films and photos were effective and authentic, having been supplied by the U. S. Army and Navy, the Atomic Energy Commission, the Brookhaven National Laboratory, and from the morgue of the Sunpapers, owners of WMAR-TV.

This should be a natural for a network pickup. Burm.

Reprinted from VARIETY
July 20, 1949 • • •
New Era at NAB (Continued from page 25)

(Continued from page 25)

starting Sept. 8. The entire district meeting travel allowance for Pat Griffith, director of the Asn. of Women Broadcasters, was eliminated. Miss Griffith had been expected to make the circuit this fall. The AWB now comes under the Dept. of Public Relations.

The district meeting format will be on a workshop basis, with Judge Miller reporting on the new NAB operation and NAB department heads conducting clinics on station sales and operations. In addition they will hold local clinics and address meetings while making the district circuit. Specific direction of NAB district meetings is in charge of the individual directors.

Proposed changes in NAB by-laws designed to bring them in line with the board's July revamping operation are being mailed to members of its By-Laws Committee by NAB headquarters. If approved by the committee, the changes will be submitted to the board at its mid-November meeting and then go to the membership via referendum.

The nominating and electing processes for board membership have been re-drawn. Election of two TV directors-at-large to the board is proposed. This would match the two directors representing FM stations.

Elimination of the A and B station groupings for FM members is suggested. Director for Class A stations is Frank U. Fletcher, WAI-FM Arlington, Va., which now has a CP for a Class B station.

No special grouping of TV stations is planned at this time, from a directorship standpoint.

Board approval was given last April to a plan to extend the terms of directors-at-large to two years, thus matching the terms of district directors. This by-laws change requires a referendum vote.

Another by-laws change is required in the case of the executive vice presidency. This office was eliminated by by-law board. Essentially the office still exists but lacks an incumbent. The by-laws paragraph covering the post is to be deleted, with membership approval required.

Mr. Markham, new Video Division director, is a native of Birmingham, N. Y. He attended high school in Hoosick Falls, N. Y., and
Deland, Fla., and later joined Stetson U. at Deland. His first job was at General Electric Co. where he was employed in 1923 in the accounting and advertising departments.

In 1925 he joined the GE station, WGY Schenectady, starting the Farm Forum and Farm Paper of the Air, VT, at the other of the NAB Standards of Practice Committee. He married the former Laura Wing, of Glens Falls, N. Y. They have three sons, G. Emerson Jr., director of the Company’s high employee award. Appointment as WGF manager came in 1942, followed in 1946 by the WGRB post. He received the Reuben Brigham award in 1948 from the American Assn. of Agricultural College Editors.

Mr. Markham is a trustee of Green Mountain Junior College, Poultney, VT, at the other of the NAB Standards of Practice Committee. He married the former Laura Wing, of Glens Falls, N. Y. They have three sons, G. Emerson Jr., director of the Company’s high employee award. Appointment as WGF manager came in 1942, followed in 1946 by the WGRB post. He received the Reuben Brigham award in 1948 from the American Assn. of Agricultural College Editors.

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Mr. Markham has been

Losing Self Respect

In July 22 issue of The Catholic Review, Joseph Martin said that radio is losing its self-respect with jackpots and human ills. "One by one, writes Mr. Martin, "normal entertainment broadcasts are yielding to loot-laden contests, bloody dramas and mediators. Radio has lost its self-respect and coincidentally, the respect of normal audiences. Here is a golden opportunity for the League of Decency to move in and oblige railway executive-radio circuits | [media programs]--and to ask the radio station owners what in heaven's name they call entertainment. The Church can help, as it has helped in eliminating evils in movies, dom and Congress can help by putting the pressure on the FCC to stop abuses of the air."
Liquor Ads

(Continued from page 23)

secretary of the National Assn. of Radio Station Representatives. It was stated that this would not indicate what the final tally would be when stations began to line themselves up in "dry" and "wet" columns.

The report of Mr. Flanagan was born out by a check by Broadcasting of station representatives in New York. That check showed varying answers, with one representative reporting every station he had heard from thus far going "wey." Some reported "dry" and others gave the "50-50" report.

The whole matter of polling stations came up when Blow Co., New York, agency for Schenley Distillers Inc., prudently in the negotiations for using radio for hard liquor advertising, asked station representatives to canvass their outlets.

Blow-Schenley Plane Continue
Blow agency and Schenley mean-while continued their meetings to explore the whole matter. No contract for buying radio time was wrapped up as yet, it was said at press time, but the whole matter was still being given the most earnest study to find a way to use the air waves for liquor commodities.

Of temperance groups Mrs. D. Leigh Colvin, president of the national WCTU, voiced the most vociferous objections. She urged speedy enactment of the Langer-Bryson bills to "defeat a back-door plan of radio networks and stations to break all precedent and broadcast whiskily advertising." The bills would outlaw such advertising over the radio.

She told Broadcasting that the WCTU might also take action before the FCC as a further step. What that action would be would be a matter which would have to be discussed with counsel.

She further predicted that the surest way to obtain passage of the Langer-Bryson bills would be for stations to accept such advertising now. The ensuing public outcry, she told Broadcasting, would result in passage of the bills. Mrs. Colvin also charged that

the introduction of radio advertising even in the late evening hours, as has been reported to be the Schenley plan, was just a step in the direction to having such commercials on at all times.

In New York, it was Helen G. H. Estelle, president of the New York State Union of the WCTU, the largest group in New York City, who was lined up solidly against such radio advertising. She expressed the hope that liquor advertisers would be denied use of the air, but that if they were allowed on the air, they should forego against the evils of drinking.

"They should show the men of extinction as well as the men of distinction," she said, explaining that defectors and down-tempoers resulting from over-indulgence should be portrayed.

Station operators, cognizant of such opinions among local groups in their own areas, were having a difficult time making up their minds, it was reported.

TV Most Uneasy

Television operators especially were uneasy, not knowing what the ratings meant. However, some said that video executives were lagging in answering the station representatives' queries. In general, station operators were said to be bickering with local organizations, pastors, and other station owners, and were calling special meetings of their boards.

Type of business also seemed to determine what would be a station operator's answer. Outlets owned by newspapers with scruples against such advertising were turning down alcohol ads. Stations owned by public service corporations such as insurance companies or church or school stations also were, as expected, definitely in the "no" column.

Robert D. C. Meeker, general manager of Robert Meeker Assoc. Inc., New York, said he had heard from about half the stations he represented and that about half had indicated willingness to accept such copy. He was advising them when they did so to reserve the right to screen copy.

George W. Bolling, head of the Bolling Co. Inc., New York, reported stations he is hearing from indicate about a 50-50 split. He himself is on record as opposing acceptance of such advertising on the ground radio will get involved in a big scrap which will do it no good.

John E. Pearson, of John E. Pearson Co., said he had heard from 30% of the stations he represents and all of them agreed to accept such commercials after 11 p.m.

Jones Scovern, vice president in charge of sales at Free & Peters, said his company had not heard from enough stations to see a trend. A few, however, which formally did not accept such announcements were now willing to change their policy, he said. Returns were slow in coming in not only because of the deliberations attending the query but also because vacation periods were making it difficult for stations to get together proper executives to make the right kind of review of the problem.

Despite what stations were doing, many of the station representatives appeared to believe that a very hot potato was in radio's hands. Some were advising their stations but others believed it was entirely up to the local station for decision — on the theory that the local outlet knew its own locality best and would make the right decision.

That also was the sentiment of Mr. Watson of WSWN in letters to Sens. Claude Pepper and Sessand L. Holland, both Florida Democrats, carbon of which went to Sen. Johnson. Claiming an invasion of the rights of free speech by Chairman Johnson, Mr. Watson explained that "it is not the policy of WSWN to accept liquor advertising" but claimed the right "to make such policy decisions ourselves, basing our judgment on an appraisal of the needs of the area we serve and on our own best interests in a highly competitive radio market."

Mr. Watson reminded that sale of liquor is entirely legal, so far as the Federal Government is concerned, a state he compared "to a state of pregnancy — either you are or you aren't."

"I am at a loss to understand the reasoning which prompts Sen. Johnson to seek this 'borderline prohibition' unless it is born of a political desire to remain 'both pregnant and pure' in the eyes of his drinking and non-drinking constituents," Mr. Watson wrote.

"American radio typifies the American philosophy in its freedom of choice. . . . The listener's defense against an invasion of the privacy of his home is a simple twist of the wrist. . . . May I urge you to consider carefully the important principles here at stake. Radio's most effective control lies in the hands of the millions who

(Continued on page 50)

There's a New Look in Northeastern Ohio

IT'S A NEW LOOK BECAUSE . . .
IT SPARKLES WITH GREATER
SALES RESULTS FROM TODAY'S
MORE CONSERVATIVE AD EXPEND-
ITURES
IT'S A BOLD LOOK BECAUSE . . .
THE PATTERN NO LONGER CONFORMS
TO OLD FASHIONED AND OUT-MODED
TRADITIONS IN TIME-BUYING

THREE THINGS HAVE HAPPENED DURING THE PAST TWO YEARS TO PRODUCE THIS NEW BOLD LOOK IN NORTHEASTERN OHIO

1. A station 58 miles from us increased its power and therefore a station 24 miles from us lost more than half its audience in the Canton market.
2. Another station 58 miles from us lost some of its best features and therefore lost several percentage points in its Canton market audience ratings.
3. WHBC increased its power to 5,000 watts . . . became an ABC affiliate, and therefore another station 24 miles from us lost practically all its Canton market audience.

RESULT:

WHBC in Canton is now the station that covers the entire Canton area because WHBC has gained audience while listening to all other stations has split several ways.

CHECK TAYLOR-BOROFF ABOUT . . .
. . . Brand New Hooperings . . .
. . . More listeners at lower cost . . .
. . . Retail sales that still hold firm . . .
. . . Local promotions that sell . . .
. . . A 5-county "BRIGHT SPOT" market

ASK WHBC CANTON about the NEW BOLD look in NORTHEASTERN OHIO

FOR INCREASED SPOT BILLING

SEE Joseph Hershey McGillvra, Inc.
RADIO AM-FM-TV REPRESENTATIVES

Executive Offices—366 Madison Avenue, New York 17, Murray Hill 2-8735

NEW YORK • CHICAGO • LOS ANGELES • SAN FRANCISCO • ATLANTA

BROADCASTING • Telecasting

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Liquor Ads

(Continued from page 49)

list—or who decline to listen, according to their tastes. For those who retain faith in the workability of democracy, such control is sufficient.

Mr. Watson suggested that either Sen. Johnson does not see newspaper and magazine liquor advertising as his concern for the privacy of the American home, or from his knowledge of the superior selling power of radio.

Acknowledging that radio is a "potent" medium, Sen. Johnson, in a letter to Sen. Watson, agreed that in many instances newspaper and magazine liquor advertising is "extremely offensive," but pointed out that radio is a licensed industry while public prints are not "because the problem of limited frequency space is not involved."

The Commerce Chairman added:

The point you selfishly and very conveniently overlook is that both radio and liquor are licensed industries, each with its own peculiar limitations. The license for each instance, however, requires adherence to well-defined standards of conduct.

It is not legal to sell whiskey in hundreds of counties where it is illegal to ship whiskey. Whiskey cannot be sold to a minor, nor will it be sold in any state during certain hours of each day. Furthermore, in the interest of fair morals and ethics, it is not even legal to requisition by radio.

Your radio station has no more right to invade the privacy of citizens residing in the area which it serves than I have to roam through your house. Your station is yours, and in view of the fact that radio broadcasting is an interstate business, the Federal Government has the duty of protecting the states in the exercise of their police powers. There was a provision in the amendment to the Constitution repealing the 18th Amendment.

There is another side to the "legal" question involved to which you have undoubtedly given little thought. Under the public interest clause of the Commerce Commission, whose jurisdiction the Communications Commission has a very poor legal standing, in the summer of 1947, KRLD Dallas carked a program, in which the station made clear that a question of prime public importance is involved in liquor advertising or even public advocacy of liquor use.

Of course, there is a freedom of choice in radio, the choice of the listener is his prerogative, whether he and others like you, constantly hammer on as an excuse for programming anything, no matter how objectionable. But that is a choice that is premised on the theory that radio broadcasting is not a licensed industry, and that its standards of conduct are the standards set by the individual licensees. This premise does not square with the facts. The people in their wisdom, through their Congress, established certain minimum standards for radio licenses and everyone else is required to observe those standards. It is an effective control to tune out a station.

The truth of the matter is, you apparently don't see it, that radio could do itself inestimable damage by following the various policies you advocate of compelling the listener to tune out your broadcast. It indicates laziness, lack of pride and a total rejection of station responsibility... .

Sen. Johnson noted with "some pride and satisfaction" that "most of the people in the liquor industry and in radio do not... agree with you;" that the Distilled Spirits Institute "has publicly approved my protest;" and that "many radio licensees are equally opposed to whiskey advertising."

"I hope the time never comes when the advertising agencies tell the radio licensees what to do and how to do it. It is my hope that, for additional profit, they will not motivate radio licensees into prostituting themselves," he said.

He reminded Mr. Watson he will be given an opportunity to convince our committee that $1847 [authored by Sen. William Langer (R-N.D.)] ought not be enacted."

Hearing on that bill to outlaw all advertising of alcoholic beverages is set for next Jan. 20 [Broadcasting, Aug. 1].

Speaking for the Alcohol Tax Unit said its group had more authority over liquor ads than other products under jurisdiction of the Revenue Bureau, but were restricted to advertising texts, liquor sales, labeling, etc., and did not extend to choice of media. Function of the Unit is primarily that of a collective and advisory rather than arbitrary nature, according to Carroll Mealey deputy commissioner. His office has received no instructions, he said.

CHRISTIAN RADIO

Summer School Begins

FIFTY laymen, pastors and missionary trainees have enrolled for the Fourth Annual Summer School of Christian Radio, which begins today (Monday) at the Moody Bible Institute, Chicago, and its station WMER. The clinic, conducted under supervision of WMER Director Robert Parsons, will stress Protestant religious programming.

During 11 days of classes and discussion, enrollees will receive intensive training in station management, announcements, acting, speech interpretation, individual microphone coaching and script writing. Guest instructors will include Clarence W. Jones, founder and director of HCJB Quito, Ecuador, the largest religious broadcasting station in the world, and Storm Whaley, manager of KUOA at John B. own U. Arkansas.

Ben Harrison

BROADCASTING • Telecasting

Aug. 25-26: AFRA annual convention; Palace Hotel, San Francisco.
Aug. 30-Sept. 3: Fifth Annual Pacific Electronic Civic and Trade Show; St. Francis Hotel, San Francisco.
Sept. 1-8: Western Assn. of Broadcasters, Balboa Hotel, Balboa Park, San Diego.
Sept. 16-17: Advertising Federation of America's Southwest District meeting; El Monte Hotel, Oklahoma City.
Sept. 22-24: Chicago Alcoholic Beverage Hearing; FCC, Chicago.

New Facilities for WJBC

WJBC Bloomington, Ill., has started construction of a 400 ft. tower and transmitter building. The tower will be ready for FM operation and will increase FM broadcasting radius from the present 10 miles to 61, station reports. Station is expected to be ready on the air on the new tower around Sept. 15. The entire tower will be used for AM transmission and the top 54 ft. will also be used for FM. A space in the building is being reserved for a television transmitter. WJBC is owned by Bloomington Broadcasting Corp. Loring Merwin is president.

CBS Promotion

(Continued from page 27)

president and general executive; Lawrence Lowman, vice president and general counsel; Herbert V. Al- burg, vice president in charge of station relations; William C. Gittler, vice president in charge of sales; Hub- bell Robinson, Jr., vice president and director of programs; Divison Tay- lor, vice president and director of public affairs; Edward B. Pogue, vice president in charge of engineering; James White, general engi- neering; Karl Grimsen, vice president in charge of Washington office; William A. Schott, Jr., director of station engineering; R. E. Hall, eastern division manager, station relations.

Some 120 promotion managers of CBS affiliates sat in a two-day promotion clinic where the network's program promotion campaign for the fall was outlined.

The group heard addresses by Mr. M. W. Mathway, executive director of programs; Louis Haus- man, director of advertising and sales promotion, Mr. Robinson, Mr. Karol, and others.

Plans for the fall, as outlined at the closed clinic, will be revealed to the public within a few weeks, according to a network spokesman.
practically grew up with radio, for by the time he was ready for formal education, radio had arrived in Toronto. The news science made an impression on young Guild, and when he graduated with school he was shopping around to get a job on a radio station. He did not succeed right away, but in 1932 he worked his way to a post as continuity writer on CKOC Hamilton, Ont.

At CKOC he found his pace, writing scripts and continuity morning, noon and night. Finally he sold out to a national advertiser, and Black Horse Tavern became a feature not only on CKOC but also on other eastern Canadian stations. The program was one of the first successful Canadian commercial network shows.

In 1949 Mr. Guild became production manager of CKOC. When the station was sold to the Taylor-Pearson-Carson interests of western Canada, as their first eastern Canadian station, he went along. His job was well done that he was appointed sales manager of the station in 1943, and assistant manager. Three years later in a major shift of officers of the TPC stations, now called the All-Canada stations, Mr. Guild was transferred to CJOC Lethbridge, as manager. It was his first contact with western Canada. Evidently the old slogan “Go west, young man” has held good, for he certainly has come out of the West in a shining example of success to head the industry in Canada.

It is an interesting sidelight on the accuracy with which Harold Carson, president of the All-Canada organization, with headquarters at Calgary, picks his young men. For Mr. Guild is the third of Mr. Carson’s young men in the past three years to take over top post in the CAB. Jim Allard, CAB’s general manager, and Pat Freeman, CAB’s sales director, are both graduates of All-Canada stations—Mr. Allard from CJCA Edmonton and Mr. Freeman of CFAC Calgary.

Although only three years in western Canada, Mr. Guild feels himself a true westerner. He has taken a very active interest in his community, being honorary patron of the Air Cadet League of Canada, Lethbridge branch; a member of Kiwanis and the Lethbridge Chamber of Commerce. He is active on the publicity committee of both organizations.

He is married and has three boys. When he finds time away from CJOC and now his activities with the CAB, he likes to take his young family fishing or to take their pictures with his collection of cameras. He is also a member of the Lethbridge Flying Club, and hopes to have his boys take up that hobby also.

HENRY V. DIEFENBACH, formerly sales executive with WCHS Charleston, W. Va., has joined WGYX same city, as general manager. He succeeds JOHN S. PHILLIPS, who has been appointed general manager of WCAW same city, effective Aug. 15. Mr. Phillips is serving his second term as president of W. Va. Broadcasters Assn.

JOHN F. PATT and family have left for vacation trip to Europe, Paris, Rome and London are included in itinerary. Mr. Patt is general manager of WQAR Cleveland, Ohio. The Patt’s plan to return to the U. S. Sept. 22.

L. F. PODHASKI has been promoted from assistant manager to general manager of KAYL Waterloo, Iowa. Mr. Podhaski is one of the oldest staff members in terms of service.

DALE ROBERTSON, general manager of WENT Gloversville, N. Y., since 1945, has resigned. President GEORGE F. BISSELL will assume acting management and ROGER ALBRIGHT, formerly associated with WIEJ Hagerstown, Md., has been appointed assistant manager. Mr. Robertson has not announced his future plans.

GENE KELLY, former sportsscaster for WSAX Huntington and WCHS Charleston, W. Va., and sports editor of WIBC Indianapolis, Ind., has been named general manager of WXWL WXLW-FM Indianapolis.

JAMES L. STIRTON, general manager of ABC’s Central Division, is the father of a boy, James Lincoln Jr., born July 29 in Chicago.

LEE GORDON KAMMUSSEN, manager of KAMY Storm Lake, Iowa, and Gloria Lee Bodenhamer have announced their marriage.

FIFTIETH anniversary of Washington State Press Club has been celebrated. Special tributes were given old-time newspaper and radio men from all parts of state. Stations reporting assistance in festivities by their staffs were KIRO, KOMO and KJR, all Seattle.

WSNY OFFICERS
Leighton Renamed President

RE-ELECTION of officers and directors of WSNY Schenectady, N. Y., was reported last week by Winslow Leighton, president. Mr. Leighton was renamed president and treasurer.

Walter Duncan was re-elected vice president of Western Gateway Broadcasting Corp., licensee, and James E. O’Loughlin was re-named secretary. The three officers also are directors. Others renamed as directors are Frederick G. Lippert and Barbara Leighton.

Mr. Leighton told the board, “Eliminating from the operating statement the cost of recent litigation, your corporation made the largest net profit in its entire seven year history for the fiscal year ending June 30.” The litigation concerns dispute over ownership and the case was in hearing before FCC examiner James D. Cunningham [Broadcasting, May 30].

WASHINGTON

COLUMBIA and WGR

— have the sky-high Hoopers for ’49

With Columbia’s new galaxy of stars ... and with more to come ... WGR in Buffalo has sky-rockeeted to new highs in Hooper ratings ... climaxing a sensational two-year rise under the station’s new ownership.* 5000 watts night and day on radio’s most favorable wave length ... 550 kc ... gives advertisers the best reception in Western New York’s rich market.

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IN BUFFALO

COLUMBIA

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*Leo J. ("Fitz") Fitzpatrick and J. R. ("Ike") Lounsbury

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WGR Broadcasting Corporation

550

RAND BUILDING, BUFFALO 3, N. Y.

Buffalo’s Columbia Network Station

National Representatives: Free & Peters, Inc.
1) ROUNDTABLE DISCUSSIONS

about congressional issues, fea-
turing Pennsylvania Congress-
men and college students, are aired in
series on WWSW Pittsburgh. Con-
gressmen Harry J. Davenport, James
G. Fulton, R. J. Corbett and Frank
Buchanan participate. Congressmen met
regularly with four student mem-
ers of Students for Democratic Action, a
subsidary organization of Americans for
Democratic Action under
whose auspices series is being
presented, and discuss issues with
which Congressman is familiar.

2) Reversed Headlines

IN ATTEMPT to hold interest of lis-
teners who are tempted to turn off
news cast if headlines do not sound
interesting, Russ Reardon of WTOP
Winston-Salem, N. C., has arranged
new format. Two man reporting team
relays in relays with first man reading
first item, signing it off with, "The
Headline of the Minute." At this point
second man reads summary of pro-
ceeding item and then first reporter reads
second item. Not more than eight items
are handled in this fashion, with
rest of news read without headlines,
in relay. Format is used on 6:45
Headlines of the Minute on WTOP.

3) Guest-Substitutes

PROFESSORIAL STATE OFFICIALS

and business men are substituting for
Fred Fletcher on his Tampoa Fogit disc
show over WRAI Raleigh, N. C., dur-
ing his vacation. Among those who
spin platters and ad lib during mor-
ning show are: North Carolina Sec-
retary of State Thad Euer; Chancel-
lor of U. of N. C. R. H. House; Jim
Weaver, director of athletics at Wake
Forest College, and woman preacher
from most successful negro church in
Raleigh, Sister Gary.

4) Cooling-Off Period

WHILE CITY sweltered with 96 de-
gree temperatures, Doug Arthur,
WIBG Philadelphia disc jockey, spent
his hour and one-half Danseland pro-
gram playing full show of discs on
weather-cold weather. Hoping that
program was favorably received by
hot listeners, but not taking chances
anyway, Mr. Arthur signed off with
"Lay That Pistol Down," only non-
refrigerated music heard during entire
show.

5) AUDIENCE ON WHEELS

Transit Listeners in New York Surveyed

A POTENTIAL audience "on
wheels" larger than the popula-
tion of Baltimore, Boston, Cleve-
lend or St. Louis, is said by WOR
New York to be available to ad-
vertisers in metropolitan New York
during early morning and early
evening hours.

The actual car audience during
these periods ranges from 162,000
to 307,000 per hour, and the poten-
tial between 7-9 a.m. and 5-7 p.m. on weekdays is
more than one million listeners in each period.

Pulse Inc., New York, conducted a special survey "to measure the
extent of more-or-less habitual automobile listening in New York,
for the station, whose research
director, Robert Hoffman, points
out that little attention has pre-
viously been paid to automobile
radio fans.

The survey showed 1,494,000
cars, or 72.5% of all autos in the
New York area, have radios and
almost 40% were "on the road" sometime between the hours men-
tioned during May. The morning
figure was 591,600, dropping to
582,600 in the evening.

Each car contained approximately
by two persons, the survey revealed,
making the potential morning
audience 1,064,800, and 1,107,000
in the evening. Male riders ac-
counted for 78% of the early
morning audience and 74% of the
evening audience.

Of the people using cars on the
survey day, 71% said the cars
had been in use during the hours
studied on five or more days of
the previous week revealing that
their use was not limited to a
"once a week basis." Also re-
vealed by the study was that
automobile listeners use their ra-
dios from 61% to 115% more than
persons at home, according to
comparable Hooper figures for
set-in-use in telephone homes in
New York.

According to Mr. Hoffman, other
factors showed by the survey
were that auto listening reached
its peak when news programs
dominated the airwaves, and that
more "listeners on wheels" tuned
to WOR than to any other network
station, with as many as 47,500
tuned to the station's News on
the Human Side from 6-6:15 p.m.

6) ZIV PROGRAMS

Two Stations Buy 16 Shows

FREDERICK W. ZIV Co., Cincinn-
ati and New York, has announced
the signing of 16 Ziv-produced
shows by two stations in Michigan.
WCEN Mt. Pleasant purchased
nine shows and WMDN Midland
contracted for seven.

W. C. Wester, Ziv account ex-
ecutive on these contracts, also
negotiated a three year pact
with Griner-Dillon Broadcasting
Co., Bay City, Mich., for The
Cite Kid, a western series.

7) VFW RADIO SHOW

Herald's Golden Jubilee

NATIONAL headquarters of Vet-
erans of Foreign Wars reports unpre-
cedented acceptance" of a
new 30-minute transcribed show
offered by the VFW as a feature of
its golden anniversary. Titled to
honor the VFW national con-
vention to be held in Miami, Fla.,
Aug. 21-26, the show has been ac-
cepted by 1,584 AM and FM sta-
tions for broadcast between Aug.
1-21, VFW reports.

Featured on the show are Bing
and Bob Crosby, Bob's nine-year-
old daughter, Cathy; Dina Shore,
Dennis Day, Jimmy Wallington,
VFW Commander-in-Chief Lyall P.
Beggs of Madison, Wis., and or-
chestra leaders John Scott Trotter,
Fred DeVol and D'Artega. Pro-
ducer is Ralph Durkin of Russell
Comer Agency, Kansas City, under
direction of Narmey Yanofsky,
VFW public relations director.

8) VFW RADIO SHOW

New Transcribed Series

NEW 15-MINUTE transcribed
series, Miracle of America, has
been bought by sponsors in 10
markets, according to program's
producers, Roberts Radio Produc-
tions, David Broderick Tower, De-
trons. Roberts says series tells the
story of free enterprise in America
and is available for sponsorship in
many areas. Company will send
free audition recording on request,
to executives or broadcasting sta-
tions.
**NETWORK BOXSCORE**

| Number of commercials on the four nationwide networks, June 30 | 249 |
| Number of network commercials starting during July | 2 |
| Number of network commercials ending during July | 95 |
| Number of commercials on the four nationwide networks, July 31 | 222 |

**July Additions**

<table>
<thead>
<tr>
<th>SPONSOR</th>
<th>PROGRAM</th>
<th>NETWORK</th>
<th>TIME</th>
<th>AGENCY</th>
</tr>
</thead>
<tbody>
<tr>
<td>Procter &amp; Gamble</td>
<td>Welcome Travelers</td>
<td>NBC</td>
<td>Mon.-Fri. 10:10-10:30</td>
<td>D-F &amp; S. Biew</td>
</tr>
</tbody>
</table>

**July Deletions**

| Evans Case Co. | Evans Showcase | CBS | Sat. 8:30-9 p.m. | Don Harper & Co. |

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**MARKETBOOK**

**SPOT RATE FINDER**

**FREE TO SUBSCRIBERS**

**MARKETBOOK**

**SPOT RATE FINDER**

**ESSENTIAL MARKET FACTS**

**MARKETBOOK**

**SPOT RATE FINDER**

**SPOT RADIO FIGURES**

---

**MARKETBOOK**

**SPOT RATE FINDER**

**RETAIL SALES BREAKDOWN**

**MARKETBOOK**

**SPOT RATE FINDER**

**SERVICE FOR A YEAR**

---

**MARKETBOOK**

**SPOT RATE FINDER**

**FREE TO SUBSCRIBERS**

---

**MAIL COUPON TODAY**

Send me 52 weekly issues, 1949 MARKETBOOK, and 1950 Yearbook in January.

NAME

STREET

CITY ZONE STATE

I ENCLOSE $___________________

PLEASE BILL ME ________

$7.00 1 Yr. $12.00 2 Yrs.

BROADCASTING & TELECASTING

Nortl Press Bldg., Wash., D. C.

August 8, 1949 • Page 53
Bernard Dudley, freelance announcer for past ten years on network shows from New York and Hollywood, has joined MPO Productions Inc., New York, as director of sales and chief of television development. MPO is currently filming the Berkshire Music Festival for U.S. Dept. of State and Yellowstone Park for Ford Motor Co. Joyce Miller, formerly on sales and production staff of WMAZ Macon, Ga., has joined MPO Productions Inc., as assistant to Mr. Dudley.

Frank Seaver, former member of Jam Handy Organization, Detroit, has rejoined sales and contact staff of New York office. Mr. Seaver will be responsible for New York TV productions with organization's commercial unit.

Mark A. Forgette, former executive director for Harold E. Stassen and ex-club to Gen. Mark W. Clark, has been appointed Northwestern Sales Representative for United Videograms Inc., Minneapolis.

Chuck Vincent Co. announces sale of Ship's Reporter, TV show now seen on WJZ-TV New York, to WMAL-TV Washington, WXYZ-TV Detroit, WBEN-TV Buffalo, and WLW-TV Cincinnati. Show is produced by National Television Guild. Its now Jack Mangan, is currently collecting material for a book based on interviews from program, to be published in the fall.

Ralph J. Roberts, formerly executive of Atkin-Kyne Adv, Philadelphia, has been named sales promotion and publicity director of Muzak Corp.

Don McNamara, television director of Telefilm Inc., Hollywood, has started instructing new class in television for U. of California Extension Div. Course is listed as "Television Survey and Workshop."

Charles Michelson, president Charles Michelson Inc., New York City, is the father of a boy, Stephen Paul.

Equipment

DIELECTRIC PRODUCTS Co., Jersey City, N. J., announces availability of its DPC Douband Dipole with reflectors featuring exclusive Duce-Antenna head. Low-priced models D 72 and D 300 will receive all channels even in most remote fringe areas, company claims.

MagnaVox Co., Ft. Wayne, Ind., has placed four new TV sets on market, claiming for them largest picture of any receivers using 16-inch tube. Area of image is 148 sq. inches as compared with usual 129 sq. inches.

Motorola Inc., Chicago, announces net earnings of $1,908,255.05 for six months period ended July 2, 1949, representing peaketime sales record for firm.

Wend Turbine Co., West Chester, Pa., Tower and Antenna Div., announces new Travel TV mast made of reinforced steel rod construction, hot-dipped galvanized after fabrication. It can be installed with any type antenna in short time, firm reports.

Clarkstan Corp., Los Angeles, has announced a new line of很漂亮 microscope with self light source and reticle for analysis of grooves and surface quality of all types of disc recordings and pressings. Light and portable instrument, model 231, comes complete with carrying case at consumer price of $225.00.

RADOX OFFICERS Named by Stockholders

Stockholders of Sindlinger & Co. Inc., operator of Radox, at the annual meeting in Philadelphia, elected the following officers: Albert E. Sindlinger, president; Thomas M. Searels, executive vice president and treasurer, and Robert Reiss, secretary.

Elected to the board of directors were Ralph A. Bard, Chicago, chairman; Albert E. Sindlinger, Philadelphia; Harold R. Reiss, Philadelphia; Thomas M. Searels, Philadelphia; Albert F. Murray, Washington; Henry Laman, Chicago; Robert Betten, Chicago; Ralph Bahr, New York, and Robert Wolfs, Philadelphia.

Mr. Sindlinger, Mr. Bard and Mr. Searels were elected to the executive committee. Dr. Murray, Mr. Sindlinger and Mr. Reiss were elected to the engineering committee.

At a recent board meeting, plans for expediting the automatic operation for Radox were put into action, making it possible for Radox to expand to other cities at a fast rate with more economical operation.

The board also set up a Radio-Television Industry Advisory Board of outstanding personalities in the radio-TV field to advise on expansion plans and the use of Radox Ratings.

MUSE-ART MERGER

Plant Broadcasting Planned

MUSE-ART Corp. has been created from a recent merger of MUSE-Art Corp. of Philadelphia and National Wired Music Corp. John B. Kelly, president of National Wired Music, will be president of the merged company. The Muse-Art firm, which formerly concentrated its activities in the field of wired music, will expand into plant broadcasting.

Max Inger, president of the former Muse-Art company, will head the plant broadcasting division. Mr. Kelly, Mr. Inger, Paul Har-ron, president of WIBG Philadelphia, and Joseph Lang, also of WIBG, will be active participants in the new firm. Benjamin Blu, president, Bennent - Shelburne Corp.; John McCay, John Morgan Davis and Bernard Eakin are directors of the merged company.

D.C. TRANSIT FM PU Commission Sets Hearing

CIVIC groups and other organizations and individuals will be invited to air views before the Public Utilities Commission of the District of Columbia next September or October on whether they think Transit FM in the nation's capital is operated "consistent with public convenience, comfort and safety."

This was disclosed by the PU commission which ordered a public hearing based on a "number of communications" protesting use of radios on vehicles operated by Capital Transit Co. The "number" comprised some 75 letters before and 50 after the announcement, mostly unfavorable to the service, it was learned. A spokesman of the commission acknowledged that the number, 125 received up until July 20, represents a small percentage of the total transit riders in the Washington area, and that those favorable to transit radio "generally don't bother to express themselves."

Ben Strouse, general manager of WWDC-AM-FM Washington, Capital outlet for the service, said he was conferring with attorneys on the stations presentation before the commission. Approximately 175 busses and street cars now have equipment installed, with about 50 to be added in the next 30 days, he added.

Open House

Tri-State Distributors Inc., L. Richard Fried, president, Albany, N. Y., video spot buyer over WRGB Schenectady, will hold open house Aug. 9-10 for 400 dealers in the eastern New York area to show them new radio and television models and to explain what TV entertainment this fall will be likely to lure more buyers to the set market.
Peter M. Soutter, former spot radio account executive with Paul H. Raymer Co., New York, has joined ABC as account executive in network sales department. Previously, Mr. Soutter had been with J. Walter Thompson Co. for seven years.

Rayne B. Glasgow, former eastern district traffic manager for Eastern Airlines, has joined sales department of WLAQ Nashville, Tenn.

Jack Jennings, in ABC Hollywood traffic department for past nine months, has been made western division assistant sales promotion manager under Norman Nelson. Before coming to West Coast he was associated with Oklahoma stations as account executive.

KCRG KCRK (FM) Cedar Rapids, Iowa, has appointed Burn-Smith Co., New York, as national representative.

John Primm, new to radio, and Judith Dodson, formerly in advertising department of Wichita (Kan.) Eagle, have joined local sales staff of KFH and KFH-FM Wichita.

 Homer Griffith has resigned as sales manager of KDYL-TV Salt Lake City to become vice president in charge of sales and merchandising promotion for Telemount Pictures Inc., Hollywood.

FRAN COLE, commercial manager of KAYX Waterloo, Iowa, has been elected executive secretary of Cedar Falls Chamber of Commerce.

Walter H. (Bill) Stamer, program-traffic manager and continuity chief at WDEX Chattanooga, Tenn., has been added to sales staff of that station.

Norma J. Boss has been appointed executive secretary for Bulner & Johnson Inc., Minneapolis radio station representative. Miss Boss was previously associated in similar capacity with Iowa Tall Corn Network, Des Moines.

Western Radio Adv. Inc., radio station representative, has moved San Francisco offices to 79 Post St. Telephone is Yukon 6-4112.

Forjoe & Co., national radio and television station representative, has announced removal of its Atlanta office to 319 Mortgage Guarantee Bldg.

Bill Brewer, NBC Chicago spot salesman, and Virginia Sherman, TV actress, have announced their marriage.

Ed Hennessy, account executive for WCON Atlanta, Ga., and Helen Miller, formerly of WRBL Columbus, Ga., have announced their marriage.

Halsey Barrett, DuMont TV network spot sales head, is the father of a boy, Donald Vail.

A COMPLETE handbook of market data for its 13 AM and six TV stations has been issued by CBS Radio Sales. Comparisons of station audiences, radio families and cost-per-1,000 for the years 1946 and 1949 also are included.
EQUALITY SOUGHT
In Iowa Sports Coverage

CAMPAIGN to persuade Iowa colleges and universities to accept radio stations on the same basis as newspapers in the coverage of sports events is being led by Gene Shumate, sports director of KSO Des Moines. Mr. Shumate’s chief complaint is the permission fee charged radio stations for sports broadcasts.

There are no exclusives granted but each station is charged a fee by the U. of Iowa, the fee set up as equivalent to a station’s one-time highest daytime hourly rate. Iowa U. is a member of the Big Ten Conference. Iowa State College, a Big Seven member, charges a flat fee of $100 per grid game.

Says Mr. Shumate: “My contention has always been, and always will be, that when the U. of Iowa starts charging . . . newspapers for space in the press box just as they charge KSO and other radio stations, then I’ll cease being angry.”

ON GLOBAL HOP
Newsmen To Visit 26 Lands

WITH A tape recorder in one hand and a typewriter in the other, WCMW Canton, Ohio, News Editor Elwood Broadwater took off for a globe-circling flight that will take him 50,000 miles, and into 26 countries.

Mr. Broadwater, who plans to return recorded programs and script features from each country he visits, is making the four-month journey to report for WCMW listeners what an American sees and feels on a post-war visit to foreign lands. He is accompanying the owner of Salem Engineering Co., Sam Keener, as public relations representative on the trip in a converted Liberators B-24. Mr. Broadwater will report to the people of Northern Ohio the progress of the flight, featuring special interviews in the countries he visits.

THE WEATHER FOR TODAY . . .
In Some Locations Only Confusion Reigns

SUGGESTION for more effective use of weather forecasts by stations, in order to improve the service to listeners, is offered by James C. Fidler, who is in charge of the broadcasting-television section of the U. S. Weather Bureau, Washington. Mr. Fidler reports that some confusion is caused by broadcasting weather reports without giving specific geographic locations covered by the report. This is seldom the case when official forecasts are announced on newscasts, but, according to Mr. Fidler, disc jockeys and early-morning emcees frequently fail to preface the announcement with the location for which it is intended.

The problem is greatest, he says, on high-powered regional stations with erratic coverage patterns. As an example, he cited the midterm where rural areas get a strong signal from regional stations in the east or south. A farmer in this area may switch on his radio in the morning, Mr. Fidler noted, and hear a forecast for rain. If no geographic location for the report is announced, the farmer may prepare for rain, only to learn later that he was listening to WWL New Orleans and had received the weather prediction for Louisiana. The problem is not confined to any one region, Mr. Fidler said, but is a general nationwide trend. He asks for the cooperation of broadcasters in instructing air personnel to begin all weather reports with: “This is the official weather forecast for (i.e. Washington, D. C., or the state of Connecticut).”

Up to 42% Savings on your Recording Costs!

By The Sensational New COLUMBIA
® Microgroove Method

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

Full Columbia Transcription Quality Maintained Throughout.

CALL, WRITE, WIRE FOR FULL DETAILS!

GUY LEWIS, sportscaster for WPIX (TV) New York, was asked to assist Columbia Pictures producers with wrestling terms and holds for their new grappling feature now in production.

FRANK SINGIBER, network news analyst, has been appointed assistant professor radio production at Boston U.’s school of public relations. Mr. Singiber will continue to be heard as science reporter on General Electric Experiences in Science series, and also will moderate Skidmore College Open Forum series broadcast on WGY Schenectady, N. Y.

ED A. CONDIT Jr., general staff announcer at WMTR Morristown, N. J., has been promoted to chief announcer. Mr. Condit joined WMTR six months ago.

FRANK BARTON, assistant news editor at WBBM Chicago, leaves Aug. 12 for two weeks in Europe, where he will work on show for Army Air Force units. He will travel to London, Paris, Berlin and Vienna.

SIGENAO NAKAMURA, chief of foreign news division of Broadcasting Corp. of Japan, visited WHIL and WHIL-FM Hempstead, Long Island, to study community radio station in operation. He is one of group of Japanese and Korean broadcasters visiting America under joint sponsorship of Army and Rockefeller Foundation.

GUY LEWIS, sportscaster for WPIX (TV) New York, was asked to assist Columbia Pictures producers with wrestling terms and holds for their new grappling feature now in production.
BRIGHT AM FUTURE

Indicated by All-Time WGAR High, Patt Says

PREDICTION of a bright future for AM radio and emphasis on the need for hard selling to assure such a future are among highlights of a business report on WGAR, Cleveland appearing in July 18 issue of The Cleveland Press.

The paper's financial editor, Robert Selig, states WGAR, Vice President and General Manager John F. Patt as announcing his station's sales for the first six months of 1949 were 21% above the previous high, with station's total dollar volume 21% above the first half of last year.

Mr. Patt said: "This record indicates that there is plenty of business to be had if we will put forth our best efforts and use ingenuity in developing new sources and in prospecting for new programming and production ideas."

Stating that total dollar volume was 21% above the first half of last year, Mr. Patt also reported that WGAR added 25% more new clients in the first half than were signed in the same month a year ago. He said 98% are radio set owners in the Cleveland area.

Mr. Patt went on to state WGAR's favorable showing for the first half of 1949 in the $6 billion northern Ohio market was fairly uniform for all classifications of station revenue. Local and national spot announcement revenues, local and national program revenue, talent sales and network income all were involved in the increased volume.

He said credit is due CBS for its strengthened network program schedule and the local sales staff under Vice President Carl E. George and the national sales force. Among large sales he mentioned as recently consumed were Morgans, chemical firm, to the members of Gold Bond Beer, Salute to Success for the Central National Bank, Sammy Kaye's Showroom for Chrysler dealers, Bob Neal's sports program for Carling's, the Bing Crosby show for Minute Maid Orange Juice, and the Cleveland Browns' 1949 schedule for Standard Oil Co. of Ohio.

He further stated that WGAR, except for summer baseball games, leads in every time classification of Cooperatings, its margin over the second station in Cleveland has reached approximately 30% and it has held the listening leadership since Oct. 1.

"WGAR," Mr. Patt said, "has adopted a consistent policy of developing local talent. Our well-established programs of education, discussion, serious music and special events will continue more strongly than ever."

The Cleveland Press article followed by several months an address before the 19th Annual Institute for Education by Radio in which Mr. Patt said that even greater opportunities lie ahead for particular stations, for increased listening at particular hours and with specialized program services.

"Radio," he stated, "will always be the story medium by which to enliven man while he works. The household tasks of hundreds of thousands of the nation's homemakers are immeasurably lightened by bright music or the daily installments of radio's serial dramas. Millions of American working men and office workers find time passes more quickly and pleasantly at their benches or desks by listening to the baseball games or music to fit their moods."

"Is there any other medium than AM radio (supplemented by FM, of course) which will provide to all members of the family such pleasant and instantaneous and reliable accompaniment in variety when they work, when they read, when they ride and when they travel and play? I think the answer is plain."

BLACK CROW DEAD

Last of 'Black Crows' Team

GEORGE MORAN, 67, member of the "Two Black Crows," famous radio team of the 1920s, died last Thursday in a hospital charity ward in Oakland, Calif. George Moran, with the late Charles E. Mack, came to radio after reaching the top in vaudeville and musical comedy and their black-face routine also was responsible for sale of seven million phonograph records.

Mr. Moran was born at Elwood, Kan., only 20 miles from White Cloud, birthplace of Mr. Mack. After years of small-time vaudeville, the pair hit the big-time at New York's Winter Garden.

Business for Radio

(Continued from page 9)

Business is flourishing with radio's newתרג

buyers are immunized against radio.

An important part of the campaign to sell WLW was the use of carefully selected radio trade paper advertising. By the use of ads in the leading radio journal we built up the station's reputation with time buyers. Salesmen and station managers don't work hard enough, with some exceptions. Managers, as a rule, do not go on the firing line with their men where they are desperately needed at times for ideas and help of one kind or another. Too many managers sit on their fat swivel chairs. Poor selling makes a poor industry and I hope that the radio industry will not be characterized by poor selling. It is a great industry. The surface of it has not been scratched yet. Television will not hurt AM radio—I believe it will help it. Fresh money can now be seen coming into radio. Paint, curtain companies and gadgets are finding their way into television as an advertising medium. All of the advertisers who have used network and independent stations up to now will continue to advertise on them for many years to come.

The buyers' market, in my opinion, will have no effect on the industry if radio men work to build accounts into successful advertisers.

NEW RADIO LAB

Reported Favorably by Johnson

LEGISLATION authorizing a new radio laboratory for the National Bureau of Standards at an estimated cost of $4,475,000 was reported favorably July 26 by Sen. Edwin C. Johnson, (D-Col.), chairman of the Senate Interstate & Foreign Commerce Committee. The bill (S 445) has the approval of FCC and other establishments.

The laboratory is urgently needed primarily for studies of the characteristics of radio wave propagation and allied radio matters of interest to the military, according to the Dept. of Defense and National Security Resources Board. It would also play an important private commercial role. Site of the laboratory has not been determined but probably will be outside of Washington, D. C.

Of the sum allowed for construction and equipment, $360,000 would be for cost of equipment, the Senate Commerce Committee said. Also included is provision for purchase of land. Purpose of the building is to make available additional space for basic research work which would permit, among other things, expanded determinations of the effect of varying atmospheric conditions on radio reception and transmission throughout the United States. NBS now has a radio building, built in 1918.

What It Takes To Make Radio Do A Selling Job...

* Showmanship...
* Know-How...
* Good Programming...
* And...the enthusiasm to follow through in detail!

* For All The Facts About WIOD's Leadership in Miami...Call Our Rep...

George P. Hollingbery Co.

James M. LeGate, General Manager
5,000 WATTS • 610 KC • NBC

LIBEL and SLANDER

Invasion of Privacy
Plagiarism-Copyright-Piracy
INSURANCE
For your protection
CAMERON'S
Our exclusive policy
provides adequate protection.
Surprisingly inexpensive
CAMERON'S
For details & quotations
write
Employers Reinsurance
Corporation
Insurance Exchange Bldg.
Kansas City, Missouri

BROADCASTING • Telecasting

August 8, 1949 • Page 57
IDEAL promotional tie-in is presented in sponsorship of Major League game broadcasts over WMT (FM) Charlotte, N. C., by All­
son-Erwin Co., Zenith distributor for North and South Carolina (see THE Dotted Line page 16). Co-announcer Joe Flax will feature new Zenith “Major” FM radio. Using an “FM only” station—WMT— is sponsor is highlighting campaign with slogan: “Listen to the MAJOR League games from the MAJOR FM station in the Southeast on a Zenith MAJOR FM radio from your MAJOR Zenith deal­er.” Games are aired every afternoon, Mon.-Sat., with Zenith dealers in area cooperating with Allison-Erwin Co. in campaign. According to Johnny Dun­
agin Charlotte manager for WMT, Allison-Erwin is ordering car-load of “Major” FM sets to back up campaign.

Front Page Mailing
REPRINTS of story on high school news writers contest conducted by WINS New York and Winchester (N. Y.) Herald have been mailed to 260 agencies, sales offices and adver­tisers by station. Story was on front page of Herald and in regular format with stories and pictures relative to contest and its theme, “Know Your Community.”

Questionnaire Promotion
TRUE AND FALSE questionnaire about station’s programs and rates was format of promotion for chang­ing frequency at WLW Norfolk, Va. Station sent questions to 300 of Nor­folk’s leading advertisers. First prize was $1,410 in advertising, amount corresponding with new frequency. Ten next prizes were $141 in adver­tising. WLW reports 60% return on contest with many advertisers bringing their answers to station in person.

Hundred Watch Recreation
WINDOW of men’s store was scene of recreation of Class B league games over KYAK Yakima, Wash. Series was recreated by station for fans of Yakima Bears, Class B Western International League team, and was watched by estimated 8,000 people. Two late August shows are sched­uled from roomier show room of Yakima car dealer.

WHBC Hooperating
MONTHLY MAILINGS of five attractive reports of WHBC Canton, Ohio’s, Hooperating have been sent to 500 agencies and advertisers in national field. Reports are written in different color and feature pictures of “Good Neighbor Mike,” station’s promotional character.

Too Much Success
REX DALE, WCKY Cincinnati, Ohio, disc jockey, was scratched and bruised when cornered by throng eager to receive money for identifying him at his first appearance in scheduled six-day identification contest. Each day, Mr. Dale was to give $5 to first person recognizing him, and $1 to each of next 45. C. H. Top­
miller, station manager, re­ceived wounded back in efforts to rescue Mr. Dale from crowd. Additional appearances were cancelled as safety measure for both Mr. Dale and his fans.

Stock-Taking
EVERY SIX MONTHS WOR New York “takes stock” of station and makes list of $1,000,000 in suggestions for improving programs and services. Campaign, lasting two weeks, this time will find out what kind of radio programs are most interesting, and what television fare is most in demand.

Sales Through Radio
IN CONNECTION with Norwich, Conn., Dollar Days, WICH Norwich has sent bulletin to merchants. Bulle­
tin includes station’s statistics, fa­

Comparative Study
SIX-PAGE LEAFLET in two colors—violet and black—shows coverage of newspaper, magazine and radio in area of WOAI San Antonio, Tex. Station has mailed leaflet to agencies and clients under title, “Eyeing Media Performance in South Texas.” Folder is work of Dallas P. Wyatt, WOAI promotion manager.

EGER Offering
ATTRACTIVE beige colored bulletin highlighted with large red arrow an­nounces offering of program, 1950 Radio Deals, for sponsorship on EGER Long Beach, Calif.

Library Promotes TV
CLOSE COOPERATION between Mil­
waukee Public Library and WMJ-TV Milwaukee, Wis., is beneficial to both Library is featuring display highlight­

Adventures walk on air
WHEN THEIR PRODUCTS TAKE TO THE AIR in Memphis via
WMPS 10,000 WATTS DAY 5,000 WATTS NIGHT 680 KILOCYCLES
AN AFFILIATE OF THE AMERICAN BROADCASTING COMPANY RADIO REPRESENTATIVES, INC.

FIELD DAY
WMT Event Record Breaker
TWO HUNDRED demonstrations of farm machinery and equipment featured the fourth annual Na­tional Farm Field Day sponsored by WMT Cedar Rapids, Iowa, as an estimated 40,000 people attended the event in nearby Manchester forti­night ago.

According to WMT Farm Ser­
vice Director Chuck Worcester, the field day was the largest event sponsored by the station.

Some 500 farm teachers worked to prepare the displays and dem­
LOOKING HAPPY over "rescue" by Navy helicopter in flood relief demonstration, George Cremeens, program director of WEEK Peoria, Ill., clutches his mike and tells listeners how it feels to sit on something solid after hoist through the air from a piccquet boat. Navy man in earphones helps untangle Mr. Cremeens.

Miss Carolyn Turner 155 West Wisconsin, Inc. New York City

Dear Carolyn:

This ain't no time for a feller ter draw in his horns when it comes ter advertisin'. No street 't W. Y. right here in the territory of ole W. C. H's folks is real spendin' th' money out and know what folks is up ter fer th' feller who don't know what his neighbors know about--and they know 'bout th' things we're advertisin'. Did you know that personal 'spendin's for th' feller fer th' first part of 1949 was up over th' same time last year? An' feller with prices down a cent that means that a feller is able for more things than he was sold them a year ago! Yeh folks is gonna buy th' right thing when they know what's right.

Yrs.

Algy

W. C. H.
Charleston, W. Va.

On Chestnut St.,
WCAU-TV
9.4

Mohawk Show-
room, WPTZ
8.5

Cameo News-
Caravan, WPTZ
8.5

Frontier Theatre,
WPTZ
8.2

CBS News, WPTZ-TV
8.1

AVERAGE QUARTER-HOUR SETS-IN-USE
FOR WEEK STUDIED
Entire Week, 12 noon-12 midnight
Television Homes
Combined Radio &
TV TV Radio
June 1949
23.4
27.4
11.2
May 1949
28.1
16.8
July 1949
28.6
19.5
10.3

MISS CAROLYN TURNER
155 WEST VIRGINIA, INC.
NEW YORK CITY

DEAR CAROLYN:

THIS AIN'T NO TIME FOR A FELLER TER DRAW IN HIS HORNS WHEN IT COMES TER ADVERTISING. NO STREET 'T W. Y. RIGHT HERE IN THE TERRITORY OF OL E W. C. H.'S FOLKS IS REAL SPENDIN' TH' MONEY OUT AND KNOW WHAT FOLKS IS UP TER FOR TH' FELLER WHO DON'T KNOW WHAT HIS NEIGHBORS KNOW ABOUT—AND THEY KNOW 'BOUT TH' THINGS WE'RE ADVERTISIN'. DID YOU KNOW THAT PERSONAL 'SPENDIN'S FOR TH' FELLER FOR TH' FIRST PART OF 1949 WAS UP OVER TH' SAME TIME LAST YEAR? AN' FELLER WITH PRICES DOWN A CENT THAT MEANS THAT A FELLER IS ABLE FOR MORE THINGS THAN HE WAS SOLD THEM A YEAR AGO! YEH FOLKS IS GONNA BUY TH' RIGHT THING WHEN THEY KNOW WHAT'S RIGHT.

YRS.

ALGY

W. C. H.
CHARLESTON, W. VA.

August 8, 1949 • Page 59
July 29 Applications...

ACCEPTED FOR FILING
License Renewal
WESR Butler, Pa.--Request for renewal of license.
Modification of License
KOWH Omaha, Neb.--Mod. license to increase power from 300 w D to 1,000 w D.
Modification of CP
WDGY Minneapolis--Mod. CP AM station to increase power etc. for expansion of completion date.
Mod. CP new FM stations for completion of station: WREB-FM Columbus, Ga.; WBBF Chicago; KSO-FM Des Moines; WSPD-FM Toledo; KSRO-FM New York; WAIR-FM Knoxville.
License for CP
License to cover CP new FM station: WIDJ-FM Jacksonville, Fla.; KRUR-AM New Orleans, Iowa; KDRC-FM Sedalia, Mo.
FM-100.1 mc
WVGH-FM Hornell, N. Y.--CP FM station to change ERP from 10 kw to 8.4 kw; antenna height from 500 ft. to 506 ft. and change trans. location.
FM-95.1 mc
WYBT South Boston Twp., N. Y.--CP FM station to change from Channel 176 to 101.9 mc to Channel 236 (90.1 mc).
Modification of CP
WAGA-TV Atlanta, Ga.--Mod. CP new commercial TV station for extension of completion date to 6-28-50.

August 1 Decisions...

ACTIONS ON MOTIONS
By Commissioner Jones
Supreme Best, System Inc. and Belvedere Best, Inc. New Orleans--Granted continued hearing and change to place of hearing on application to hear continued to Oct. 3; place changed from Washington, D. C. to New Orleans.
Ukiah Best, Co., Ukiah, Calif.--All request of counsel, passed over petition to amend application for CP to change from partnership to individual.
Belleville News-Democrat, Belleville, Ill., and WTVM East St. Louis, Ill.--Granted petition Belleville News-Democrat for leave to amend petition to clarify terms of site and to reduce height of towers for proposed new station, and accepted amendment; denied motion of WTVM to strike above petition.
WTGC Savannah, Ga.--Granted extension of time to file exceptions and request for oral argument; time extended to Aug. 10.

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

SERVICE DIRECTORY

Custom-Built Equipment
U. S. RECORDING CO.
1121 Vermont Ave., Wash. 5, D. C.
Sterling 3426

SUCCESSFUL FM BROADCASTING...

CALIFONE
10 pound  •  Professional Quality
The Most Reliable  •  Lowest Price

TRANSCRIPTION PLAYERS
CALIFONE CORPORATION
1041 N. Sycamore, Hollywood 38, Calif.
<table>
<thead>
<tr>
<th>Name</th>
<th>Address</th>
<th>Phone</th>
<th>Position</th>
<th>Years of experience</th>
<th>Notes</th>
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</thead>
<tbody>
<tr>
<td>JANSKY &amp; BAILEY</td>
<td>Washington, DC</td>
<td></td>
<td>Member AFCCE*</td>
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<tr>
<td>RUSSELL P. MAY</td>
<td>1422 F St., N. W.</td>
<td></td>
<td>Member AFCCE*</td>
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<tr>
<td>RAYMOND M. WILMOTTE</td>
<td>1409 CHURCH ST., N. W. DE. 1222</td>
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<tr>
<td>erial Corporation</td>
<td>303 E. 75th St.</td>
<td>4400</td>
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<tr>
<td>CHAMBERS &amp; GARRISON</td>
<td>1519 Connecticut Ave.</td>
<td>Washington 6, D. C.</td>
<td>Member AFCCE*</td>
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<tr>
<td>ANDREW CORPORATION</td>
<td>1201 Jefferson Place, N. W.</td>
<td>Washington 6, D. C.</td>
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<tr>
<td>KEAR &amp; KENNEDY</td>
<td>1703 K ST., N. W.</td>
<td>Sterling 7932</td>
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<tr>
<td>A. D. RING &amp; CO.</td>
<td>1407 Pacific Ave.</td>
<td>Santa Cruz, Cal.</td>
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<tr>
<td>Craven, Lohnes &amp; Culver</td>
<td>MUNSEY BLDG., REPUBLIC 2347</td>
<td>Washington 4, D. C.</td>
<td>Member AFCCE*</td>
<td></td>
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</tr>
<tr>
<td>Craven Building District</td>
<td>MUNSEY BLDG. DISTRICT 8215</td>
<td>Washington 4, D. C.</td>
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<tr>
<td>E. C. PAGE</td>
<td>1407 Washington Blvd.</td>
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<tr>
<td>KEAR &amp; KENNEDY</td>
<td>1234 Clarence St., Phone 7-277</td>
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<tr>
<td>William L. Foss, Inc.</td>
<td>927 15th St., N. W.</td>
<td>Republic 3883</td>
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<tr>
<td>ROBERT C. KEPNER</td>
<td>3001 7th St., D. C.</td>
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<tr>
<td>WILLIAM L. FOSS, Inc.</td>
<td>927 15th St., N. W.</td>
<td>Republic 3883</td>
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<td>NATHAN WILLIAMS</td>
<td>20 Algoma Blvd.</td>
<td>Ph. Blackhawk 22</td>
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<td>GEORGE C. DAVIS</td>
<td>501-514 Munsey Bldg.—Sterling 0111</td>
<td>Washington 4, D. C.</td>
<td>Member AFCCE*</td>
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<tr>
<td>Cf. R. Bitter</td>
<td>Consulting Radio Engineer</td>
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<td>SILLIMAN &amp; BARCLAY</td>
<td>SPECIALIZING IN ANTENNA PROBLEMS</td>
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<td>LYNNE C. SMEBY</td>
<td>&quot;Registered Professional Engineer&quot;</td>
<td>802 13th St., N. W.</td>
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<tr>
<td>ROTHROCK &amp; BAIREY</td>
<td>SUITE 604, 1757 K ST., N. W.</td>
<td>Washington 4, D. C.</td>
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<tr>
<td>WALTER F. KEAN</td>
<td>Consulting Radio Engineer</td>
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<tr>
<td>GEORGE P. ADAIR</td>
<td>Consulting Radio Engineer</td>
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<tr>
<td>LEE E. BAKER</td>
<td>Consulting Radio Engineer</td>
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</tbody>
</table>
ILL BROWN, formerly of WERC and WIRK Erie, Pa., has joined WHB, Buffalo, as program director. He replaces WIL- LARD DAUGHERTY, resigned. VIR- TAGRAM services has been appointed advertising copy writer at station.

JOHN W. RIDDER has been named program director of WOH East Liverpool, Ohio. Mr. Riddler has most recently been associated with WCSS, Amsterdam, N. Y., and formerly was staff announcer for WAKU, Altoona, Pa., and WOLF Syracuse.

WOH expects to take the air in September.

MILTON LEWIS, formerly a salesman at WSAU Bloomington, Ind., has joined announcing staff of WICM Ind., La Crosse, Wis. In the past year, he was assistant professor of speech at Manchester College, North Manchester, Ind., where he also directed operations of campus station, WWM, C. WILLIAM HARRISON, New York, has joined WXLA as continuity director and SHIRL EVANS, former music librarian at WJIB Indianapolis, has been appointed as assistant director. Mr. Evans has worked at WBOB Terre Haute, Ind., WSOY Decatur, Ill., and WMBD Peoria, Ill. He also was consultant for WMFU Crawfordsville, Ind.

MARTIN BUSH, former director-host of WEVD New York's Sound Stage and WGBF New York's Washington Square Radio Players, has joined WNYC New York as staff announcer.

CARLISLE STEVENS, former program director and assistant manager at KFAC Los Angeles, has joined WGN Chicago as director.

TOM McDONALD replaces LARRY SHEPARD, resigned, on announcing staff at KAYZ Waterloo, Iowa. Mr. McDonald previously was announced at KBCR Des Moines.

MARK SHEELEY, formerly with WPOE (FM) Elizabeth, N. J., has joined WJIE and WJIFJ Hagers- town, Md., as traffic manager. He conducts Blues Chaser Club.

BOB MIYASER has joined staff of WEMP Milwaukee, Wis., as disc jockey. JIM HARDIN, formerly of WBFH Chicago, has become program director for WQJQ Jackson, Miss. TOMMY TUCKER, formerly with WDAK Columbus, Ga., has joined WQJQ as disc jockey. HAROLD COHN, has been appointed as staff announcer at WPDQ. Mr. Cohn began his career with WDSR Lake City, Fla., and came to present position at WMBR Jacksonville.

BUD COLLER, assistant to BERT PARKS, announcer on ABC's Break the Bank contest program during Mr. Parks' vacation.

JOHN ALLEN SMITH, formerly an- nouncer for WLIB New York, and VAN DARBY, formerly with WERK Martinsburg, W. Va., have joined announc- ing staff of WKNA Charleston, W. Va.

ANNE ELLS, formerly of CBH Hall- fax, has returned to that station after six months in production department at WYAN-TC Boston.

JOHNNY THOMPSON, singer on WJZ-WJZ-TV New York, is currently appearing in the Broadway show, Miss Liberty.

SHELLY ROTHSAN, formerly with WMGM WINS and WBLL as an announcer of the New York, has joined WTTT Coral Gables, Fla., as producer and music librarian.

LAWRENCE PALEH has joined announc- ing staff of CBO Ottawa. He is a graduate of Queen's U., Kingston, Ont., and Academy of Radio Arts, Toronto.

ELWOOD STUTZ, WIBG Philadelphia disc jockey, has new tune, "You're Telling Me," on side label.

JACK CARLTON has been named as- sistant traffic manager of CBL and CBB Toronto.

DICK BARNETT, graduate of Stan- ford U., joins KJMB San Francisco as staff writer-producer.

MEL STEWART, former WHAT Phila- delphia staff announcer and more re- cently disc j. at WBOC Norristown, Pa., has joined WIP Philadelphia's announcing staff as summer relief an- nouncer.

KEN WILSON, announcer at KMBB Kansas City, Mo., is the father of a baby girl, Gregory Grant.

GAIL COMPTON, m.c. of Pet Shop on WBNQ (TV) Chicago and assistant on farm programs packaged by Louis G. Ditka, is the father of a baby boy, Christopher.

BILL VENEL, announcer and writer for WHO Des Moines, Iowa, is the father of a boy, Gregory Grant.

JOHNNY LUJACK, star of ABC's Adventures of Johnny Lujack and Chicago Bears quarterback, is the father of a girl, Mary Jane.

MID-WEST FM Network will air se- ries of four morning programs per day, originating from Indiana State Fair, Sept. 3-9. WCSI Columbus, Ind., will originate all shows for the ten station FM network.
**WOW FARM TOUR**

To Sponsor West Coast Trip

PLANS for the West Coast farm study tour for farmers in the area of WOW Omaha were fast being completed in accordance to reports from WOW which is sponsoring the tour through nine states, Canada and Mexico.

Governors, mayors, Chambers of Commerce and farm and industrial groups throughout the tour area have planned extensive festivities for the some 200 persons who are expected to take the 16-day tour, leaving Omaha by special train Sept. 19. Itinerary also includes visits to model farms, packing plants, recreation projects and other places of interest from both farming and sight-seeing points of view.

WOW reported that as of Aug. 1 more than 150 farmers and their wives had signed for the trip which will cost a minimum of $435 each. Special deluxe train and accommodations are to be provided throughout.

Spokane, Wash., plans a civic reception and 12 hours of activities, including visits to Grand Coulee and nearby irrigation and power projects. Similar stops were reported for Salt Lake City, Portland, Seattle, San Diego and Los Angeles. At latter city the midwest farmers have been invited to participate in the Los Angeles County Fair and while there will be guests of the radio-film stars of radio-movie studies. Tour includes visits to radio and TV stations there as well as to movie studios.

WOW Farm Director Mai Hansen will present champion sow to deserving California 4-H Club member, gift of Nebraska Durroc Breeders Assn.

**WOW’S HARTLEY**

Speaks at N.Y.U. Workshop

IF RADIO is experiencing some troubles at the moment, it is not on account of television. . . . It is this fact which is accounting for Arnold Hartley, vice president and program director of WOW New York, speaking at the New York U. Summer Radio Workshop July 27. Mr. Hartley recalled his workshop lecture of five years ago. Then, he said, “Everybody was rolling in revenue, and, in any case, there were only a few formal stations to lure the audience instead of almost 3,000. Today, the average broadcaster must make up his mind about what particular kind of audience he wants if he is to survive.”

The independent stations that are progressing today, he pointed out, are those that specialize. Specialization, he added, will be radio’s salvation. “No one will want to predict that television can’t touch the specialized audience—but it is going to be a lot harder to touch, and take a lot more time,” Mr. Hartley concluded.

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**First 15 Program Hooperatings—July 30 Report**

<table>
<thead>
<tr>
<th>Program</th>
<th>No. of Stations</th>
<th>Sponsor &amp; Agency</th>
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<tr>
<td>WPWF</td>
<td>6,000</td>
<td>WATL</td>
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<tr>
<td>WORF</td>
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<td>WRUN</td>
<td>7,800</td>
<td>coli</td>
<td>6.4</td>
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<tr>
<td>WOPA</td>
<td>8,000</td>
<td>WOPA</td>
<td>6.2</td>
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**WATL VS. AFRA**

FCC To Call For Station Answer to Union

FCC WAS PREPARING last week to call upon WATL Atlanta, Ga., for its answer to the American Federation of Radio Artists’ claim that its AM and FM licenses should be revoked for alleged violations of labor laws and FCC rules and regulations [BROADCASTING, Aug. 1]. This is customary FCC procedure on complaints.

The union, whose Atlanta local has been on strike at WATL since Jan. 1, filed its petition Monday charging that WATL Owner J. W. Woodward, in doing business as Atlanta Broadcasting Co., “has manifested a flagrant disregard for government regulations designed for public protection.”

AFRA told FCC that the National Labor Relations Board had to go to court to force WATL to comply with a labor board order in a case involving Anheuser-Busch.

Lawrence J. Mellert; that the station refused to bargain with AFRA following expiration of its contract in April; and has refused to bargain with International Brotherhood of Electrical Workers, and that these matters are now awaiting the NLRB field examiner report following hearings in May; that WATL is “frequently in material matters”.

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**Plans ‘Hall of Fame’**

RADIO PIONEERS Club, whose members have all worked in radio for 20 years or more, is considering the establishment of a “Radio Hall of Fame” with annual citations to individuals making outstanding contributions to broadcasting. William S. Hedges, NBC vice president and RFC president, has appointed a committee on awards to formulate recommendations for the project. Committee comprises: Mark Woods, ABC president; William J. Raines, NBC vice president and program director; Wally Evans, vice chairman; Williams, president, Westinghouse Radio Stations Inc.; William S. Paley, CBS board chairman; Col. Harriet; NBC vice president; Lowell Thomas, CBS commentator.

**for a better-than-ever BUY**

IN OHIO’S THIRD MARKET
NOW UNDER CONSTRUCTION

FOR A BETTER-THAN-EVER BUY

5,000 W AM 50,000 W FM

5,000 W AM 50,000 W FM

1960 KC 105.1 MC

**WFMJ**

BASIC ABC FOR YOUNGSTOWN
ASK HEADLEY REED

**WPAY HONORED**

By Soup Firm for Promotion

WPAY Portsmouth, Ohio, has been honored by the Campbell Soup Co. for promotional activities in connection with two CBS Campbell-sponsored programs, Club 15 and Edward R. Murrow’s news show. WPAY won a contest in which it did not know it was entered, according to Gerald F. Boyd, station manager. There was no knowledge of an award as a special incentive.

John G. Hoagland, supervisor of radio programs for Campbell, writing to Mr. Boyd, said in part: “We appreciate the cooperation we receive from all stations, but we felt we’d somehow like to say a special ‘thank-you’ to the stations whose promotions were really outstanding. So Thank you very much, Mr. Boyd, and please express our thanks to your Ann Evans [WPAY promotion and merchandising] for her splendid support.”

The soup firm sent WPAY one of its new Campbell Counter Kitchens with two cups for heating ready-to-serve soups and two cases of Campbell’s new individual service soup cans. 

FORMER PRESIDENT Herbert Hoover’s 75th birthday speech will be aired on KNCB San Francisco, Aug. 10, from Stanford U. campus.
Help Wanted

Managerial

General manager for long established New England organization, experienced in all phases of broadcasting, preferably with affiliation. City, state, territory. Retail, wholesale. Must be energetic, aggressive, capable of handling responsibilities. Send resume. Box 92C, BROADCASTING.

Salesmen

Salesman for 5 kw network outlet in prosperous midwest market. Must be experienced, civic-minded and willing to settle in one of America's finest communities. Send particulars and photo to Box 801B, BROADCASTING. Reply immediately.

Local salesman. For station established fifteen years, NBC affiliate in competitive city, state, territory. Must be number one. No pressure boys, but good hard sales ability and verve are required. Send all facts, background, ability, etc. Must pay salary plus commission. Terms flexible. Reply Box 11c, BROADCASTING.

Wanted, salesman. Experienced for 10 years in long established eastern coast outlet with good opportunity for right man. Detailed information. Box 108c, BROADCASTING.

Management potential for salesman that can demonstrate ability. Your station chain in southwestern market. Superbly paid. Box 126c, BROADCASTING.

Salesmen. Experienced in sales and production with growing network affiliated station for sincere person in new 1 kw station with salary and bonus of $16,000. Box 135c, BROADCASTING.

Sales representative looking for right man in western territory. Affiliated position offers excellent future with top organization affiliated with well known Eastern network. Your start in business. Box 146c, BROADCASTING.

KIMO, Hannibal, Missouri. 50 kw on 1060. NBC affiliate. Has experienced department for an aggressive salesman. No get-rich quickers wanted. If you are a flounder don't answer. This is a solid steady job. We want a man who will stay and grow with the station and the billings. Write complete information, salary and commissions desired. Box 156c, BROADCASTING.

Sales personnel for nifty station in territory with experienced, proven sales record and management experience. Salary and advancement. Send complete references. Box 166c, BROADCASTING.

KMOX, St. Louis. Must be experienced, proven sales record and must have management ability. Salary and advancement. Send complete references. Box 176c, BROADCASTING.

Wanted. Salaries for experienced salesmen and management people. Terms flexible. Box 186c, BROADCASTING.

WANTED: Experience in sales and production with growing network affiliated station for energetic salesperson. Salary and advancement. Send complete references. Box 196c, BROADCASTING.

Wanted, any position, network or affiliated. Salary, commission, all included. Salary: $400-$600 per month. Box 206c, BROADCASTING.

WANTED: Salesman with proven sales record and management experience. Reply Box 216c, BROADCASTING.

WANTED: General manager for station affiliated with major Eastern network. Salary and advancement. Reply Box 226c, BROADCASTING.

WANTED: Manager, sales manager for eastern Pennsylvania network affiliate. Forward full details and salary requirements to Box 236c, BROADCASTING.

Production-Programming, others

WANTED: Topflight continuity director for station affiliated with major Western regional network affiliate in midwest. Must be experienced and have background of including farm and mail. Must be able to direct department and have knowledge of traffic and production. Excellent starting position with great opportunity. Give complete details in letter. Box 94B, BROADCASTING.

Wanted. Experienced copywriter qualified to take care of the air. Write Hal King, Manager, KHRG, Okmulgee, Oklahoma.

WANTED: Broadcast engineer with experience in play-by-play sportscasting. Must have experience in the air. Write Hal King, Manager, KHRG, Okmulgee, Oklahoma.

Situations Wanted

Managerial

Manager—Twenty years of experience in sports programming, news and features. Excellent reputation as a sports writer and producer. Man with knowledge of local sales problems. Well qualified for all types of operations. Married, hard working, family man. Must be interested in sports. Can bring your station community leadership and sure profitable operation. Box 246B, BROADCASTING.

Situations Wanted (Cont'd)


Manager, superintendent of talent. Excellent opportunity with progressive station. Salary, $450. Box 812B, BROADCASTING.

Manager, sale manager for station affiliated with major Eastern network. Salary and advancement. Reply Box 813B, BROADCASTING.

Manager, sales manager, sportscaster. Excellent opportunity for man with college training and sales experience. Overseas opportunity. Salary and advancement, Box 814B, BROADCASTING.

Manager, general sales manager. Excellent opportunity to keep pace with growing market. Salary and advancement. Reply Box 815B, BROADCASTING.

Manager, sales manager. Excellent opportunity for man with college training and sales experience. Overseas opportunity. Salary and advancement, Box 816B, BROADCASTING.

Manager, superintendent, sales manager. Excellent opportunity to keep pace with growing market. Salary and advancement. Reply Box 817B, BROADCASTING.

Manager, sales manager. Excellent opportunity for man with college training and sales experience. Overseas opportunity. Salary and advancement, Box 818B, BROADCASTING.

Manager, sale manager. Excellent opportunity for man with college training and sales experience. Overseas opportunity. Salary and advancement, Box 819B, BROADCASTING.

Manager, sales manager. Excellent opportunity for man with college training and sales experience. Overseas opportunity. Salary and advancement, Box 820B, BROADCASTING.
Situations Wanted (Cont'd)

Experienced sports and news announcer with 20 years experience. Has worked in 5000 watt network station. Will send detailed information on request. Box 135c, BROADCASTING.

Announcer. Stations looking for miracles. Must look no farther. Stations located in various parts of the Midwest. Must be an excellent voice, be able to work well with others. Have offer experience plus a chance to break into national sports and news announcing. Must be capable of working any time of the day. Will travel anywhere. Box 144c, BROADCASTING.

Announcer, single, 22, two years extensive training leading Chicago radio college. Versatility in connection with progressive station. Missouri-Ohio area. Box 145c, BROADCASTING.

Experienced announcer, strong on news and sports, very-by-very. Available Aug 15. Box 146c, BROADCASTING.

Announcer, musical director, sports editor, copy. Operate board, married, 25. Available immediately. Box 147c, BROADCASTING.

Excellent announcer, experienced, production-wise, former program director. Box 148c, BROADCASTING.

Graduate School Radio Technique, practical training in announcing DJ class, interpretation of commercial copy, newscasting. Good voice. Box 149c, BROADCASTING.

Young, married veteran, college graduate. Announcer, AFCS, FM experience. Can work in TV or radio. No old dog. Prefer New England or east coast. Chicago. Box 150c, BROADCASTING.

Experienced announcer, merchandise personality, dynamic, versatile. Excellent recommendations. Box 151c, BROADCASTING.

Announcer thoroughly experienced, par- tially experienced, personality voice. Will work as a team effort. Fulltime or parttime. Box 298, Carlisle, Pennsylvania.

Staff announcer, 24, Single, reliable, college BA in speech. 15 years inde- pendent and part-time work, operate console. Will travel anywhere. Experienced and references. Box 1194 Superior Avenue, Cleveland 6, Ohio.

Combination announcer-engineer will consider position anywhere. Available immediately. Box 62c, BROADCASTING.


Two announcers available immediately. Experienced in TV, AM, FM, Cable. Have 21 years at sportscasting, sales, continuity, newscasting, all special events, complete coverage, di- vision and program directing. Music directors, anything and everything in broadcasting. Desire same station. Send all resumes to James M. Martin, Box 248, Anchorage, Alaska.

Excellent voice. Know how to make your voice. Main emphasis is on delivery. Reliable. Audition and photo provided. Box 238, Wire, Reno, Nevada.

Velim of circumstances. Top an- nouncers from coast to coast. Special, sports, disc shows. Not radio, just wire and disc. Box 7201, KWGD, St. Louis sold. Available immediately. Box 247c, BROADCASTING.

Technical

Engineer, 18 months experience, all phases of broadcast. Available immediately. Box 73B, BROADCASTING.

Engineer, 18 months experience, all phases of broadcast. Available immediately. Box 73B, BROADCASTING.

Vet. chair or adjoining R. T. 1. Good knowledge of radio, TV musical instruments. Will travel anywhere. Box 76B, BROADCASTING.

Master and station owners are invited to correspond with a presently employed chief engineer of this station. He is in mind that said engineer might switch. Interested should write. Box 77B, BROADCASTING.

Situations Wanted (Cont'd)

Experienced chief engineer wanted to establish broadcast station in Missouri-Oklahoma area. Some an- nouncing and sales experience. Sober, reliable, hard worker or any employer required. Excellent refer- ences. Send resume on request. Box 15c, BROADCASTING.

Engineer. Experienced control room and studio engineer. Available on two weeks notice. Box 15B, BROADCASTING.

Four years experience, transmitter, ex- remotes, recording. Young, serious. Missouri-Ohio area. Considered. Box 44d, BROADCASTING.

Engineer, experienced up to 50 kw. Washington, D.C. Immediate. Box 95c, BROADCASTING.

Broadcast technician now employed, looking for position with progressive station. Has several years experience as motion picture projectionist and TV camera operator. Particularly adaptable to television opera- tions. Experience in control room, transmitter, remote. In addition to recording studio and film motion picture production work. Over a year and a half at present location, best of references. Don’t drink or smoke. Considered. Box 61c, BROADCASTING.

Chief engineer. Experienced all phases AM and FM. 25, married, one child. Wonderful opportunity when I want. Bic- cuit man can get ahead. Box 68c, BROADCASTING.

Recent CREI TV graduate, 6 years broadcast transmitter experience, AM-FM, 25, 70. 3000 hours, own car. Have small family. Settle down in west or midwest for life. Able and willing to accept considerable responsibility. Desires employment in southeastern USA. Desires change of area. Box 97c, BROADCASTING.

Engineer degree license 10 years ex- perience. 27, as chief. Box 105c, BROADCAST- ING.

Engineer with $5000 to invest station in Colorado, New Mexico, Kansas or Texas. Has five years experience AM, FM, TV. Box 117c, BROADCASTING.

Does your station have a ladder for me to climb? How many steps? B.S. Electrical Engineering, first phase young and single. definite ambition and willingness to accept employment references. Long on theory, short on experience. Must start at the top first step and I’ll do the rest. Single, no family. Considered. Box 118c, BROADCASTING.

Chief engineer, midwest 1000 to 250 watt stations interested in practical experi- ence, presently employed. Box 85c. Box 127c, BROADCASTING.


不愿离开家乡。但是，由于家乡的工作机会有限，我决定寻找更好的发展机会。我有多年的广播工作经验，熟悉各种广播设备的操作和维护。我希望能够在我熟悉的广播领域找到一份工作，继续我的职业生涯。如果您有任何适合我的职位，请随时与我联系。谢谢。
California 250 watt fulltime station for sale. Reasonable price on generous terms to the right party. Located near San Francisco Bay area and growing community. Box 786B, BROADCASTING.

One kw daytime station in southeast for sale. Network affiliate. Famous about 20% based on sale price. Write Box 76c, BROADCASTING.

For sale. 250 watt fulltime, local independent, one station location serving Southeast. Write Box 77c, BROADCASTING.

For sale. Two stations. One kw daytime and one 250 watts local. Suitable for partnership or separate. Write Box 78c, BROADCASTING.

New Mexico network outlet in town of 10,000, $10,000 in real estate included. Sales price, $45,000. Box 105c, BROADCASTING.

C-Fermit; no station in industrial-agricultural city 20,000, retail area radius 30 miles 400,000 population. James Cost, 48 Nellie Avenue, Florence, Alabama.

Equipment, etc.

For sale. Brand new Gates modulation monitor. MQ2539, never hooked up. $290.00, Box 90B, BROADCASTING.

Recording studio, well known, profitable Times Square vicinity. $500 net profit per month. Includes complete set. Required $600 cash—balance terms. Box 85c, BROADCASTING.

2 Brush BK403 good working order for 1,500 in 500–500 out. Suitable for broadcasting use or general. Make best offer. Box BK403-3 and 31/4 and 71/2 per second career as above except no 15. 1/2 per second wheel. Box 88c, BROADCASTING.

Wanted. Approved monitor. State make, model, condition, also stand and limiter amplifier. Box 120c, BROADCASTING.

For sale. 5 kw Western Electric modified station complete with building and 100% spares. In good operating condition. $1,000 TOB, Tacoma, Washington. First check buys it. Radio KMO, Box 1651, Tacoma, Washington.

FM—Complete equipment to begin 250 watt FM with 250 meter to add 1 kw. Includes BTA model 54A-DL transmitter, 600 R frequency modulator, 600 AMP meter, 623R program amplifier, 643R pre-emphasis, 641R -1000 audio power supply, two Andrew folded quadropole antennas, 200 kw tower, 60 kw-20 kW self-supporting towers, 233 feet RG-8/2-U coax. Total cost new over $71,000. Will sell complete for service for 28 months. Bargain. We will sell to 33 and one half monthly October 1. Will sell either equipment or tower separately. Write Ted Bailey, Chief Engineer, WJBC, Bloomington, Indiana.
FCC Actions (Continued from page 68)

Applications Cont.:

to 10.21: WLW-B, Dayton, Ohio, to 12.6.

EWA-DT, San Francisco, CA, to file for a new FM station to change ERP from 57.9 kW to 325 kW and assign channel 100 to the station.

Mod. CP, new commercial TV station for extension of completion date: BERT LAN, Washington, DC, to 11:30; GEM-VA, Watertown, SD, to 2:33-46.

TENDED FOR FILING:

KSSK—1280 kHz.

KSSK, Anchorage, AK,—Request for a completion date of Oct. 27.

KXYQ—730 kHz.

KXYQ, Des Moines, IA, —Request for an extension of completion date for 30 days.

KXRO—540 kHz.

KXRO, Bremerton, WA, —Request for an extension of completion date for 30 days.

AUG. 3 Applications...

ACCEPTED FOR FILING:

WOKO, Albany, NY, —Request for extension SSA for 1460 kHz to 1 kw D-5 500 w.

License for CP

WDQK—97.5 MHz.

Livy-198, Delray Beach, FL, —Request for an extension of completion date for 30 days.

License Renewal

WSO, Columbus, OH, —Request for renewal of modification of CP.

License Renewal

MD, CP new TV station for extension of completion date: WSGM-FM, San Francisco, CA, to 12-56.

APPLICATION RETURNED:

Boon Co., Boonville, Ind. —RETURNED July 26 request for CP new station 1546 kw 250 w.

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AUG. 4 Decisions...

 By COMMISSION EN BANC

Heard: Licensing Designated

KTUW Portland, OR, —On request set aside action of July 6 denying application for additional time to construct, and designated same for hearing Sept. 28 at Washington on issues relating to diligence.

San Antonio, TX, —On request set aside action of June 29 denying application for additional time to construct, and designated same for hearing at San Antonio on issues relating to diligence.

Waiver Granted

National Broadcasting Co., New York—Granted waiver of Sect. 4.185 of rules of Commission for transfer of ownership of CBS satellite station KXFCX, Bridgeport, Conn., provided such announcements state that "This station is operating under an experimental authorization for the purpose of conducting research and experiment in television broadcasting."

WSYR-TV Syracuse, N. Y., WHAM-TV Rochester, N. Y., WXL, Cleveland, Ohio,—With reference to rule-making notice 3, 21, which proposed changes affecting channels assigned to these three stations (Chan. 3, to be substituted for Chan. 5 for WSYR-TV, Chan. 4 for WHAM-TV, and Chan. 31 for WXL), the Commission modified the notice concerning each station that public interest would be served by allowing the construction of a tower when constructed, on channel proposed for deletion for period of at least a year.

RCA INSTITUTES, INC.

A Service of Radio Corporation of America

The oldest and recognized as one of the leading organizations for the educational preparation of those in the broadcast professions (AMATEUR, PROFESSIONAL, INDUSTRY, and students). The INSTITUTES holds the distinction of being under the auspices of the Radio Corporation of America, and are a member of the Radio Club of America, (Member No. 1, Class Telephone License.)

HEARST, President.

Address: Placement Manager

RCA INSTITUTES, INC.

250 West 46th St. New York 19, N. Y.
NEWS STAFFS TOO SMALL
Iowa Survey Gives Station Data, Opinion

Most news directors of Iowa stations feel their news staffs are too small, according to a statewide survey conducted by Robert E. Widmark, in private practice and a student of U. of Iowa, Iowa City.

Based on replies from 34 of the 41 Iowa stations questioned, the survey showed two-thirds of the stations feel they need more personnel for news service, particularly for the full-time newscaster. Three-fourths of the stations said persons who read newscasts on the air also help in their preparation. A majority reported they had full-time news directors, with many supervising special events and on- and farm sports shows.

In general, it was found that the larger the stations the more specialized were its news personnel. Staffs ranged from an average of 4.75 newsmen at stations of 5 kw and over; 3.4 at 1 kw stations, and 2.3 at 250 kw stations. Experience ranged from four to seven years average, with 58% having college degrees.

Commercial radio experience was the main requirement for job applicants and many preferred newsmen with a college education. About three-fourths favored college journalism training and a bare majority said experience at college. Half of the stations gave no weight to newspaper experience.

Average Pay
Pay of experienced newsmen averaged $68 a week, ranging from $42.50 to $95 in the case of the larger stations. Stations that pay $52.67 for those who both prepare and air news compared to $52.31 for those who prepare news for others to read. Minimum wage starting salary for those who could prepare and air news was $45.62, about $5 more than the average for beginners who did not go on the air. Salary increases at two-thirds of the stations were based on individual agreements, with merit and experience as factors.

Announcers who read news prepared by others did not have low talent fee at any of the stations surveyed. One person at one local outlet was paid a $1 fee for each newscast at a sponsor's request, but one station had non-union news staffs, though some newsmen belong to AFRA.

Sixty-two percent of the stations had only one newscast. Over three-fourths checked local news sources, either by use of legmen or telephone. A few stations had at least one full-time reporter, with newspaper-owned outlets depending somewhat on the papers for local news. Lower-powered stations provide less service to the public extensively. About a third had special arrangements to get news from the state capitol or Washington, beyond the wire services.

Sixty-one percent use regional correspondents, either their own or those of the affiliated newspaper. Monthly guarantees to correspondents ranged from $1 to $10, with most stations providing free paper. Payments totaled from $45 to $350 a month.

Though the telephone recorder was relatively new, 43% of the stations used the device, with 74% having tape and 67% wire recorders.

Newscasts of five and 15 minutes duration were predominately, with 58% having at least one newscast devoted exclusively to local news.

Phoneline
(Continued from page 4)

Potter Confirmed
CONFIRMATION of Paul Potter, former FCC Commissioner and now practicing attorney, as U. S. Park Representative on the UN Palestine Conciliation Commission, was voted by the Senate July 29. He was appointed without opposition by the Senate Foreign Relations Committee after the Senate Foreign Relations Committee had favorably reported his nomination. Mr. Porter succeeds Mark Ethridge, publisher of the Louisville Courier-Journal, who owns WHAS Louisville. He was appointed by President Truman July 17 [Broadcasting, July 26].

VHF to UHF Transition
(Continued from page 4)

simple but complete 600 w station.

He said that “any city in Montana can be provided with Grade A service with 500 w or less” and that the same is true of many cities in such other states as Wyoming, Nevada, and Idaho.

In Washington, meanwhile, the executive committee of the National Communications Bar Assn. authorized its Committee on Practice and Procedure to complete a brief maintaining that FCC's plan to allocate more allocations to VHF stations essentially into its rules is contrary to law in that it denies applicants a right to hearing [Broadcasting, July 26, page 5]. The executive committee of the Assn. of Federal Communications Consulting Engineers appointed A. D. King, George Lohnes, and Robert L. Kennedy to draft a statement of AFCCE views on the FCC plan for circulation to all members of the association and, with their approval, for submission to the Commission.
KSOK PLEA

Requests SSA for 100 w Night

COMPLAINING that its application for fulltime operation is moving backward instead of forward on FCC's processing lines, KSOK Arkansas City, Kans., asked the Commission last week for a special service authorization to operate at night.

The station, a 1-kw daytimer on 1280 kc, applied last April for authority to operate at night with 100 w. Between May 6 and July 21, KSOK told FCC, the application moved from 77th place on Processing Line No. 2 to 84th place.

"Ordinary methods of prediction lead to the ridiculous result that the longer the application is on file the less chance there is of a grant of the application," KSOK observed in a petition filed by Arthur W. Scharfeld, Washington attorney.

While the application is awaiting action, KSOK requested a special service authorization as the only means whereby FCC might "substantially" comply with the Administrative Procedure Act's requirement of action on applications "with reasonable dispatch." There are serious problems, KSOK states, in the 100 w nighttime operation and an SSA appears to be the only method to provide, in the "reasonable or foreseeable future," the "first nighttime broadcasting service from Arkansas City," KSOK contended.

FM IN SCHOOLS

Audio-Visual Directors Meet

MAJOR interest of 30 educational leaders from 20 states at a three-day conference of State Directors of Audio-Visual Education in Chicago was with the increasing potential of 10 w FM stations. Meeting was held at the Sherman Hotel, Aug. 1-3.

Session was called by U. S. Education Commissioner Earl J. McGrath at request of state education officials working with public schools in audio, visual and radio training. Each of the persons attending discussed his own experiences with radio and other media at round-table sessions.

All directors showed interest in construction of 10 w FM stations because of the low cost (from $3,000 to $6,000), the operational outlet for student radio workshop groups and the ability to reach the average age. An estimated 30 educational institutions were reported to have filed applications with the FCC for stations during the past three months.

Radio manufacturing firms which sponsored exhibits at the meeting included:


Recruiting Ads?

(Continued from page 55)

plated selection (of Gardner) "not in the public interest, nor to the best interests of the Army and Air Forces." It was a matter, he said, of whether the government would be getting as much for the money as possible and whether the specifications stipulated by the services had been "completely fulfilled." A statement for the record showed R&R's 1948 gross billings as $35,265,440.28.

In its presentation to the National Military Establishment R&R pointed out it was well equipped with specialists in all media, and out of 2,300 agencies operating among the first 10 in size. It listed 35 personnel in its New York, Hollywood and Chicago radio departments.

Citing personnel in its various offices, it continued: "On the subject of free radio time . . . there is probably no agency in the country that gets more free time on the air or space in the airwaves than Ruthrauff & Ryan, not only because of our size but also because the personal element is a big factor in free publicity.

NME's Program

NME's program, also admitted to the record on request of Mr. Miller, called for a series of network football games each season; spot announcements; live and recorded shows.

Mr. Wallace testified that N. W. Ayer & Son neither filed nor intended to file a protest. He pointed out that the applications with the submit presentations were specified to have gross commercial billings of $10 million or more annually, and wondered why only four of the 44 exhibited enough interest to make presentations. "90% of the biggest agencies in the country turned their back," he said. "That is a very curious circumstance, one not to be matched in commercial advertising practice."

He suggested that "what had the Coppper Sweep was not in fact a competition," and called for an examination of the findings of a Board of Officers.

An advisory committee, including Victor Ratner, CBS vice president, had previously been asked by the Army to serve as a board on the choice of an agency. It heard the proposals of various agencies preparatory to making recommendations to the secretaries of the Depts. of Army and Air Force as to which to qualify.

The board noted that "all four agencies are equipped and competent to handle the account" but narrowed the choice to Gardner, Adco and N. W. Ayer & Son. It recommended Gardner be retained for fiscal 1950 and that no change in agencies be effected oftener than every two years.

Mr. Martin placed Gardner's completion for 1948 at $10,076,597.04, plus $1,060,780.17 from the National Guard and $1,594,265.87 from the Army—a total of $12,531,598.08.

August 8, 1949 • Page 69
**At Deadline...**

**FOREIGN TONGUE SESSION**

FOREIGN LANGUAGE Quality Group will hold first meeting today (Aug. 8) at offices of WOW New York. Station president, Ralph Work, will chair committee. Organized last month as a cooperative association of U. S. foreign language stations, FLGQ aims at combining individual stations facilities and services into a nationwide market available to advertisers as a group purchase. Meeting is to be devoted to basic plans and organizational work.

**SWEETS PROTEST MEET**

PROTEST meeting on William McD. Sweets resignation as director of Phillips H. Lord organization called by Voice of Freedom Committee and radio-television division of Arts, Sciences and Professions for Thursday evening in Hotel Shelton, New York. Mr. Sweets listed as principal speaker. Resignation from Lord company's Newspapers and Counter-Spy programs gave rise to reports blacklist existed in radio. Matter is now under investigation by various radio unions [Broadcasting, July 18/Aug. 1].

**TV BASEBALL RIGHTS**

WORLD SERIES television rights details may be decided at meeting of organized baseball Aug. 11 in Chicago. Meanwhile, Comr. Chandler's baseball office told Broadcasting Friday no fee for rights had been set, switching New York report that a TV network other than MBS, which had TV rights in 1948 is and is said to have first refusal rights this year, knew the fee and had received bid. MBS has AM rights to series through 1951 under contract to Gillette, which is reported strong contender for video sponsorship.

**MOTOROLA EXPANSION**

MOTOROLA Inc., Chicago, hires 1,000 additional workers, bringing total to 4,600, greatest number of people in firm's history, according to president, Galvin. Will be necessitated to achieve full production on firm's new 1950 line of television and radio sets.

**WMBR-TV JOINS ABC**

WMBR-TV Jacksonville affiliating Oct. 2 with ABC-TV, bringing network's total to 40. Station owned by Florida Broadcasting Co., to operate on Channel 4 as metropolitan class station. Glenn Marshall Jr. is manager. WMBR-TV also CBS, NBC affiliate.

**WCTC PLANS UHF TESTS**

EXPERIMENTAL UHF TV outlet sought by WCTC New Brunswick, N. J., in application filed at FCC. Pulled emission, 20 kw visual power on 660-680 and 700-720 mc sought.

**CANADIAN HEARING SET**

CANADIAN BROADCASTERS to present briefs on all phases of broadcasting and television to Royal Commission on Arts, Letters and Sciences in Ottawa Sept. 5. Both CBC and Canadian Association of Broadcasters will present briefs to Royal Commission. One commissioner, Father Levesque, has been in Europe this summer studying TV development. Regional meetings also are to be held on further briefs to meet local situations.

**3 FROM NAB TO ATTEND ALL DISTRICT MEETINGS**

THREE-MAN headquarters squadron to make entire NAB district meeting tour this fall, starting with District 7 meeting at Terrace Place, Cincinnati, Sept. 5-9. Staff participation kept to minimum in line with general NAB economy move.

Covering circuit for "shirtsleeve" participation in district sessions will be President Justin B. Mitchell, Vice Pres. Richard F. Doherty, director of Broadcast Advertising Bureau, and Robert K. Richards, director, Dept. of Public Relations, will visit number of districts in advance of meetings.

Grass-roots technique to dominate all meetings, with Judge Miller discussing industry and NAB matters as well as asking members what they want from NAB.

Mr. Mitchell will tell BAB story, describe sales tools and their use, review radio field and discuss means of meeting competition from other media.

Mr. Doherty will emphasize problem of meeting rising station costs. He will have data based on figures from 900 stations showing how to cut operating costs without impairing service to listeners. Wages and hours, labor trends and related matters will be taken up.

Usual "fly circus" troupe to make trip along with spokesmen for BMB and BMI, it's understood.

Judge Miller and other members of headquarters group will be available for special clinics and meetings. Full district meeting schedule permits them to get back to Washington frequently so headquarters activity can proceed as usual.

**TV TALENT FORMULA**

FORMULA for division of jurisdiction over television talent appeared Friday to have been evolved in Hollywood conferences of Screen Actors Guild and several eastern talent unions of American Guild of Artists & Artisans [Broadcasting, July 25]. SAG is understood to be given 50% voice in negotiations in TV film field, with other unions having total of 50%. In live television, each union will have one vote. Question whether kinescope recordings which may be used more than once would come under SAG reportedly threatened to break up meetings and finally was put aside until points on which there was unanimity could be incorporated into partnership agreement. No official progress reports issued, but drafting of agreement was expected over weekend.

**WOR BASEBALL AWARDS**

SECOND annual Stan Lomax Baseball Awards, sponsored by WOR New York, will go to outstanding players on teams sponsored by Police Conference on Youth Athletics in New York City and 13 other communities, according to Theodore C. Streibert, WOR president. Fourteen players, forming all-star squad, will be selected by judges in home communities. They will be feted at dinner and receive awards at Stan Lomax's Sept. 8 broadcast.

**DUMONT DRAFTS SCHEDULE FOR COLLEGE GRID TELECASTS**

FOLLOWING meetings last week of TV networks on coaxial cable allocations for football games, DuMont reported its schedule as follows:

**Sunday, Oct. 24, Indiana at Notre Dame; Oct. 1, Wisconsin at Illinois; Oct. 8, California at Wisconsin; Oct. 15, Temple at Ohio State; Oct. 29, Michigan at Illinois; Nov. 5, Wisconsin at Northwestern; Nov. 12, Notre Dame vs. North Carolina at New York; Nov. 19, Iowa at Notre Dame; Nov. 26, Southern California at Notre Dame.**

All games will be fed to network on West-East cable except Nov. 12, when feed will be from network's home office at New York. NFL Draft Division of General Motors will sponsor Notre Dame game telecasts. Rest of schedule will be sponsored by Chevrolet dealers in Chicago and offered to Chevrolet dealer groups in other cities for similar local sponsorship.

In New York, local gridiron contest will be substituted for network games on Oct. 22 and Nov. 5, at request of dealers in that city.

**VIDEOVEX TO EXPAND**

JAN & GRAHAM Inc., TV research firm which issues monthly Videovex report on Chicago and New York, to extend to 13 markets in October, it was disclosed Friday. Los Angeles report already has been launched.

Closed Circuit

(Continued from page 4)

to add soon two more Consolidated Royal Chemical Corp. products, Kolor Bak and Peruna. Firm became agency for Krank's Shave Kream and Mar-O-Oil about two months ago and at that time tried for all four products but was reluctant to move all from O'Neil Larson & McMahon, Chicago, at that time.

FCC SEEMS RESIGNED to failure to get out long-pending clear-channel decision before scheduled opening of NABTRACTY negotia-
tions at Montreal Sept. 13, though it's still working. Delegation to conference not yet selected, but Comr. Rosel H. Hyde, who has been directing preparations for FCC and State Dept., seems good bet to head FCC contingent. Others likely to include Engineers James Barr, Ralph Renton, Underwood Graham, and Edgar Vandivere, and Attorney Joseph Kittner.

BBDO NEW YORK resuming campaign of women's programs for duPont nylon.

RECENT "get tough" policy at FCC, as indicated in exhaustive hearing order on G. A. Richards stations, can be traced in some measure to beating Commissioner E. M. Webster to confirmation hearings at hands of Sen. Tobey (R-N.H.). Webster was lambasted because of FCC failure to hold further public hearings in Arde Bulova station ownership case and disposition now seems to be on part of several Commissioners to order hearings when there's any semblance of doubt.

ORTHO PRODUCTS, New York (Dr. Baron's foot cushion), through its agency Metropolitan Adv., New York, contemplating spot announce- ment radio campaign.

RUTHRAUFF & RYAN, New York, planning TV spot announcement campaigns for both Chrysler Corp. (Dodge) and American Safety Razor (Silver Star blades).

UNITED AIRLINES, through N. W. Ayer & Son, planning TV spot campaign to start in September.

BROADCASTING • Telecasting
NEW WORDS HAVE BEEN ADDED TO THE BROADCASTING DICTIONARY

New words and new terms are easy to coin, but it takes popular acceptance to give them life. That's why you're hearing so much about "MAGNECORDER," "MAGNECORDER," and "MAGNECORDER." That's why they've become a part of everyday broadcasting speech. Reasons for the popular acceptance of the MAGNECORDER are many.

MAGNECORDER—THE ONLY TAPE RECORDER FEATURING UNIT CONSTRUCTION. The several elements that make up the Magnecorder are available as individual units. Buy only those units you need.

Combine them or carry them where you need them as you need them.

MAGNECORDER—PROVEN HIGHEST BROADCAST QUALITY. Thousands of hours of unexcelled performance in radio stations and recording studios throughout the world have proved Magnecord portable and studio equipment to be the finest.

As a professional you owe it to yourself to see and hear actual proof of Magnecord equipment's superiority now. Don't delay. Learn how a Magnecorder can improve your recordings today!

ANOTHER MAGNECORDER FIRST—
The new, completely portable Magnecorder PT6-JA produces truly amazing professional recordings. Write for specifications.

$499.50

Copyright 1949

Magnecord, INC.
Chicago

Office — 360 N. Michigan Ave.
Plant — 222 West Ohio Street

World’s Largest and Oldest Manufacturers of Professional Magnetic Recorders.
RCA Laboratories developed a copper mesh with 2,250,000 tiny openings to the square inch for the television camera "eye."

In RCA Image Orthicon television cameras you will find a super-fine copper mesh. Until a new technique for making such screen was discovered at RCA Laboratories, only coarse and irregular mesh—which obstructed 60% of the picture—was available.

Today, through RCA research, such mesh can be made with 1500 gossamer wires to the linear inch. A pinhead will cover 7000 of its tiny openings.

By RCA’s technique—now producing commercial quantities of 200- and 500-mesh screens—the mesh is so fine, so regular, that it is invisible on television receivers... and as much as 85% more picture passes through.

You benefit—many times
This new type of super-fine wire mesh, like most major developments in all-electronic television, is another RCA Laboratories first. Continued leadership in science and engineering adds value beyond price to any product or service of RCA and RCA Victor.

You are cordially invited to attend the RCA Exhibition Hall, 36 West 49th Street, N.Y. Admission is free, and you may see in action all the newest developments in radio, television, and electronics. The exhibition will be open Monday through Saturday from 10 A.M. to 9 P.M., and on Sunday from 1 P.M. to 6 P.M.

Radio Corporation of America
World Leader in Radio—First in Television