reading chart of a typical WOR sponsor's hand*

6. Ambition, brilliancy, business sense to reach the majority of 36,000,000 people in 430 counties in 18 states at the second lowest cost than any other high-powered station in America.

7. Imagination to foresee the impact of WOR's great name personalities.

8. WOR—heard by the most people where the most people are.

*the qualities attributed in this hand are based on the finger and joint lengths and the height and width of the palm sections.
Swing Your Partner in a Gay, Colorful Swirl

The square dance is out of the barn and onto some of the most polished dance floors in the country. It falls in with the spirit of the swing generation, hot and gay and carefree. But there are qualifications. Old timers tell us about which skirts should be remembered by novices. Wear your skirts full--the fuller the skirt the better. And under them wear pretty-starched petticoats (two are better than one) to flatter your ankles and maybe even pantaloons--a modern note.

You'll discover that bracelets and earrings will be in your way so confine your jewelry to a brooch--worn choker style on a velvet ribbon will give you an air of old-fashioned enchantment.

Now about your poor old feet. They take a beating on any dance floor but with the exuberant patterns and rhythms that make the fun, they can put you on the dance floor for the evening if you'll give them some protection. Wear shoes that are in good step on an open toe (or may send you home limping). Straps are good to keep them from falling off.

Josef Walker adds a ruffle to the hem and puff sleeves of her green cotton printed in navy in a small mosaic pattern tied it with a narrow navy sash (sketch A). Tiny checks in brown and black (truly pimply in spirit) are Dorothy's choice. She puts blue bands on the skirt, plants a pert puff bow just below one shoulder strap (sketch B). Flirtatious keepers might try lining up the dress to show off ruffled petticoats (sketch C). Keep it there with a flower.

Polka dotted is this Nelly Don Diller with puffed sleeves and elasticized neckline. It comes with its own apron to wear as a sash-tie if you like (sketch D). Rose Parekh covers the pockets of a circular chiffon skirt, in this instance, coral and teams it with a top of turquoise silk shantung (sketch E). Garlands of tulle decorate Clare McCarroll's white pleated taffeta (sketch F). And finally the off-shoulder peasant blouse in many variations that you can buy anywhere (sketch G).

A Clear Channel Station

890 KILOCYCLES - 50,000 WATTS - ABC AFFILIATE
REPRESENTED BY JOHN BLAIR AND CO.
KWK announces
the appointment of
The KATZ AGENCY
as its National Representative
effective August 15th

KATZ OFFICES

New York          Atlanta
Chicago           Kansas City
San Francisco     Detroit
Los Angeles       Dallas

Globe-Democrat Tower Building, St. Louis 6, Mo.
FCC'S VIEWS on its own role in liquor-advertising question (story page 25) are due to be revealed early this week. Asked by Sen. Ed C. Johnson (D-Col.) to join fight against hard liquor commercials, Commission has prepared reply which reportedly points out that it has no federal law under which to operate specifically in this field, though in many cases the same arguments against such radio advertising. FCC ruled three years ago that alcoholic beverage advertising can be "counter-constitutional" and warrant reply time for drugs.

NBC TOP level realignment, launched with recent appointment of Sylvester (Pat) Weaver as vice president in charge of television, will include not only AM opposite number for Mr. Weaver, but also executive head for owned-and-operated stations (AM and TV). It's understood this post some months ago had been offered Hug L. Terry, general manager of KLZ Denver, who declined in order to participate in ownership of that outlet.

ALTHOUGH FCC Chairman Wayne Coy and entourage will return to United States from prolonged European conference mission this week, Mr. Coy is not expected to pick up FCC gavel for another several weeks to enable him to take vacation. Talk of his likely retirement from FCC has all but evaporated now that prospect for increase in FCC pay from $10,000 to $15,000 or $16,000 appears almost certain.

N. W. AYER & SON, New York, recommending radio spot announcement campaign to its client, Charms Co., Asbury Park, N. J.

IT'S FOREGONE conclusion that U. S. delegation to NARBA conference which gets under way in Montreal Sept. 13 will insist upon observance of U. S. engineering standards by NARBA signatories to bring about uniform results and minimize interference.

DON'T LOOK for comments on color TV from either of principal antagonists, RCA-NBC and CBS, before Aug. 26 deadline for submission of data to FCC in preparation for VHF-UHF color hearing which starts Sept. 26. They're both working hard, saying nothing.

CONVERSATIONS under way looking toward retention by Daytime Petitioners Assn. of Royal V. Howard, former engineering director of NAB, to represent it at NARBA sessions in Montreal next month. Daytime group seeks full time on Mexican clear channels and topic falls within purview of NARBA sessions.

REPRESENTATIVES have been asked for availability for 26-week campaign of 15-minute and half-hour hillbilly shows in 35 markets for Consolidated Royal Chemical products Peruna and Kolor-Bak. Agency is Harry O'Neill Inc.

BUSINESS BRIEFLY

MYSTERIES SERIES • Petri Wine Co., San Francisco, Sept. 21 to sponsor Adventures of Sherlock Holmes on approximately 60 ABC stations, Wednesday, 8:30-9 p.m. Contract, 52 weeks. Agency, Young & Rubicam, San Francisco.

SPOT TEST • New Products Co., South Bend, Ind., starting spot test campaign this week on WPTR Albany for Jack's cheeseflavored corn twists. One-minute commercials will be used through east if sales results are favorable. Agency, MacDonald-Cook, Chicago.

REDI-WIP PLANS • Redi-Wip, St. Louis (canned whipping cream), readying AM regional spot campaign. TV commercials have been submitted by agency, Ruthrauff & Ryan, Chicago, but no decision made.

SEALEY NEWS • Sealy Mattress Co., Los Angeles, starts Chet Huntley news Tues., Thurs., on 6 CBS Pacific California stations and renews Sat., 5:30-5:45 p.m. (PST), 52 weeks. Agency, Alvin Wilder, Los Angeles.

SEALEST SIGNS • National Dairy Products (Sealest) Sept. 27 sponsorship of Kukla, Fran & Ollie on NBC-TV, Tues., Thurs., 7-7:30 p.m. (CLOSED CIRCUIT, Aug. 8). RCA continues Mon., Wed., Fri., sponsorship. Sealest also buys 10:45-11 a.m. strip on NBC. Sealest agency, N. W. Ayer & Son, New York.


ODI SERIES RETURNS • American Oil Co., Baltimore, renews Carnegie Hall on 107 ABC stations. Program, now heard Sun., 7-8:30 p.m., will move to Tues., 8:30-9 p.m., effective Sept. 27. Agency, Joseph Katz Co., Baltimore.


THREE RENEW ON MBS • R. B. SEMLER Co., through Erwin Wasey & Co., Friday renewed Gabriel Heater newscasts over MBS for two years, effective Jan. 5. Network spokesman said fact renewal signed six months before expiration of present contract indicates sponsor satisfaction with Heater program. Also renewed at MBS: Williamson Candy Co. (O'Henry Candy Bars) through Aubrey, Moore & Wallace, True Detective Mysteries, Sun., 5:30 to 6 p.m., effective Sept. 4, and Wander Co. (Ovaltine) through Hill Blackett & Co., Captain Midnight, 5:30 to 6 p.m., Tuesday and Thursday, effective Sept. 20.

BROADCASTING • Telecasting

Upcoming

Aug. 16: RMA Television Committee meeting, Hotel Roosevelt, New York.
Sept. 13: Third NARBA conference convenes, Windsor Hotel, Montreal.
(Upcoming on page 69)

Bulliten

HOUSE OF Representatives Friday voted unanimously to authorize Select Committee to probe lobbying activities of government agencies and private industries. Chairman Adolph Sabath (D-MI) termed investigation "very necessary," citing $100 million expenditure by 158 lobbyists during first three months of 1949. Speaker Sam Rayburn (D-Tex.) will appoint group. House previously adopted joint Senate-House resolution last May, but measure was bottled up in Senate Rules Committee until last week.

SHOTWELL MFG. Co., St. Louis, will expand one-minute participations there to more markets in early fall on behalf of Puritan marshmallows. Areas being chosen now by agency, Wade Adv., Chicago.


PROSPECTS BRIGHTEN FOR ASCAP-TV ACCORD

PROSPECTS for early settlement of ASCAP fee scales for television believed brighter as result of meetings last week at which officials of several stations joined Robert P. Myers, NBC assistant general attorney and key negotiator for broadcasters, in arguing their case with ASCAP executives. Agreement reported to be nearing reached on some points in dispute, but one participant cautioned against too optimistic conclusions although he said progress had been made. Present at meetings were G. Richard Shaffe, WIS Columbia, S. C.; Clair R. McCollough, WGAL-TV Lancaster, Pa., and G. Emerson Markham, WRGB (TV) Schenectady and newly appointed television chief of NAB. For ASCAP negotiators were Fred E. Ahlert, president, and Herman Finkelman, counsel.

TWO NAMED VICE PRESIDENTS

KASTOR, FARRELL, CHESLEY & CLIFORD has appointed two vice presidents. They are Jack Peters, New York media director, and David D. Brown, manager of Chicago office and account executive on Bints Brewing Co. account.
"Today's Woman" Recommends Springerle...

at a Very Low Cost per 1000 Coverage!

Ever tried Springerle? It's a little white cookie. You beat the mixture by hand for an hour ... and the cookies are delicious! (They should be!)

Out Mid-America way, you might have picked up this recipe from "Today's Woman" (Anne Hayes, director of KCOMO's women's activities). For on her Monday-thru-Friday "Today's Woman" show, she gives many a recipe, homemaking tip, and (ah, yes) plug for sponsored products.

If you have a story to tell to "better-halves" of Mid-America families, let Anne Hayes give them the word. It will be well-told ... and told at a low, very low, cost per 1000 coverage. Kansas City's most powerful station, KCMO, serves 213 Mid-America counties with a potential listenership of over 5,435,000 inside its 50,000 watt measured ½ mv. coverage area.

KCMO

and KCMO-FM...94.9 Megacycles

KANSAS CITY, MISSOURI

Basic ABC for Mid-America

National Representative: John E. Pearson Company
FRANK SILVERNAIL
Chief Time Buyer, BBDO

Frank, with only the supervision of all of BBDO's tremendous spot and network radio buying to occupy his days, has been given the additional responsibility of master-minding all BBDO TV buying as well.

When things get too rough, Frank, make use of the Patron membership you received today from the Rambeau rep... come to Patronoond for rest and relaxation.

FACT OF THE WEEK

Advertisers' success stories are proof positive that WPTR delivers:

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

50,000 Watts
Night and Day

Represented by RAMBEAU
ALBANY—SCHENECTADY—TROY

PATROON BROADCASTING CO., ALBANY, N. Y.
Meeting FM and TV Needs for WRVB, Richmond, Virginia

- Rising high above the Tideland, this Truscon Self-Supporting Steel Radio Tower helps flash the cream of FM and TV entertainment to a great circle of Virginia audiences. The business end of this slender steel beauty mounts both an R.C.A. 2-section pylon FM antenna, and an R.C.A. 6-section TV antenna.

This outstanding installation emphasizes again the fact that every Truscon Steel Radio Tower is fitted exactly to its specific location. Truscon Radio Towers today are operating faithfully under world-wide extremes of weather... under almost every possible combination of temperature, humidity and wind conditions... in mountains, deserts, plains and coastal areas.

Truscon engineers are ready now to put their vast experience at your service—ready to design and erect just the tower you need for AM, FM and TV broadcasting... tall or small, guyed or self-supporting, of uniform or tapered cross-section. Call the Truscon office nearest you or write our home office in Youngstown. There is no obligation.

TRUSCON STEEL COMPANY
YOUNGSTOWN 1, OHIO
Subsidiary of Republic Steel Corporation
Although Old Colonel F&P had 318 years of varied and successful business experience under his belt before joining Free & Peters, his average age is actually just under 40 years!
MEET

COLONEL F & P

Who's Done Everything
Except Invent Gunpowder!

For 12 years before joining Free & Peters, this versatile old boy ran the darnedest combination of businesses you ever heard of. He worked for radio stations and newspapers, managed the radio department of a fine agency, headed up a successful travel company, manufactured automatic vending machines, was associated with the FBI, and did a lot of other things, to boot!

Old Colonel F&P is all the men at Free & Peters. He represents a cross-section of successful experience that would be hard for any organization to match!

With this backlog of experience, all us F&P Colonels know how to make business sense to business men when we talk about national spot radio and television. We know how to help make “national spot” more profitable for our customers.

Ask us for whatever you need. We will give you the right answers, in a hurry!

Free & Peters, Inc.

Pioneer Radio and Television Station Representatives
Since 1932

Atlanta Detroit Fort Worth Chicago Hollywood San Francisco
ATTENDING WSJS Winston-Salem luncheon meeting on farm problems are (1 to r) Wallace Carroll of Winston-Salem Journal and Sentinel (WSJS owner); O. F. McCravy, farm agent; Robert C. Estes, WSJS prog. mgr.; Harvey Dinkins, WSJS farm service dir.

INDUSTRIAL FEDERAL SAVINGS & LOAN Assn., Denver, appoints Arthur G. Rippey & Co., that city, as agency. Radio will be used with other media.

HARRY A. LAZIER is account executive.

JOHN F. JELKE Co., Chicago, subsidiary of Lever Bros., starts extensive radio campaign in Southern California to introduce its margarine and salad dressing. Participations have been placed on six shows, five five-a-week and a quarter-hour on Meet the Missus, and on three Lever programs, Aunt Jennie, Big Town and Wheeler Takes All. One-minute spots are being aired in four other markets. Agency is Tatham-Laird, also Chicago. National AM-TV schedules not expected to be drawn before fall.

THE 6TH ARMY, San Francisco, re-appoints Russell, Harris & Wood, that city. Radio will continue to be used along with other media.

R. GERBER Co., Chicago, will use TV and radio in promotion of new product, package containing pop corn and popping oil. Newby & Peron Inc., same city, is agency.

NATIONAL BARGAIN BUYERS CLUB OF AMERICA Inc., Los Angeles (merchandising and distributing organization for releasing mass quantities of liquidated merchandise direct to consumer via mail), appoints David-Harrison Simmonds, Hollywood, as agency. Advertising appropriation of $100,000, which includes radio and television, has been approved. NORMAN G. TYRE is agency account executive.

PERMA-FIT Co., Chicago, will use radio in promotion of Perma-Fit (plastic strip for permanent denture fit). Agency is Newby & Peron Inc., same city.

ALJOHN Co., Oakland, Calif. (Enduv, new product for prevention of runs in women's hosiery), appoints Elliott, Daly & Schnitzer, that city, as agency. Radio is to be used. BLAISDELL GATES is account executive.

ADIRAL Corp., Chicago, names Kudner Agency Inc., New York, to handle radio, television advertising and public relations.

Network Accounts • • •

ALLIS-CHALMERS MFG. Co. renews National Farm and Home Hour for fifth year on full NBC network for 52 weeks from Sept. 10 through Bert S. Gittins Agency, Milwaukee. Program aired Saturday, 12 to 12:30 p.m. CDT. GEORGE DIEFENDER is NBC Chicago account executive.

PHILCO CORP., Philadelphia, through Hutchins Adv. Co., same city, signs 52-week renewal contract with ABC for continued sponsorship of 9:45-10 a.m. segment of Mon-Fri. Breakfast Club. Contract covers 271 ABC stations, and is effective Aug. 29. This is Philco's fifth year with program.

ELGIN AMERICAN Co., Elgin, Ill., will start Groucho Marx Show on CBS Oct. 5, one week later than originally announced.

Adpeople • • •

NORBERT NOLAN, formerly partner in Avery & Nolan, San Francisco agency, appointed copy chief in advertising department of Golden State Co. Ltd., that city (dairy products).

TOM VINNEDGE becomes promotion manager for farm feeds division of Centennial Flouring Mills Co., Seattle.
E. MORGAN, vice president of Richard A. Foley Adv., Philadelphia, elected to board of directors. Mr. Morgan has been member of organization since 1930.

FRANK N. RIGGIO, with Dancer-Fitzgerald-Sample, Chicago, since 1944, named vice president of company.

L. C. (Red) HARBOUR appointed account executive for Tim Morrow Adv., Chicago. Mr. Harbour formerly was assistant sales manager for Whiting Corp., Harvey, Ill., and most recently director and sales manager of Comfort Products Corp., Dallas.

DON TOMKINS and JOHN COLEMAN join TV section of Campbell-Ewald Co., Detroit. Mr. Tomkins, who has written, directed and produced shows for stage, radio and television, becomes TV production supervisor. Mr. Coleman joins production staff.


DICK DONALD Adv., Los Angeles, elected member of Southern California Advertising Agencies Assn.

ROBERT R. BURTON, account supervisor at Young & Rubicam, Chicago, supervising the agency's preparation of copy for Advertising Council kit on traffic accidents. National Safety Council is cooperating. Volunteer coordinator for campaign is WESLEY L. NUNN, advertising manager, Standard Oil Co. of Indiana.

WILLIAM A. YOELL, formerly head of his own research organization, appointed director of research and marketing at Harry B. Cohen Adv. Co., New York.

C. W. FRANKLIN, for eight years with business department of Puget Sound Power & Light Co., Seattle, elected treasurer of Pacific National Adv., same city.

DON BELDING, chairman, executive committee of Foote, Cone & Belding, New York, named one of ten conference leaders at Merchants and Manufacturers Assn. (Los Angeles) Seventh Annual Employer-Employee Relations Conference to be held in Palm Springs, Calif., next October. Mr. Belding will be assisted by JACK SMOCK, vice president of P&F&B.

FRANCES H. VAN DEVENTER, formerly with Day, Duke & Tarlton and J. Walter Thompson Co., joins Hewitt, Ogilvy, Benson & Mather as account executive. All are New York agencies.

FREDERICK R. RHODE, former retail appliance sales manager at Montgomery Ward and Co., Chicago, joins creative staff of Puller & Smith & Ross, same city. He works on Fiberglass account.

INNES HARRIS, commercial supervisor at Young & Rubicam, Hollywood, transferred to New York office in same capacity.


BILL LIPSEY, who supervised his own accounts for past four years at S. K. Lenby Adv., Chicago, resigns to open his own agency, Bill Lipsey & Assoc., at 64 E. Lake St. Telephone STate 1-0887. Mr. Lipsey is handling prospective radio and television accounts.

WILLIAM R. DUGGIE, freelance art director in television for more than two years and staff artist with McCann-Erickson, New York, prior to that, returns to agency as television art director.


FRANCES KEITH, vice president and executive merchandising counsel of Abbott Kimball Co. of California, San Francisco, has resigned.


CEDRIC W. TARR resigns as copy director of Buchanan & Co., San Francisco.

LECHE & LECHE Inc., Dallas, Tex., moves to new offices at 1008 Mercantile Bank Bldg., Dallas.

T. J. MULGREW named assistant account executive on Pepsodent at Foote, Cone & Belding, Chicago, where he has worked a year as trainee.

**Agencies**
The listeners had their say...

it's KSL by more than 3 to 1!

KSL — the only 50,000-watt station between Denver and the Pacific Coast — is the first choice throughout 74 county units of Intermountain America.* Has the most listeners during 68.1% of the total 532 quarter-hours of the week. Gets the biggest audience during more than twice as many quarter-hours as all Salt Lake City stations and regional networks combined!

That’s what the listeners told Benson and Benson, Inc., when this independent research organization conducted the most far-reaching and thorough study ever made in Intermountain America. This Listener Diary proves KSL is the favorite throughout a quarter-million-square mile market where one million of your customers spend one billion dollars a year.

To make your product the favorite of Intermountain America, buy the listeners’ favorite — KSL. You’ll find KSL costs less per customer than any other Salt Lake City station or regional network.

*50-100% BMB Audience Area
How Buyers’ Market Can Mean Business for Broadcasting

By EDGAR KOBAX
Business Consultant

THE CURRENT series of articles in Broadcasting on the general subject “How the Buyers’ Market Can Mean Business for Broadcast- ing” has been of extreme interest to me.

I have been looking after grandchildren while vacationing. Grandchildren and salesmen have a lot in common—they usually are inclined to do what is fun and what might irritate parents and bosses—not sticking to the main job of being good boys. But they all want to be good.

So on this hot and humid Sunday afternoon back in New York where we are keeping out of crowds and traffic, I take my Hermès on my lap and will knock out a few points that may help those who are held responsible for getting business.

There is nothing new in the list—some have been written by others, I am sure, and some points will be recognized by many of the men and women who have to work with me in recent years while we were driving for business.

What would I do if I were a salesman fighting for business—now that the transom business has slowed up to a slight breeze and it takes selling?

‘What I Would Do’

Well, I would do some of the following. I would look on my job as though I were in business for myself. Being in business for yourself is a real challenge these days. You have to set up some pretty high goals. You have to plan ahead, so that you can make ends meet at the end of the month. In a personal way, you have to think of such things as taking care of your family, stepping up your income, getting ahead financially, and, of course, proving to yourself that you can do a good job.

I would tell myself that regardless of the cooperation I get from my associates and the industry activities such as BBA, that in the end my success depends on my own efforts and how well I ran my business. Here are a few things I would want to do to insure the success of this business of mine:

1—I would go over my prospect list, revise and organize it, and check with the mailing list to make sure that all the right people are included. I would analyze each prospect, get to know him and his business, and I’d work to serve him.

2—I would find a reason (or even an excuse) to write each prospect about once a week about new programs, coverage improvements, cost data, comparative data, with competition and other media. I’d keep him posted on my organization and build myself into his confidence by sending him sound and honest material. I know that if I owned my own business, I would do just that.

3—I would make my business to call regularly on all important people in the companies which are my prospects. (My clients, too.) Particularly I’d cultivate the men who can say “Yes.”

Listen to Programs

4—I would listen to all programs, sustaining and commercial, and get to know just what is on the air.

5—I would listen to as many recordings as possible of shows that we have for sale, but are not on the air.

6—I would use all of the people in the organization to help me in my sales work. And be ready to thank and praise them for their help.

7—I would sell time by selling programs.

8—I would plan each day’s work the night before.

9—I would plan each week’s work during the weekend.

10—I would set for myself definite goals and then check up on myself to make sure that I was meeting the challenge.

11—I would make it a point to visit with the people in all departments of the company—network or station—not to find out what goes on that is new—looking always for ideas and information that would help me in my selling.

Read Trade Press

12—I would read the trade press—not only the radio but the advertising books—and other trade papers, too.

13—I would read the financial pages of at least one metropolitan daily every day.

14—I would make a check of most of the general magazines and women’s magazines to get a line on the advertising done by my prospects, or concerns that I would want as my prospects. If I were a local salesman, I would study advertising done in all local media—even the Red Book.

15—I would make it a point to go over my work with my sales executive as often as possible, and get the benefit of his advice and help. I would get him to make calls with me.

16—I would write my own presentations, at least outline them get my facts marshalled together, and then if we have a promotion department let them finish the job. I know that in preparing my own presentation, I’ll understand it better, and this will help me to make a sales impression.

17—I would take lessons in public speaking. This is important. Even though you may never be called upon to make a speech, you are speaking to small groups in advertisers offices and in agencies. I wouldn’t try to be a salesman if I couldn’t get up and tell my story. I’d learn to speak clearly without putting my hands in front of my face and without stuttering.

18—I would get started early, waste as little time as possible and stop wasting the time of my associates. (They don’t buy time.)

19—I’d make each lunch hour count, and I would arrange my evenings to be with clients and prospects.

20—I would make it a point to give presentations to prospects and advertisers as often as possible, just to make sure that they get our story, and to keep in practice. The buyer’s memory is short—keep telling him to repeat his story to your audience.

21—I would make sure that I believe in advertising, in broadcasting. Particularly in the particular network or station that I am representing.

No. 7 . . . The Consultant

22—And I would be relaxed at all times. Relax your prospect— they can’t buy when they, or you, are tense.

23—I would stop hanging around the friendly accounts. You waste the time of the man already sold as well as your own.

24—I would put my heart in my job the way you do when you work at golf, gin rummy or even red heads.

25—I would use ideas, imagination and strategy in selling. The real inside secret of selling is making calls. No matter how smart you are you won’t know what you know unless you call on him and write regularly.

Readers, there are many more items that can be added to this list! You go to work and add a few—then make them work. This will help you to enjoy the rewards and satisfaction that come from doing a good job.

There can be a recession, but a good hard working and hard hitting salesman can make his territory just the opposite of recession. When the buyer says “No,” the selling begins.
YOU MIGHT CAST A TROUT FLY 183 FT.*—

BUT... YOU NEED WKZO-WJEF TO LAND BUSINESS IN WESTERN MICHIGAN!

WKZO and WJEF catch the biggest audience, the best list of advertisers and the greatest results in Western Michigan. Both get top Hoopers in their respective cities. WKZO gets a 58.4% Share of Audience in Kalamazoo, and WJEF gets 26.8% (Total Rated Periods, Mar.-Apr. '49).

Furthermore, BMB figures show that this strong combination's rural coverage is just as impressive as its urban.

But, best of all, WKZO-WJEF are available at a combination rate that costs less than the next-best two-station selection in our two markets.

Write us or Avery-Knodel, Inc. for all the proof of how we deliver about 40% more Western Michigan listeners, for 20% less cost!

* Dick Miller of Huntington Beach, California, holds this world's record.

WKZO first IN KALAMAZOO and GREATER WESTERN MICHIGAN (CBS)

WJEF first IN GRAND RAPIDS AND KENT COUNTY (CBS)

BOTH OWNED AND OPERATED BY

FETZER BROADCASTING COMPANY

AVERY-KNODEL, INC., EXCLUSIVE NATIONAL REPRESENTATIVES
Radio's Most Entertaining Quarter-Hour Show... AT A SURPRISINGLY LOW PRICE!

THE CRITICS ARE UNANIMOUS

NEW YORK TIMES
"Easily among ... the most enjoyable items on the day-time schedule!"

VARIETY MAGAZINE
"A breath of fresh air to jaded ... listeners!"

N. Y. DAILY
"Radio's answer length of daytime..."
FIRST TO GET THE STORY OF
W, SMASH-HIT, ¼-HOUR SHOW!*  

"MEET THE MENJOUS"

IT'S THE SENSATIONALLY SUCCESSFUL ANSWER TO YOUR DEMAND FOR A HARDER-SELLING PROGRAM!

Here's today's most refreshing, most informal, most informative show! Here's today's new listening habit—"Meet The Menjous." It's paying off for sponsors with bigger audiences, faster sales, greater profits—at lower cost! That the public prefers the new and exciting "Meet The Menjous" technique is evidenced by the instant and sensational success of this power-packed program wherever it is running!

There's magic in the MENJOU name—sales magic that enables your sponsors to capitalize on their fame. The readily-recognized Menjou faces—publicized by powerful promotion on hundreds of great Hollywood movies—lend themselves perfectly to hard-selling, localized campaigns that are hitting the jackpot for result-minded sponsors!

"MENJOU" NAME IS OPEN SESAME TO BIGGER AUDIENCES AT LOWER COST!  
The combination of the increasingly popular "Meet The Menjous" programming technique, plus the terrific nation-wide acceptance for the big, box-office "Menjou" name accounts for the instant success of this sensational program! Listeners are impressed with the glamour and magic of Adolphe Menjou and Verree Teasdale Menjou—regard them as America's most happily married Hollywood couple—consistently tune in to them because they represent today's most vital and charming sounding board of American folk, fact, and fancy.

MIRROR  
"Conversation has been given a shot of unexpected adrenalin!"  
N. Y. HERALD TRIBUNE

Frederic W. ZIV Company  
Radio Productions  
1529 Madison Road • Cincinnati 6, Ohio  
New York  •  Chicago  •  Hollywood

TAILORED TO SUIT REQUIREMENTS OF:  
• DEPARTMENT STORES  
• DRUG CHAINS  
• GROCERY CHAINS  
• STATIONS  
(For participation sponsors)  
...AND MANY MORE!

• Adolphe Menjou and Verree Teasdale have terrific and continuing appeal for housewives.

• They tell about movie greats and music—fashion and food—teen-agers and travel—problm parents and pets—a host of headline topics.

• Peter, their 12-year old son completes the family group. Their charm and personality, their keen and charming discusstions, keep audience interest at a highling point.

BROADCASTING • Telecasting  
August 15, 1949 • Page 17
**Open Mike**

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

---

**'Real Industry Job'**

**EDITOR, Broadcasting:**

Your series on "How This Buyers’ Market Can Mean Business for Broadcasting" is one of the most outstanding things ever done by any trade publication. I sincerely hope that reprints are available.

Every article seems to get better and better. I swear as I read each particular one, I say, "This is the best yet," only to revise my estimate when the next issue comes out.

It's a real industry job...

Frank E. Pellegrin, National Sales Manager Transit Radio Inc. Chicago

[EDITOR'S NOTE: Thanks. We hope all readers will find this series useful. A reprint in booklet form is available free to those interested. Extra copies may be obtained for a nominal charge. Address BROADCASTING, "Business for Broadcasting" series, 870 National Press Building, Washington, D. C.]

---

**Consistent Reader**

**EDITOR, Broadcasting:**

Since entering the radio industry in 1935, I have been a consistent reader of your fine publication and consider it to be a primary source of information on progress and developments in radio, television and allied fields.

Bill Welsh
General Manager
Allied Adv. Agencies Inc. Los Angeles

---

**Story Gets Results**

**EDITOR, Broadcasting:**

I want to thank you for the wonderful story you gave me in your magazine. Just about the same time that this story appeared, we sent out a circular letter to all television stations telling them about our plan. You may be interested to know that more television stations wrote in as a result of your story than because of our circular letter.

By Friday following the Monday the story appeared I had over 20 letters from television stations referring to the story in Broadcasting and asking for preferential position on key station status...

Samuel H. Cuff
Retailers’ Television Film Service Inc.
New York

---

**Face Competition**

**EDITOR, Broadcasting:**

The question is asked over and over, will television hurt AM broadcasting and if so, how soon? Personally, I think it will hurt some markets very soon and others perhaps later. One of the surest ways of letting television dig into the AM revenue is for a station to have poor enough sales management to get afraid of competition or declining business and cut rates.

When AM cuts rates, advertisers underestimate the value of the finest advertising medium. Psychologically speaking, if it is not worth contract then there must be a better medium.

Every time a salesman cuts under his rate for anyone, it encourages the advertiser to bargain with the station at every opportunity. Then as soon as there are enough advertisers looking for bargains, the station finds that they have to take anything that they can get for their time. Consequently, they find themselves losing money very fast. This is when production begins to drop. After production drops, circulation drops, the listening public will decide that they need something more entertaining—the clue to the question will be a television set. So you can plainly see that television would be the successor to AM broadcasting unless sales
Removing Barriers

EDITOR, Broadcasting:

I have noticed several news articles in Broadcasting recently on the subject of discrimination against Negroes in radio.

WDIA in the past eight months has done a great deal toward removing the barriers which have traditionally confronted members of the Negro race, particularly in the southern sections of the country.

We have three Negroes as full time members of our staff, and devote approximately 75% of our time to programs particularly appealing to Negroes.

Bert Ferguson
Partner-Manager
WDIA Memphis

More On Liquor Ads

EDITOR, Broadcasting:

... I was very pleased with your editorial entitled "Beware The Hangover". It is a timely and sound warning, which I hope will be heeded by both network and station executives. In my opinion, even the discussion about taking hard liquor ads certainly is sowing the wind, and sure to reap the whirlwind, if the networks on their own and operated stations should break the ice and accept hard liquor advertising.

Perhaps in the big cities broadcasting officials may be misled by a more "liberal" viewpoint on hard liquor advertising; but in the rest of the country, it would stir up an avalanche of criticism and action that would make radio feel like it had been hit in the face with a bulldozer. Certainly, business is not so bad that we have to compromise our standards to that extent.

Campbell Arnow
President
WTAR Norfolk, Va.

---

Milestones

- This month marks the silver anniversary of WFBG Altoona, Pa., owned and operated by the Gable Broadcasting Co. Going on the air 25 years ago, with 100 w power from the second floor of the Gable store, WFBG today is affiliated with NBC and has modern headquarters on the fourth floor.

- Russell Naughton, chief announcer of WDRC Hartford, Conn., is celebrating his seventh anniversary with the station this month. Mr. Naughton joined WDRC in 1942, and later served with the Air Force for several years.

- Grace Jean Beck, traffic manager for KWK St. Louis, has celebrated her 20th anniversary with that station. Miss Beck started working with KWK as a pianist for auditions and secretary to the program director. Since 1942 she has been in traffic exclusively.

- Eleanor Nickerson, secretary to Franklin M. Doolittle, president of WDRC Hartford, Conn., is observing her 13th anniversary with the station. Miss Nickerson, who also is chief bookkeeper of WDRC, joined the CBS outlet in 1936.

- Singing of hit numbers of 1924 was one feature of the celebration of 25th anniversary in radio by Walter Preston, m.c. on Show Shop program for WOR New York. Mr. Preston has been with Show Shop for past six years.

- Eddie Edwards has marked his 20th anniversary with KMBC Kansas City, Mo. Mr. Edwards does character roles and produces Brush Creek Folies, Rhythm and Time, and Of Health and Happiness. A fourth show, Lucky Corners, is produced by Mr. Edwards over KFRC, KMBC's affiliate station for Kansas.

BROADCASTING • Telecasting

---

Don't do anything until you hear from Lang-Worth! Watch for announcement of Lang-Worth's amazing NEW transcribed music library—a revolutionary development in the field of sound reproduction!
MEANING money for the winner and considered an extremely successful promotion idea is a weekly contest now being used at WBTM (AM-FM) Danville, Va.

Contest is based on the statement, "I buy and save in Danville because..." answered in 25 words or less. Five dollars in savings bonds is being given away each week for four weeks.

Pointing out that contest is not a lottery, WBTM General Manager R. Sanford Guyer says the program is offered only to present or past clients of WBTM.

He says: "We sell the merchant a packaged deal. Merchants get four 75-word spots to run on a given day for four weeks. These four broadcasts for each merchant will be presented at the same time each week for four weeks. Their commercials will be read, and they will be mentioned in the closing of the program as a business establishment where contest forms may be obtained.

"Programs will be presented by WBTM every day Monday through Friday at 10:45 to 11:15 a.m. and 4 to 4:30 p.m.—one hour per day for four weeks.

Mr. Guyer says that the merchant also will be mentioned in large newspaper ads which will precede opening of the contest. And there will be a continuous ad in the local newspapers every day promoting the theme, "Buy and save in Danville."

Another point Mr. Guyer mentions is that all commercials for the various merchants will tend to show why people can buy and save in Danville.

"Every commercial will be directed toward this theme," Mr. Guyer said.

On All Accounts

Most people, upon completion of their formal education, feel that they need at least a few weeks to rest up from the rigors of enforced learning before launching out into a career.

Not Arthur William Gudelstein. Two days after graduation from Hollywood High School in 1927, Art, complete with the knowledge of an advertising course he had taken, took a chance and applied for a job with Logan & Stebbins agency (now Barton A. Stebbins Adv.), Los Angeles. It was a good try. He's been with the agency ever since.

Starting in the production department, and later advancing to space and time buyer, Art today is assistant to Barton Stebbins, present agency owner, and account executive on Signal Oil Co., Los Angeles, account Sponsor of high rating CBS "True Whittaker program, the oil firm spends in excess of $200,000 yearly on radio.

Now a loyal Californian, Art was born in Quincy, Ill., in 1907. He had little time to absorb the cultures of the Midwest, however, for when he was two years old, the Gudelevs moved to Los Angeles, where he has been ever since.

In 1932 he cemented relations with Canada when he married Ursula Smythe. She had been in the United States about three years when they met. Sharing the board at their home on the outskirts of Glendale are Kathleen (Pinky), 16; and Arthur William Jr., 10.

The location of his home—within niblick shot of Oakmont Country Club—accounts for his chief hobby, golf. Recent winner of a 4A tournament, Art's a 14 handicap golfer.

In the realm of clubs, Art is currently chairman of Southern Calif. Chapter, 4A's Radio Time Buyer Committee; and past member of Chapter's board of governors. He chaired the first of the annual 4A examinations for those wanting to break into advertising.

Extracurricularly, Art is business manager for an active little theatre group, which lets him turn actor every once in a while. The group usually puts on two or three plays a year for the public, in addition to monthly workshops at his home.

And on Tuesday nights, Art can be found "swinging his partner" in the weekly square dances held on his badminton court.
memo: to radio stations anywhere in the united states:

We offer rights in your area to broadcast play-by-play all games of Philadelphia Eagles, champions of the National Football League. Famous announcer, direct from field. For all information, call at once:

Jack Rensel, Locust 4-3526, Philadelphia,
SPORTS BROADCAST NETWORK, Room 701-702,
Weightman Building, Philadelphia 2, Penna.
NEW

in your sales picture

WDEL-TV, an effective new voice. The only television station located in this important market area. The WDEL-TV audience is growing rapidly thanks to NBC, DuMont and other network shows, local programming and a clearer picture. Scores of advertisers are now finding this a profitable sales medium.

Operated by WDEL, Inc., established 1922

WGAL-TV, television's initial service in this prosperous market. It offers advertisers their first opportunity to show their products, to talk about them to the residents of this thriving area. WGAL-TV is serving an amazingly large audience with local shows and NBC, CBS, ABC and DuMont programs.

Operated by WGAL, Inc., established 1922

Represented by

ROBERT MEEKER ASSOCIATES

New York    San Francisco    Chicago    Los Angeles

STEINMAN STATIONS

BROADCASTING • Telecasting
BASEBALL BROADCASTS

By RUFUS CRATER

A SHOW DOWN LOOMS in the Justice Dept.'s probe of organized baseball's broadcasting policies which may drastically open up the field for play-by-play broadcasts of both major and minor league games throughout the country.

This prospect was seen last week on the evidence of Justice Dept. negotiations with both baseball spokesmen and the radio stations which have protested baseball's tight control over the airing of games. [CLOSED CIRCUIT, Aug. 8.]

The tenor of the negotiations makes clear that high department officials consider some of baseball's fundamental policies regarding broadcasting and telecasting rights to be obvious violations of the anti-trust laws, including the policy of awarding World Series rights to a single network and perhaps also the arrangements for Western Union play-by-play service. It also indicates that baseball spokesmen are prepared to resist, though not to abandon existing policies completely.

Probe in Second Year

The investigation initiated on complaints of which that of Radio Attorney Frank U. Fletcher, co-owner of WLAL Arlington, Va., was among the first, has been in process within the department for almost two years [BROADCASTING, Oct. 6, 1947; Aug. 2, Dec. 13, 1948; Feb. 14, May 23]. Other stations which have reported difficulties in securing play-by-play rights, and in at least some instances have filed complaints, include WISR Butler, Pa.; KHHO Hanibol, Mo.; WSAV Rochester; WDBX Chattanooga, Tenn.; WDIA Memphis; KLIF Dallas; WATL Atlanta; and WSOY Decatur, Ill.

The views reached by Justice officials were revealed in two conferences a short time ago with attorneys for Baseball Commissioner A. B. Chandler. The department has maintained its customary official secrecy on progress of its studies, but details of these sessions were learned by BROADCASTING on high authority last week.

The views which have surfaced aside from the tone of the conferences which indicated the case is nearing the final stages. One was the high level of authority represented at the conferences. Justice participants at one or both of the sessions included Assistant Attorney General Herbert A. Bergson, head of the Anti-Trust Division; Holmes Ballbridge, chief of the Litigation Section; George B. Haddock, Mr. Ballbridge's assistant, and James Browning, another assistant who has been detailed to baseball work. Counsel for the baseball commissioner included John Lord O'Brien of the Washington law firm of Covington, Burling, Rublee & Schorb, of which Secretary of State Dean Acheson is a former member.

Another indication of early developments was seen in letters sent by baseball officials to stations which have filed protests. Implying that a consent decree may be in the offing, the letters ask the complainants' views on a plan limiting the extent of various clubs' control over the broadcast of games of other clubs. Despite this evidence of the department's view that existing practices are restrictive, leaders of the opposition feel the suggested plan itself would have no practical value and are prepared to fight it.

It appeared almost certain that the first two Justice-baseball conferences would be followed by another, or perhaps several others. Counsel for Commissioner Chandler reportedly were assured that the department would respect an "understanding" between Mr. Chandler and Attorney General Tom Clark to the effect that no suit would be filed until the Commissioner had been notified and given a chance to be heard. It was understood this is customary procedure in such cases.

Exploratory Session

The first conferences, on April 7, was an "exploratory" session from the baseball representatives standpoint. They made clear then that they represented not the leagues or clubs but the commissioner, and that their interest was in helping him administer the affairs of baseball. The follow-up meeting, on June 2, canvassed the problem in greater detail. At that time, BROADCASTING learned, department officials pointedly challenged the legality of several practices of the clubs and leagues. The chief of these, and apparently the source of most of the other practices which have aroused complaints, was the major leagues' Rule 1 (d). This prohibits the broadcast or telecast of any major league game in any city without the consent of all major and minor league clubs in that city and within 50 miles.

Said to Be Restrain

Justice officials branded this a clear restraint of interstate broadcasts and telecasts—and therefore a restraint of interstate commerce and in violation of the anti-trust laws. They were adamant in their view that some amendment of this rule is essential, despite the baseball lawyers' attempt to break down the department's legal theory and their insistence, also, that many and perhaps most minor league clubs would go out of business if major league games could be broadcast and telecast—especially telecast—in their home communities while they themselves were playing.

The plan subsequently circulated by the department to protesting stations reflects an attempt to compromise on this point. The (Continued on page 67)

HOPES for adoption of the McFarland Bill (S 1973) at this session of Congress were boosted last week as House Interstate Commerce Committee leaders promised early study of the FCC reorganization measures following unanimous Senate approval on Tuesday.

"If the bill proves to be merely procedural and non-controversial, as I have been informed," Committee Chairman Robert Crosier (D-Ohio) told BROADCASTING, "the chances are that a hearing would not be necessary and we could report it out in one meeting." That meeting, he reported, may be held early this week. He said he would assign the bill to staff members "to sound out their sentiment" on it and get a report before the meeting.

He thought it may not be necessary to refer the measure to the Commerce Subcommittee on Communications, headed by Rep. George Sadowski (D-Mich.), though he said this question has not been decided.

If a hearing is held, authorities thought it might be a brief session, possibly consuming no more than a day. The Senate Commerce Committee heard witnesses for two days before approving the revised version which the Senate adopted without change last Tuesday. [BROADCASTING, June 20, July 25].

Sen. E. W. McFarland (D-Ariz.) wrote the bill as a non-policy, non-controversial measure in hopes of enactment at this session to speed FCC action on its workload, promote personnel stability by increasing the salaries of Commissioners and key executives, and clarify the respective rights and responsibilities of FCC and applicants. The Senate Committee, reporting it out, said that as revised it had the "unanimous approval" of broadcasters who participated in the hearings and FCC approval of "the majority of its provisions."

The bill is the first major communications legislation to pass the Senate since the Communications Act was adopted in 1934. But even with prompt House committee action, final passage at this session would depend, in the view of observers, upon (1) the time element, and (2) the absence of major opposition.

Time Element

Congress is hopeful of adjournment by early or mid-September at the latest. But the House has got its affairs into relatively good condition, so that observers felt the time element need not be too great a dent even if the hearing takes the floor.

Rep. Crosier, however, noted that his committee is "over-jammed," which could mean that a hearing, if one is deemed necessary and particularly if opposition develops, (Continued on Page 69)

August 15, 1949 • Page 23
How's Business?

By ROBERT LUCE

MOST people who watch the business situation are pleased and surprised by the definite improvement in our domestic economic health.

We've been on a limb on this point—generally hopeful that the scare headlines weren't the whole truth about our economic position. Though the nation is certainly undergoing some vital economic changes, we'll still hold to our belief that a disastrous depression won't occur in any immediate future.

For the first time in many months, some of the important business measures have stopped dropping—and have risen slightly. This in itself is enough to distinguish our current business dip from any former depression.

Personal income was reported last week at a level 2.6% above the first six months of 1948—the nation's best-ever business year! Included in the increase of income was the total paycheck of factory workers—the first time since last September that this has happened.

The stock market has climbed steadily in recent weeks—a possible indication that businessmen are casting off some of the early pessimism of 1949.

Employment Up

Production is no longer dropping off, although it is still moderately below the level of last year. Employment in manufacturing industry has increased.

Although unemployment has reached a high level—employment, too, has reached its highpoint for 1949. This apparent paradox results from the fact that many more people are in the labor force than ever before.

Total employment in June was 69.6 million compared to 61.2 million in June of 1948. Of this total, about 50 million was non-agricultural, and the rest agricultural. Total number of persons out of work was 3,778,000—the highest number of unemployed since early 1942.

This is a cloud on an otherwise bright business sky. It cannot be permitted to continue for long—not only because of the privation it causes among untold numbers of families—but also because such a large number of persons out of work is a considerable drag on the total vitality of the economy. It's an economic loss.

The other major dark spot in the economic picture is in a foreign sky—but might travel fast to our own. There are indications that in spite of ERP, the recovery of Europe and reconstruction and expansion of other parts of the world is not going ahead as well as we had hoped. Britain's crisis is not a singular one—other nations of Europe are finding it more difficult to buy from us at the rate necessary to sustain our own economy and theirs.

Wage Controversy

At home, the controversy about wage increases has not yet been resolved.

At this stage in the readjustment of the economy there are two proposals—one by the CIO through its Nathan Report, another by the Chamber of Commerce—through its president, Herman W. Steinhaus.

Very briefly, Mr. Nathan argues that the best way to sustain prosperity is to increase purchasing power by maintaining and increasing wage rates, while holding the price level steady. He says the worker's real income hasn't changed since 1946—and that it must increase in order to maintain full production and full employment. (See Chart.)

Sees Continued Sales

In this way Mr. Nathan believes business will profit in continued sales, a possibly lower profit margin, and the economy will continue to prosper.

Business says wage raises increase prices; that some industries can't pay higher wages, and that wage raises by those industries that can pay are unfair, because they give some workers an advantage over others.

Mr. Steinhaus and Mr. Nathan do agree on one point—that the most desirable way to increase the buying power of most people is to lower prices. The only difference is that Mr. Steinhaus thinks business will move quickly to adjust its prices to meet the market, while Mr. Nathan argues that it won't.

Mr. Nathan:

Interestingly enough, many of those who urge price cuts rather than wage increase do not practice what they preach. Wage raises can raise the buying power of workers more substantially and quickly than creeping price declines.

Mr. Steinhaus:

Higher wages for a few and higher prices for the rest is not the answer. Wage raises may go up, wages had a hard job keeping up with them. While prices are falling, wages are not taking corresponding reductions, and purchasing power is thus increasing.

What it amounts to is that both seem to accept the necessity for a better ratio of wages to prices to keep the economy going—but Mr. Steinhaus says it will come as prices adjust themselves, and Mr. Nathan says labor will have to go out and fight for wage increases to improve its position.

We've heard both present their arguments, and both are sincere in their positions. Each has a sense of responsibility to the public. They differ in fundamental approach to economics.

The truth of the matter is that some industries will grant wage increases, other industries will cut prices—and a lot of industries will go along on a stable basis for the remainder of the year.

Buying Still Heavy

Meanwhile, the people who buy goods and support all economic activity are still buying heavily. Retailers who have rushed to get rid of their stock now find they are having to stock up again to satisfy consumer demand. As they do, it raises the level of industrial production.

The level of retail sales is below that of 1948, of course, but moderately below. Retail trade in independent stores is only 1% below last June. Department store sales are off about 10%.

We're still of the opinion that this economy is, on the whole, healthy. True, it's supported heavily by ERP and military aid, and by veteran's payments, unemployment insurance and other payments to the public. True also that there is a need for a lower price level to increase purchasing power all along the line. In the absence of a major drop in the cost of living, some wage adjustments may have to be made.

Yet we've been through about nine months of decline—and longer than that in some industries—and it hasn't crashed into a depression. Business sentiment is more hopeful. We think its optimism is justified.

THIRD NARBA

By J. FRANK BEATTY

THE FATE of billions in broadcast and other electronic investment will be at stake this autumn when envys for North American nations convene in Montreal Sept. 15 to draw up a third NARBA. Prospect of a quick and congenial settlement of inter-nation broadcast problems is not too bright, judged by the silence of the industrial and government spokesmen who will handle Uncle Sam's end of the diplomatic foray.

The concluding meeting of the joint U. S.-proposed committee has been called for Aug. 29 by the committee chairman, Rosel H. Hyde, member of the FCC. The committee was formed last Dec. 7 to aid in preparing the U. S. proposals and to advise the U. S. delegation.

Those close to the NARBA situation are worried. They see a series of danger points as they scan the southern horizon and wonder what Cuba and Mexico are going to ask. They say that the U. S. government will ask a lot but they haven't any definite data because the countries failed to submit their demands last May, as requested by Canada, the host nation. The U. S. position was made clear, as far as possible, in time for the mid-May deadline, but other countries have preferred to act later and not let the U. S. know their plans.

A complete upsetting of the broadcast band can occur if the two Latin nations come in with heavy demands, and play hard-to-get when the actual dickering gets under way. Should the conference end in an impasse, the end result would be an electronic battle royal, including split frequencies, with Uncle Sam standing to suffer brutally because of the heavy investment already made in broadcast operations and related industries.

Cost Could Be High

And should Uncle Sam's delegates yield any of the present channels or agree to a juggling of channels in reaching an agreement, the end result would be a fabulously expensive rebuilding of the vast U. S. transmitting plant.

Two of broadcasting's newer developments—television and stereophonic—are clearly going to get into the Montreal spotlight before the delegates start back home.

First, other nations conceivably can tell the U. S. it has the advantage of the coverage provided by hundreds of FM stations (see FM coverage story page 10 and 11). Second, they may suggest that an important share of the U. S. audience now has TV reception.

Progress in FM and TV is slow in other countries, with TV just setting under way in Mexico and Cuba.

The U. S. delegation may insist that an article recognizing FM and TV be inserted in the treaty, with provision for machinery to negotiate technical standards. For some time the FCC and Latin regulatory officials have been discussing TV transmitter location.

Pre-conference fears have been expressed that the U. S. once again will lose a substantial swath from its electronic shirt butFortunately our envys have been showing their muscles in recent months.

A number of unfavorable factors darken the pre-NARBA air. Most notable in connection with the failure to hand down its clear channel decision. Prospect of a decision prior to convening of the Montreal NARBA is considered dim.

Sound Position Hard

Without such a decision the U. S. delegation is unable to draw up a sound position in advance of the Aug. 29 joint bargaining position will be difficult when the horse trading starts, especially if Latin delegates happen to remind that FCC called the clear channel hearings in April 1946, and the proceedings have dragged on and on, with no decision yet in sight.

The present American position, drafted with the handicap of regulations that blinders, is to insist on the status quo in North American broadcasting plus the right for daytime stations on six channels to continue at night just as Canada and Cuba are permitted to do on these channels. The daytime condition was a sop to Mexico when that country posted for the first time NARBA was adopted in the late '30's. It now is argued some stations on these channels—730, 800, 900, 1050, 1220 and 1750—should operate at night without hurting Mexico.

Mexico will enter the conference with a series of demands that may include two additional clear channels, moving of two of its present six clears to the lower part of the broadcast band, and the grouping of clears below 1140 kc, regionals from 1150 to 1540 kc and locals to a 1550-1600 kc block. These are Mexico's demands as submitted a year-and-a-half ago at the preparatory NARBA engineering conference held at Havana.

What Mexico's new demands will be is still a nagging mystery. The nation is known to favor high power on clear channels and all of its clear channel stations operate with 10 kw and up, whereas U. S. stations are prevented from using more than 50 kw power.

Cuba, like Mexico, has maneuvered itself into a good position for Montreal jockeying. It refused to sign the extension of the second (1946) NARBA last March 25, with the result that the continent has operated since that time without benefit of a broadcast treaty.

Cuba advocated "national channels," instead of clear channels at the Havana engineering conference, drawing quick U. S. opposition. It asked for additional frequency assignments on the ground that its present clear channels were inadequate but other nations are in the same hole and can't provide the service they feel their people should have if they are to maintain their clear at the second NARBA in 1946. Conceivably Cuba is in a position to get tough and upset the channel chart by asking for a completely new North American allocation.

All the separate problems that face the third NARBA boil down to one question: can we get an agreement? Then: Can we get an agreement?

(Continued on page 50)

HARD LIQUOR Tempest Continues on Ad Question

By firms, the reports were:

Avery-Noolot Inc.—With 87½% of its stations heard from, 47.3% voted to accept and 52.7% to reject liquor advertising. Those voting to accept did so with qualifications on time of broadcast and right to script review. The first, many station copy selling liquor drinking as a pastime in itself would be clearly unacceptable.

The Branhman Co.—With all stations heard from, all were against accepting liquor advertising, mainly because of local law prohibitions.

Thomas F. Clark Co. Inc.—Out of seven replies, six stations were for and one against liquor advertising.

Donald Cooke Inc.—More than 50% of its stations will accept liquor advertising.

Everett McKinney Inc.—Twenty percent of its stations thus far heard from are for and 80% against liquor advertising. Those accepting had carried such advertising before.

Free & Peters Inc.—With some stations still to be heard from, returns were 37% for 60% against liquor advertising. Stations accepting retained right to reject.

George P. Hollenberg Inc.—With 90% of stations heard from, 93.5% against liquor advertising.

Headley & Co. Inc.—Almost all stations heard from, 50% for and 50% against liquor advertising.

The Walker Co.—Out of 29 replies, only two did definitely favor liquor advertising, one of the "No's" stating that their policy might be changed if the networks were to accept such commercials.

Weed & Co.—With 25% of its stations heard from, 90% were for and 90% against liquor advertising.

Adam J. Young Jr. Inc.—Replica running 80-50 with stations accepting all wanting to retain right to review copy. Company also represents Liberty Network, which has 52 stations in Texas, Oklahoma, Arkansas, Mississippi and Louisiana. That network indicated it would accept liquor commercials as a network although its affiliates in dry areas will be unable to carry such announcements.

Vice President Walter E. Benoit meanwhile asserted that the radio and television stations of the Westinghouse group will not alter their

(Continued on page 48)

August 15, 1949 • Page 25
SPALDING
Sponsors Tennis Airing
A. G. SPALDING & Bros., New York, for the second successive year will sponsor the broadcasts of the Davis Cup tennis matches at Forest Hills, L. I., over a special station set-up.

The tennis matches will be played Aug. 26, 27, 28 and will be fed by WQXR New York to the following stations: WPAT Patterson, N. J.; WCFL Chicago, KMPC Los Angeles, WCOP Boston, KYA San Francisco and WPI Philadelphia. All stations will carry the broadcasts at 3 p.m. except WQXR in New York which will start at 3:05 p.m.

Hanley, Hicks & Montgomery, New York, is the agency.

MBS CHANGES
Vacancy Also Is Filled
REORGANIZATION of the MBS program department last week resulted in the streamlining of its functions, and the filling of the vacancy created by the death of Elsie Diedrich, July 18, according to William H. Fineusher Jr., vice president in charge of programs.

The death of Elsie Diedrich led to the reorganization of the MBS program department. Miss Diedrich was a key figure in the department and her passing created a vacancy that needed to be filled. The reorganization involved the streamlining of the department's functions and the filling of the vacancy created by her death.

The reorganization also involved the appointment of Joan MacGowan as the new head of the department. Joan MacGowan has been appointed as assistant director of religious and educational programs, reporting to Miss Kemble.

Miss Kemble joined MBS in May 1945 to establish and head its continuity acceptance department. She had headed the same department at ABC, and was formerly with the Red and Blue Networks of NBC.

Miss MacGowan joined MBS last January, after six years with the story department of 20th Century-Fox in Hollywood. Previously she had been assistant fiction editor of Metall’s magazine.

'CISCO KID' ADDS
Six Outlets To Series
TIEE Frederic W. Ziv Co., Cincinnati and New York, announced last week that its Cisco Kid western series is now heard on these outlets in addition to WOR New York:

WGCW Gulfport, Miss.; WHBS Huntsville, Ala.; KCMO Kansas City, Mo.; WBIR Knoxville, Tenn.; WILM Lewiston, Me., and KPYO Lubbock, Tex.

WINS Revenues Up 10%
ELDON A. PARK, vice president of the Crosley Broadcasting Corp., reported last week that WINS New York July revenues are up 10% over those of 1948.

FOREIGN GROUP
First regular meeting of the Foreign Language Quality Network was held at WOV New York last Monday and the organization voted to set itself up as a network offering its individual stations' facilities and services as a group purchase.

At an all-day meeting, the group also decided:

- To change its name to Foreign Language Quality Network.
- To operate as a non-profit organization.
- To limit participation at first to Italian and Polish broadcasting.

WOV President Ralph Weil, chairman of the group, said that he hoped the network would be in operation by the end of this year and possibly as early as October. He also indicated that when the network machinery is tested and functioning well, other language broadcasts will be added. Spanish broadcasts probably will be the first to be added.

Claude Barrere, New York pro-

SPOTS OKAYED
ABC Permits Co-op Sales
ABC last week announced it would permit affiliated stations to sell spot announcements to be broadcast within network cooperative programs. The new plan, effective today (Aug. 15), will let stations sell to either local or national advertisers. Two or three spots per program will be allowed. All but two currently scheduled ABC co-operative programs will be open to the spots. The two exceptions are the hour-long America's Town Meeting and the half-hour, across-the-board Breakfast in Hollywood.

Explaining the adoption of the new policy, Murray Grabhorn, ABC vice president in charge of owned and operated stations and cooperative program sales, said the network had recognized an increasing interest by advertisers in spot radio.

Firms Plan Campaign
AMERICAN Gas Assn. and Gas Appliance Mfg. Assn., through their agency McCann-Erickson, is planning a $1 million promotion campaign this fall. The agency will back the promotion of local gas utilities and dealers with radio, newspapers and direct mail advertising. Records of programs are available to local dealers for their use on local stations.

Sterling Drug Reports
STERLING DRUG INC., one of radio's biggest advertisers, reported $7,258,322 net profit for first six months of 1949 compared with $7,583,573 for 1948. Earnings per share for the six-months period were $1.85 as against $1.94 for the like period in 1948. Second quarter earnings amounted to 74¢ per share compared with 87¢ for 1948's second quarter. The board declared 50¢ per share regular dividend payable Sept. 1 to holders of record Aug. 18.

ACME BEER
FC&B Gets $1 Million Account
ACME BREWERIES (Acme Beer) San Francisco, an approximate $1 million account, has appointed Foote, Cone & Belding, San Francisco and Los Angeles office, to handle its advertising. Acme Beer was serviced by Brisacher, Wheeler & Staff, San Francisco, for past 18 years.

The firm is a heavy user of spot and regional radio.

The switch in agencies represents one of the largest West Coast accounts to do so in recent years. Acme Beer indicated that approximately eleven other agencies had presented bids in recent months to the advertiser.

Don Belding, chairman, executive committee, of FC&B, and Ford Sibley, account executive, are the two key personnel involved in the supervision of FC&B's newest account.

TRANSIT RADIO
In Baltimore Buses
BALTIMORE, Md., last Wednesday joined the ranks of cities whose transit riders enjoy Transit Radio Inc.'s "music-while-you-ride" fare. The service was extended to 60 Baltimore Transit Co. buses by WMAR-FM, the Sunpapers FM outlet, on a daily 12-hour basis, according to the Baltimore Sunday Sun which Aug. 7 featured a two-column spread explaining the operation.

Public reaction previously had been tested in that city in March 1948 when WMAR-FM polled riders in conjunction with the Transit Co. This time the first 120 days of broadcasting will be conducted as an experiment to determine the type of music most suitable to riders at various hours, it was indicated last week surveys will ascertain preferences, to be used as a guide in future programming. The Baltimore Transit Co. is keeping the Public Service Commission abreast of developments.

Philco Earnings
PHILCO Corp., understood to have geared its TV production to 500,000 sets for the next 12 months, is estimated by Dow Jones to have earned in the June quarter more than the $516,000, or 49 cents a share, reported for the March quarter, although less than $2,256,000 or $1.44 a share, in the second quarter of 1948.

MacGregor Plans Branch
C. P. MacGregor Electrical Transcriptions, Los Angeles, will open a Chicago branch office at 612 N. Michigan Ave. shortly. William Mertz Jr., formerly with Transmission Sales Inc., has been named midwest representative, according to Eastern Manager Nat V. Donato of New York.
By CARL MARK
Executive Vice President & General Manager WTTM, Trenton, N. J.

THE WEEKLY broadcast of Star Time over WTTM, Trenton, N. J., sponsored by the Hurley-Tobin Co., one of Central New Jersey's largest department stores, is unusual in many ways among them is the fact that it is guaranteed not only to bring in any direct business, but also in that it paralyzes traffic so a sale cannot be made in the store while it is on the air. Nevertheless it is an unqualified success.

The program originated in the imaginative brain of Joseph Tobin, vice president and general manager of the store. Looking for a summer series to replace his heavy audience牵引 of the world's best broadcasting and Broadways potentiality during the 12-week summer season.

Arrangements Set
In 1947 WTTM and Mr. Tobin worked out an arrangement with the McCarter Theatre in Princeton by which the stars would appear in 15-minute, light-hearted programs every Tuesday afternoon from the main floor of the store. We're now in our third year of the Star Time broadcasts, and members of the audience form a single line on one side of the stage. They're permitted to ask the star one question, and the question period continues until the evening's broadcast ends. The signautographs until everybody's had a copy of the coveted signatures. By the time all the fans are cleared out, the camp chairs removed, and the merchandise returns to normal, the business day is practically over.

Galaxy of Personalities

Traffic Builder
What does the Hurley-Tobin Co. get out of the broadcast? Certainly not the direct sales results which so many retailers demand of their radio advertising. First, they get store traffic—that vital window merchandise to their store enterprise. Over the course of a 12-week summer series over 5,000 persons make direct, personal contact with the store going into the floor. Few of them buy immediately, but over the years Mr. Tobin knows that a large percentage of the people who have made the acquaintance of the store through the Star Time broadcasts have come back as customers.

Incidentally, the air shows contain absolutely no commercials whatever. The store takes an opening and closing identification as the site of the broadcast and that is all.

An important point of value in the broadcasts is the identification of the Hurley-Tobin Co. with the glamour and style inherent in big Hollywood names. The retailers know the Hurley-Tobin Co. as the

ANNOUNCER Hopkins (1) calls time out for autographs during a WTTM Star Time broadcast featuring movie star Jeffrey Lynn.

Star Time store and that when the big names go to Trenton they go to Hurley-Tobin.

Most importantly, the broadcasts help to create that indefinable something called "store character." Hurley-Tobin Co. is a place where things happen in Trenton—it has become a focal point of community activity.

Show Pays Off
All of these things are intangibles—the sort of things that most retailers shy away from in the ceaseless quest for direct sales returns for every nickel spent on advertising. Yet they have paid off—and paid off well for Mr. Tobin—in the growth of his store to a position among the top few in the Trenton area.

Actually, Star Time is only a portion of the Hurley-Tobin radio effort. The same philosophy prevails.

(Continued on page 48)

BROADCASTING & Telecasting

At 12 noon, Harry Barnam, WTTM account executive, drives to Princeton, 11 miles away, picks up the star and returns to the store where the broadcast with Announcer Wes Hopkins in roughing out the ad-lib interview. By 1:30 p.m. every seat on the floor is filled. By 1:15 p.m. stands and fixed seats are jammed back to the walls. The elevators and the upper selling floors are shut down. The entire store personnel drops everything and repairs to the main floor to see the show. The broadcast takes place from 2:45 to 3:00 p.m. and during the last three minutes members of the audience form a single line at one side of the stage. They're permitted to ask the star one question, and the question period continues until time's up. Following the broadcast, the star signs autographs until everybody's had a copy of the coveted signatures. By the time all the fans are cleared out, the camp chairs removed, and the merchandise and fixtures returned to normal, the business day is practically over.

RELAXING after a WTTM Star Time broadcast, Actress Sarah Churchill, wife of Britain's war-time minister, lights a cigarette for Joseph Tobin, vice president and general manager of Hurley-Tobin Co. Jeffrey Lynn, with whom Miss Churchill co-starred in "The Philadelphia Story" at the McCarter Theatre, is at left.

August 15, 1949  Page 27
DISC WAR

THE BATTLE of the rpm’s between Columbia Records Inc. and RCA-Victor last week appeared to be settling down to a long war in which customers voting with dollars will determine the winner. That conclusion could be drawn from a review of a record forum held as part of the 1949 convention of the National Assn. of Music Merchants. There, Edward Wallerstein, president of Columbia, and J. B. Elliott, vice president in charge of RCA-Victor consumer products, expressed determination of their companies to stick to their respective positions.

Mr. Elliott said his company would continue to promote its 45 rpm record “indefinitely,” adding that a sales job “is not done in 30 days or in five years.”

MEYER TO WPOR
Succeeds Carpenter

HAROLD H. MEYER, general manager of WXXW Albany, N. Y., last week was appointed station manager of WPOR Portland, Me., succeeding Murray Carpenter, who resigned. Mr. Carpenter continues as a board member and important stockholder.

Mr. Meyer, a radio veteran of 21 years, has moved to Portland. He said present WPOR policies will be maintained, with all employees remaining in their present jobs. He previously had been at WSTC (formerly WSRR) Stamford, Conn., and at Florida and California stations.

Mr. Carpenter said he hadn’t made up his mind whether to sell his 20% interest in WPOR. At present he is planning the first vacation in a decade, he added. He said the resignation resulted from disagreement with the company and its directors about WPOR policies. “Differences of opinion come up in the best of families,” he said. When the president of a company runs up against his majority stockholders, it’s time to quit.”

Before joining WPOR in 1946 Mr. Carpenter was timebuyer at Compton Inc., New York agency. He became WPOR president in 1947.

Chairman of the WPOR executive committee is Chester J. LaRoche, president of C. J. LaRoche & Co. It was understood Mr. Carpenter’s differences centered on the station’s TV policies.

Mr. Wallerstein, whose company is on the market with the 33 1/3 rpm record, said he was content to let the decision rest with the public but that he could not agree with Mr. Elliott “that it was the right or the smart thing for him to take the attitude that he would go on indefinitely with the product.” Mr. Wallerstein said Columbia, for its part, would “bow out” if it found its 33 1/3 rpm was not finding public acceptance.

He indicated that Columbia did not intend to enter the 45 rpm field because it had received no demand from either dealers or the public for such a disc. He offered to expose his company’s files on the subject “if anybody else is willing to expose their files.”

The position of Messrs. Elliott and Wallerstein was diametrically opposed at several other points. Mr. Elliott said the 45 rpm disc was aimed at the popular record market, which he claimed represented more than 80% of the record market.

Mr. Wallerstein denied that the “Pop” records were so important, asserting a 45 rpm record business on a sound basis, it is “strictly a classical business.” He asserted that the original Victor company’s own success was built on classical records, that the rebirth of the record business during the ’30s was due to classical records and that Columbia was banking more than 20% of its dollar volume on the importance of classical records. He said that although classical records might represent only 20% of Columbia’s unit volume it represented 33% of its dollar volume and that for lots of dealers it represented 60% of the total volume.

The meeting itself was not chary about putting the two executives on the spot. Dealers attending even went so far as to take a vote as which record, the RCA 45 rpm or the Columbia 33 1/3 rpm disc, has met with the best consumer acceptance to date.

The Columbia discs won the balloting on a show of hands by a large majority.

President Ben Chodash of the Chicago Record Dealers Assn. said that a survey of association dealers in Chicago showed that sales of the 45 rpm machine “has been a failure” and that the Columbia 33 1/3 discs, on the market 14 months as against the Victor four months, are doing well. He said that the Columbia LP record sales were “increasing right along.” He called upon the manufacturers to end “the confusion” in the record industry.

Columbia, RCA To Let Public Decide

A FALL promotion and publicity campaign, described by the network as “the largest and costliest in [radio] history,” was announced last week by NBC.

The network and its stations will launch magazines in promotional phases of the campaign, and A flood of public material also will be unleashed.

Actual cost of the proposed campaign was difficult to appraise. The network will buy 21 full pages in leading national magazines, an investment which, it was thought, might approximate $250,000. Affiliated stations will buy newspaper space in which they will run advertisements prepared by the network. Total cost of the newspaper advertising was inaculable and would depend on the degree of cooperation offered by the stations.

On-the-air promotion will include trailers on sustaining programs, cross-reference announcements on commercial shows, announcements in chime cue-time and live and recorded chainbreak, commentator and disc jockey announcements, the network said. An all-sold-out program with the broadcast early in the fall, and two “regularly scheduled promotional programs will continue throughout fall and winter,” according to the announcement. None of these programs has been completed yet.

Charles E. Hammond, vice president and assistant to the president, said the promotional phase of the campaign would use radio, newspapers and national — the campaign would use radio primarily at the outset and then build up with newspaper and magazine space. Two “kick-off” newspaper ads will be run in coordination with the opening of the network’s magazine campaign. Identities of the magazines were not revealed.

Sydney H. Eiges, NBC vice president in charge of press, said the publicity phase of the campaign involved the distribution of publicity material and personal visits throughout the country of NBC talent and press representatives.

Personal tours of stars and publicity representatives have already begun, Mr. Eiges said, and will continue through the next two months. A publicity kit has been sent to stations covering “every major fall program, sustaining or sponsored,” Mr. Eiges said.

The ambitious promotion-publicity campaign was announced in response to demands by affiliates, at a meeting of NBC stations in Chicago last February. Detailed discussion on the campaign plan occupies a high place on the agenda of the forthcoming NBC affiliates meeting at White Sulphur Springs Sept. 7-11. (See story page 31.)

Erikson Is VP

LEONARD F. ERIKSON, who resigned from Kenyon & Eckhardt, New York, as ABC executive vice president and radio director [Broadcasting, Aug. 1], was officially appointed to the post of vice president and general executive of McCann-Erickson, New York [Closed Circuit, Aug. 8], last week by Marion Harper Jr., president of McCann-Erickson.

Before his association with K & E, Mr. Erikson was business manager with BBDO and prior to that general sales manager with CBS in New York and western sales manager in Chicago.

FCC ACTIONS

GRANTS for one new FM and five new AM outlets were authorized by FCC last week. A final decision would delete an AM station. Five existing outlets received improved facilities. Thirteen stations received transfer grants. Details of these and other FCC actions are carried in FCC Roundup on page 68.

COURTROOM BAN

Law Bars Broadcasts

DIRECT or recorded broadcasts of proceedings in a courtroom are prohibited in Wisconsin under a bill which became law when Gov. Oscar Rennebohm last Monday signed legislation that has been pending for several years. The law becomes effective next July 1.

Gov. Rennebohm indicated he would have vetoed the anti-radio bill had it come up as a separate measure according to Robert Lindsay, news editor of WKOW Madison. However, the radio ban was part of an omnibus crime code bill. Mr. Rennebohm felt he could not veto the entire code because of the discriminatory radio feature. Many of the code provisions had badly needed, he explained.

Opposition had been voiced by NAB and the National Assn. of Radio News Directors to the Wisconsin ban, which many broadcasters termed a violation of the state constitution.

In a broadcast on WKOW, Mr. Lindsay said the bill “is close to being downright silly’’ as well as unconstitutional because radio newsmen will not be allowed to “inform the public by way of a direct or transcribed broadcast that might go on at a Wisconsin courtroom proceeding.” He added that “those same newsmen can attend the proceeding along with other newsmen, and — on a newscast or other program — recite those same proceedings word for word.”
THE 1950 decennial census of population, agriculture and housing will include a count of radio sets—provided Congress approves the Census Bureau's budget request.

A Ranger, and unlike the census conducted in 1930 and 1940, next year's census will ask the radio question in one of every five dwellings. The question will be included in the housing portion of the decennial census.

In tentatively approving the radio set question, the Census Bureau rejected requests that the question be broken down to show ownership of FM and television receivers.

The FM question was rejected on the ground that enumerators would not be able to ask the question properly and receive accurate answers from respondents. The bureau's position is that the average person does not know the difference between an AM and an FM set, particularly in view of the fact that so many stations use combination AM-FM identification.

No TV Count

The bureau considered the suggestion that a count of TV sets be made. It noted that Radio Mfrs. Assn. and others provide considerable data on TV set distribution and ownership. The objection from the bureau's standpoint is the effect of a TV question in areas where there is no primary service.

Enumerators would be subject to ridicule in many instances, it was explained, since occupants would wonder why the government asks such a question when there aren't any stations around. The bureau said it would be costly to confine a TV question to areas where service is available.

The radio question as now tentatively approved, follows: "Is there a radio in this unit?" The wording was adopted after a series of trial runs conducted earlier in the year.

In 1940 the question was: "Radio in Dwelling; Yes—No—" Taking of the housing portion of the 1950 census was authorized by Congress in the general housing law enacted last month. The housing count now becomes a permanent feature of the decennial census.

The 20% sample will provide just as useful results as a 100% count in most cases, according to the bureau. The sample basis was adopted as an economy technique. Actually, the bureau had been chilly toward including a radio question in 1950 until advertiser, agency and broadcasting groups heard the attitude [BROADCASTING, May 3, 1948]. Since that time the bureau has been looking forward to large numbers of requests from organizations for a 1950 radio count. NAB, Radio Mfrs. Assn., FM Assn. and many other groups adopted resolutions calling for a 1950 set tabulation.

It was explained that the sampling error in a 20% sample is smaller than the normal response error in taking a census, in the case of large areas. Actually the sampling error is insignificant except in small areas.

A bureau official said that the chance of sampling error in a "census trial" of 3,800 to 4,000 persons might run as high as 2% in making a radio nose count. In an average county of 20,000 persons, where 1,200 of the 6,000 dwellings will be asked the radio question, the average expected error is 1%. This is based on a 20% sample where 85% of homes have radios.

Small Error Seen

In an area of 100,000 persons, the expected error would be less than 0.5% and in larger areas it would be even less.

Thus, at the county level the 20% sample will provide just as good a radio set count as a 100% sample, it was stated.

An interesting feature of this sample, it was explained, is the sampling error and response error tend to offset each other.

The bureau says it has been able to retain the 1940 questions and add new ones to sampling, increasing the overall value of the 1950 census. Because of budget problems it otherwise would have been forced to eliminate a number of questions, besides trimming the organizational staff, to deterio-

The total cost of taking the 1950 census is estimated at a little over $88 million. This is based on a $70 million budget for the population and housing group, and $18.5 million for the housing questions. An expanded series of mortgage questions will require $3.3 million of the housing budget.

Population Increases

The 1940 census showed a population of 131,660,000 in continental United States. An increase of 19 million is expected in 1950, bringing the total to over 150 million.

The following data will be collected in the 1950 population census:

100%—Name, age, race, sex, relationship, and marital status; state or city of birth; employment, occupation, industry, and class of establishment (size of business); time worked last week; wage or salary.

20% Sample—Migration status: country of birth; parents and mother tongue; citizenship; school attendance and attainment; weeks worked last year and hours worked last week; occupation; farm or non-farm; family income; veteran status of males.

3% Sample—Occupation, industry, and class of establishment (size of business); time worked last year but not last week; occupations preferences of workers; times married and years in present occupation.

Inclusion in 1950 Census Likely

The 1950 decennial census of population, agriculture and housing will include a count of radio sets—provided Congress approves the Census Bureau's budget request.

...and other considerations, did (Continued on page 50)

RADIO SET COUNT

The 1960 decennial census of population, agriculture and housing will include a count of radio sets—provided Congress approves the Census Bureau's budget request.

...and other considerations, did (Continued on page 50)

August 15, 1949 • Page 29

WIBK DENIED

WIBK KNOXVILLE, the station of Radio Evangelist J. Harold Smith, was refused a license by FCC last week and given 90 days to wind up its affairs. WIBK is assigned 1 kw daytime on 800 kc.

In a final decision which also denied WIBK's bid for a new FM outlet and dismissed Rev. Smith's application to sell his interests to WIBK to two local businessmen, the Commission supported the findings of an initial ruling by ex-Comr. Cliff- ford L. H. Ward that the evangelist was unqualified to be a broadcast licensee [BROADCASTING, July 5, 1948]. The conclusions of the final decision repeated virtually verbatim those of Comr. Durr.


Marvin I. Thompson, part-owner and general manager of WIBK, re-affirmed to BROADCASTING that the case would be appealed and pursued through to the Supreme Court if necessary. In event of an appeal, the Commission would grant continued authority to operate the station until completion of the litigation. WIBK has been operating under power of authority since July 1947. The permit was granted in October 1946. FCC found that the permittee, Independent Broadcasting Co., failed to report changes in stockholdings among the principals and the method of station financing in applications filed at later dates with the Commission. Initially Mr. Smith held his interest in WIBK and Rev. Smith and his wife, Myrtle Rhodes Smith, the other 50%, the decision said. At present each of the three holds equal amounts of voting stock and Rev. Smith holds 100% of the preferred stock, FCC reported.

Conclusions

Concerning the changes it said were not properly reported, FCC said "we can only conclude that the misrepresentations contained in these statements were the result of deliberation or carelessness and recklessness of so gross a nature as to approximate deliberation."

FCC pointed out that much of the information in the record, which "is replete with conflicting and contradictory statements," was not substantiated or submitted but was obtained through the Commission's own investigation and through cross-examination at the hearing [BROADCASTING, Oct. 27, Nov. 24, 1947]. Further difficulty was found in "the lack of books and other rec-

FCC Upholds Durr

Here the Commission referred to the report of Rev. Smith's personal accounts and records with those of his Radio Bible Hour programs on which he solicited "free-will offerings," the Southern Bible Work and the Carolina Watchman, religious newspaper.

Regarding the financial reports filed by Rev. Smith, FCC declared them incomplete and cited omissions revealed during the hearing relating to personal notes, oil properties and other real estate, insurance, the Carolina Watchman and contracts with XERP Vila Acuna, Mexico. FCC said it "should be able to and does rely upon information set forth in applications and reports which applicants, permittees and licensees file. In view of the foregoing circumstances which we believe indicate this applicant's lack of candor, the Commission could not have confidence in reports or applications which may be required to or would file."

The Commission declared that Rev. Smith's loans of some $100,-000 to XERP to finance its construction were of prime time and other considerations, did (Continued on page 50)
FM SET MAKERS

Charged With Ignoring 'Demand'

TWO-PLY charge that most set manufacturers are ignoring the public's "need and demand" for more and better FM receivers was made last week. FM Assn. accused set makers of a "public be damned" attitude toward FM's development. It submitted an FM coverage map to support its service claims.

Second, Millard C. Faught, economist, president of the Faught Co., New York, asked NAB and Radio Mfrs. Assn. why they are failing to promote FM.

Edward L. Sellers, FMA executive director, pointed to a Caldwell-Clements map comparing AM and FM coverage in the U. S. He said the map—compiled from files of Clear Channel Broadcasting Service, FCC, FMA and other sources—showed that over three-fourths of the total U. S. population is within the primary range of one or more FM stations both day and night.

It added that already 22 states are getting better reception from FM than AM outlets. These states are New York, Pennsylvania, Maryland, Virginia, West Virginia, Tennessee, California, North Carolina, South Carolina, Georgia, Florida, Alabama, Mississippi, Louisiana, Arkansas, Nevada, Wisconsin, Michigan, Maine, Vermont, New Hampshire and Ohio.

States receiving complete and equal FM service, he said, are Illinois, Indiana, Delaware, New Jersey, Rhode Island, Connecticut and Massachusetts.

Within the four-year postwar period, FM has developed almost as much coverage as AM, he contended, doing the job with 740 stations as compared to AM's 7,600. After broadcasting areas the only reception available is FM, AM being unable to put a reliable, non-fading signal into the areas, he claimed.

In the south, Mr. Sellers added, the public must have FM to get any dependable day and night service because of skywave interference, terrain and soil conductivity factors. "Aren't we talking away," he said, "about the benefits of FM?"

Having dropped the "Don't Buy a Radio Without FM" slogan at RMA's request, FMA is considering a new slogan, he said. This would be, "Don't Buy Half a Radio—Be Sure Your Next Set, Whether It Be TV or AM, Has FM."

In a letter to the president of NAB, Faught said he had just completed a 9,000-mile "grassroots" tour of the country where, incidentally, he found no evidence of a business depression, set dealers are unhappy, he said, because of slow demand for AM and the phonograph mixup; they're interested in FM, and the public's TV desire is tempered by talk about better AM TV eye service, more stations and high prices.

He observed AM and FM signals all over the nation during the tour and found FM as good or better than AM in major population and marketing areas, with FM even better at night and much better at all times in the south. However, his letters to advertisers are questioning AM coverage claims, asking lower and more realistic rates. He deplored the tendency to look on FM as "something for nothing," and wondered why advertisers divert money from AM to TV pioneering yet fail to take advantage of FM. Manufacturers should provide good, priced FM sets to meet the public demand, he argued.

Several hundred independent FM stations are starting to buck because of manufacturer, broadcaster and advertiser apathy, he indicated.

RMA Committees Set

TWO new committees—Excise Tax and Cathode Ray Safety—have been named by Raymond C. Cosgrove, Arco Corp., president of Radio Mfrs. Assn. S. Issin Jr., of the Stewart-Warner Electric Division, named chairman of the tax group. The cathode ray safety group was reappointed in its entirety, with R. E. Carlson, Tung-Sol Lamp Works, continuing as chairman.

Pettilio, and John S. Boyle, States Attorney of Cook County.

Maintaining that "it is not the function of the station to solve local problems—it is the local station that meets the local challenge for quick help," Sen. Edwin C. Johnson (D-OIl.), arctic feed of super power, Aug. 3 inserted in the Congressional Record a copy of a telegram from Les Biederman, president, and general manager of WCTM. He pointed out a local incident in which his station distinguished itself.

Biederman recounted how a dog was run over after he had bitten an unidentified child, and the local county health officer gave WCTM the job of locating the victim.

Station dropped all program material of announcements designed to establish immediate contact with the child. Two hours later the announcements turned up, it was found, who had placed in a hospital, Mr. Biederman said. Three other victims were also located. Mr. Biederman had wired the data to Sen. Johnson who passed it on the need for more local stations and fewer clear-channel outlets.

AFRA MEET

Opens Aug. 25 in S. F.

PLACE of the radio actor in television and numerous other problems are on the agenda of the 1949 AFRA national convention to be held Aug. 25-28 at the Palace Hotel, San Francisco.

Among issues to be discussed is the role of AFRA in the "actor industry" as their 4-A's Telethon Association is expected to be brought before the convention for its vote. Under the 4-A's plan, a new union with strong ties to AFRA is expected to be created with AFRA support and the support of other unions, like AFRA, which are branches of the Screen Actors and Artists of America (4-A's).

Among other problems listed for consideration of the convention is that of regional transcription rates. AFRA locals can now set up a lower rate for transcription performances restricted to one city than the national rate. The question of the convention rate is whether, in accordance with the desires of some transcription companies, such a liberalization of fees is to be extended to wide regions.

Also up for discussion is the matter of how to charge networks for taping shows for repeat broadcasts; whether announcers can also perform "engineering" work such as lighting, and whether there should be extra fees where there is simultaneous AM and FM Broadcasting.

Discussion will also be held on political activity for the Taft-Hartley repeal.

PUBLIC SERVICE programming of individual clear channel stations has elicited tributes and anniversay messages from Senators and Congressmen as well as many stations within the past fortnight. Stations cited were WCAU Philadelphia, WGN and WLS Chicago, WHO Des Moines. In addition, one 250 watt AM station-WWTM Traverse City, Mich.—drew warm praise for distinguishing itself on the local level. WGN and WLS are mentioned with continued frequency.

A tribute to the public service programming of WCAU was voiced Aug. 4 by Rep. William Green Jr. (D-Pa.) along with tacit endorsement of clear channel service, a rising issue under Congressional scrutiny. He extended his remarks in Congressional Record.

Noting that WCAU's programming has given listeners "a signal which is free of much of the interference so common in broadcasting today," Congressman Green expressed his experience "proves that a large city station can be more than an outlet for network programming when it has been proved to be a source of the usefulness of radio in service to the community."

His tribute cited the station's 28 years of operation, the need for public service programming, awards, and letters of commendation received by the station.

He drew the praise of Rep. Paul Cunningham (R-Iowa) for its public service policies and "highly valued service" to farmers. His floor remarks were extended in the Committee of the Whole.

Pointing out that most of the farmer's daily source of agricultural information derive from radio, Congressman Cunningham said that "WTCW-CU channel is able to reach from ... Des Moines ... to serve vast farm regions which would otherwise have little or no radio service."

The statement included an eight-point view of who farm policy plus a list of awards and citations won by the station. Accolades for WLS were included in remarks by Rep. Sidney R. Yates (D-Ill.) and observed by Lucas (D-III.). The Senate majority floor leader inserted into the record the address of the station's Arthur Page before the NAB Program Committee-Water Tower Place, Chicago (Division) last June.

Page talked on the importance of farm broadcasting and noted that "any operating station has a right to be proud if it has earned their (farm and city folk) trust and confidence by giving them genuine and thorough service."

Rep. Yates cited WLS' pioneering service to farmers and observed the station "has achieved a position of great esteem in the broadcasting industry under the authority of its clear channel signal. He listed press comments about WLS and its long-time favorite, the WLS National Barn Dance."

Distributes Reprints

Reprints of Rep. Yates' statements have been distributed by WLS to over 2,000 agencies, clients and potential sponsors. The leaflet was accompanied by a letter from Glenn Snyder, general manager, outlining the station's activities in providing weather, markets, news, music and advertising information. Its 50 kw signal fans out into four states and a part of Canada, he wrote.

Saluting 25th anniversary of WGN, Chicago Tribune outlet, Sen. Paul Douglas (D-III.) paid tribute to its "commendable balances in ... programs," including musical, educational, and discussion features, and to its leadership in the new fields of TV and FM. He also cited in the Record appendix copies of congratulatory messages to General Manager Frank Schreiber of WGN from Illinois Governor Adlai Stevenson, Chicago Mayor Martin H. Kenny, AFPM President James C.
TOM MOORE
Quits 'Ladies Be Seated'

TOM MOORE, emcee of Ladies Be Seated (ABC sustaining, five-a-week, 2-2:30 p.m., CDT) has resigned from the show effective Aug. 19. His final broadcast will originate at the Illinois State Fair instead of Chicago.

Mr. Moore also announced with regret his leave of absence from Tom Moore Production, as the Ladies Be Seated producing agency. Phil Patten, his partner, worked for the network as show producer. Interference from New York network executives was given as the main reason for the move by Mr. Moore, who asserted that Eastern officials "continue to think of Chicago as a hitching post." He announced no future plans.

It was understood in Chicago that the program will originate in New York if ABC plans to carry it after Aug. 19. Buddy Rogers, orchestra leader and screen actor, was reported to have been auditioned last week as a possible replacement.

JAMES STIRTON
Heads ABC Central Sales

JAMES L. STIRTON, general manager of ABC's Central Division in Chicago, was appointed last week to work also as AM and TV network sales manager of the division. John H. Norton Jr., division vice president, announced that the appointment becomes effective today.

Mr. Stirton (Monday). Mr. Stirton replaced Gil Berry, who resigned Sept. 1 to become sales manager of the DuMont network Midwest Division (BROADCASTING, Aug. 8). Mr. Stirton will work closely with Mr. Norton in supervising the sales and general operation of the division.

The new sales manager has been in radio for 20 years, having started in the NBC mail department in July 1929. Transferring to the network's artists department shortly after, he left NBC in 1937 to form his own talent management firm. When the Blue Network, ABC's predecessor, was formed in January 1942, Mr. Stirton became program director for its Central Division.

He was made general manager following his discharge from the Marine Corps in November 1945.

Walker Named Richards

BRADLEY A. WALKER, account executive for Eastern Air Lines at the Fletcher D. Richards Inc. agency, New York, was elected first vice president of the agency last week. Mr. Walker is also a member of the agency's board of directors.

OUTSIDE view of new $15,000 studios at WCSI Columbus, Ind., showing offices and newsroom. Completely air conditioned and soundproof, the WCSI building contains four studios, program offices and observation lounges.

ANA MEETING
40th Session Oct. 10-12

THE 40th annual meeting of the Asso. of National Advertisers will be held at the Waldorf Astoria in New York Oct. 10 through Oct. 12, William Connelly, chairman of the ANA's board of directors and advertising manager of S. C. Johnson & Son, announced last week.

Howard Chaplin, director of advertising of General Foods Corp., has been elected as chairman of the Program Committee for that meeting.

The first two days of the session will be restricted to association members and invited advertiser guests as in the past. On the third day, representatives of advertising media and agencies also will be guests of ANA.

GOODMAN NAMED
Heads Gumbinner Agency

MILTON GOODMAN, executive vice president of the Lawrence C. Gumbinner Advertising Agency Inc., New York, was last week elected to the presidency of the firm. He has been with the agency for more than 20 years. Lawrence C. Gumbinner, relinquishing his presidency, became chairman of the board.

Gumbinner radio and/or television accounts include The Odell Co., Newark, using radio and television spots for Trol Hair Tonic; S. A. Schonbrunn Co., New York, radio spots for Savarin Coffee; Loft Candy Corp., Long Island City, radio; Chap Stick Co., Lynchburg, Va., radio; American Tobacco, who for Roi-Tan cigars recently purchased the CBS package Leave It To Joan expected to start Friday at 9 p.m. in September; Norwich Pharmacal Co., sponsor of The Pat Man on ABC, Friday at 8 p.m. for Pepto-Bismol. Paul Gumbinner is radio and television director of the agency.

WYNN NAMED
'Atlanta Journal' Ad Director

RESIGNATION of J. Mac Wynn sales manager of WHAS Louisville, to become advertising director of the Atlanta Journal, effective Aug. 22, was announced last week. Victor A. Shollis, WHA director, said Mr. Wynn's successor has not yet been selected and that Rodney Will of the sales department will supervise sales until an appointment is made.

Mr. Wynn

Mr. Wynn joined WHAS in November 1947, from the parent Courier-Journal and Louisville Times, where he had served since 1944 as promotion and public relations director of the Bingham properties. He had joined the Courier-Journal in 1929 as a classified advertising solicitor and in 1937 was promoted to national advertising manager.

As advertising director of the Atlanta Journal, Mr. Wynn will succeed John Otley Jr., who has resigned to enter private business. The newspaper owns and operates WSB and WSB-TV Atlanta.

ITALIAN MARKET
Pulse Plans Sample Study

PULSE Inc. announced last week it is establishing a standardized sample for Italian-language studies in the New York metropolitan area.

Its sample will be based on distribution of Italian-language population in the area and will be identical on all such studies. Studies themselves will be available jointly to all radio stations on a participations-of-cost basis.

KBKW OPENS
Independent Starts Aug. 16

KBKW ABERDEEN, WASH., took the air Aug. 16. Independent station is owned and operated by Ben K. Weatherwax, veteran newscaster and sports announcer in Pacific Northwest.

Station was designed by Mr. Weatherwax as a combined operation with three studios and control and transmitter rooms. Combined unit is located at 701 East Heron Street, Aberdeen, with an additional studio and office in the Emerson Hotel, Hoquiam, Twin city to Aberdeen.

Dick Crombie, former manager KBRO Bremerton, has been named manager. John Bradshaw, formerly with KGY Olympia; Chief Engineer Dick Pooley, from WGRF Pendleton, Ore.; Combination Man Will Miller, formerly at KXLA Pasadena, Calif.

Other staff members include Bill Bloom, combination; Sam Whitacre, sales; Rosemary Welsh, woman's representative, continuity and production, and Frank Petry, sales.

AFFILIATES
NBC To Hold Convention

MOST of NBC's 170 stations will be represented at the network's annual affiliates convention at the Greenbrier Hotel, White Sulphur Springs, W. Va., Sept. 7-11, the network said last week.

Niles Trammell, NBC president, will head a group of key network executives who will meet with representatives of the affiliates. The agenda, although incomplete last week, will include discussions on fall program, promotion and publicity plans.

The network does not intend to schedule discussion of its administrative and operational reorganization [BROADCASTING, July 18], but the meeting is of such interest that it was believed a reference to it would be difficult to avoid.

CASE HISTORIES
To Be Discussed by CFAC

AGENCY radio and video executives will discuss their work and give case histories in specialized clinics during the 13th annual fall educational series of the Chicago Federated Advertising Club. The week-long sessions will be planned by a media chairman and his committee, as yet unselected. More than 300 persons are expected to enroll for the series, tentatively planned to start Sept. 10. Ten to 12 sessions will begin with four preliminary lectures, which all enrollees will attend, preceding five specialized clinics stressing radio, television, cable, newsmagazines, newsmagazines, and newsmagazines, and two open meetings in conclusion.
WHOM MOVE
Oral Argument Requested
CONTENDING it renders a special-
ized service in foreign program-
ing to the entire New York metropolitan area, and Jersey City alone, WHOM Jersey City last week took exception to the FCC's initial decision which would deny the station a request to move its main studio to New York [Broadcasting, July 25].

WHOM requested oral argument on the ruling of Hearing Examiner J. B. Bond. The examiner explained that a denial of its request, in the light of the examiner's reasoning that WHOM has a responsibility to program for local Jersey City needs, "would be a decision by the Commission that WHOM programming is not in fulfillment of the local responsibility to operate in the public interest."

On the other hand, WHOM said, "a grant . . . would be consistent with the Commission's previous ac-
ceptance of WHOM pro-
posals for programming . . . as a New York metropolitan area for-
egn language station and would serve to better fulfill its represent-
tations to the Commission."

WHOM presently devotes 95% of its time to foreign language shows. Only 15 minutes per week are aired from Jersey City, the petition said. WHOM claims its foreign language audience includes some 6 million persons throughout the metropolitan area.

HOWARD MEIGHAN
On Hollywood Assignment
HOWARD MEIGHAN, CBS vice president and general executive, ar-
ived in Hollywood last week to fill in for three weeks (alternating with J. Kelly Smith, vice president in charge of station administra-
tion), pending selection of a Western Division vice president.

He was understood to have been selected, to have several additional assign-
ments, including recommendations with respect to the appointment of a permanent Country Department manager, Paul Thorne-
burgh, now president of WCAU Philadelphia, in the Western Divi-
sion vice presidency. He also is expected to negotiate for network television studio space, possibly in-
cluding a theatre site, and explore the television film field.

"70-32-14-54'
WBW Atlanta has been run-
ing a series of ads in The At-
lanta Journal depicting a human ear on part of which is written, "70 to 32 to 14 to 54."

Figures are the result of a Hooper survey of 123 broadcast periods checked during three months (April, May, June). Of the periods checked, 10 were ad stations. "WBW was first in number of listeners 70 times, second station was first 32 times, third first 14 times and the fourth station, first 5 times. 70 to 32 to 14 to 54."

FM SURVEY
Chicago Assn. Seeks Data

LOWERED Requirements Proposed by FCC

RECOGNIZING the "economic problems affecting FM broadcasting," FCC proposed last Thursday to lower its minimum coverage require-
ments for both Class A and Class B stations.

The Commission also proposed to repeal its present prohibition against a station's mini-
mediums would be largely control-
ing.

The change would be accom-
plished by removing the present minimum value of equivalent radi-
ated power and antenna height.

Heretofore, Class A stations have been required to meet minimum standards providing for coverage over a radius of approximately 23 miles. For Class B stations in Area 1 (Northeast U.S.), those in cities of more than 250,000 popu-
lation have had to serve over an average of 19.1 stations. While those in Area 2 (rest of the

FM COVERAGE

WHOM MOVE

Lowering of Requirements Proposed by FCC

RECOGNIZING the "economic problems affecting FM broadcasting," FCC proposed last Thursday to lower its minimum coverage require-
ments for both Class A and Class B stations.

The Commission also proposed to repeal its present prohibition against a station's mini-
mediums would be largely control-
ing.

The change would be accom-
plished by removing the present minimum value of equivalent radi-
ated power and antenna height.

Heretofore, Class A stations have been required to meet minimum standards providing for coverage over a radius of approximately 23 miles. For Class B stations in Area 1 (Northeast U.S.), those in cities of more than 250,000 popu-
lation have had to serve over an average of 19.1 stations. While those in Area 2 (rest of the

FM SURVEY

Chicago Assn. Seeks Data

DOOR-TO-DOOR survey of Chicago-
area FM listening habits, in-
cluding data as to why specific pro-
grams are heard and why FM sets are purchased, will be con-
ducted in September by the FM Assn. of Chicagoland. This was decided Tuesday morn-
ing at a regular board meeting, according to President Ralph J. Wood Jr., president and general manager of WCMX.

The format, which supersedes original plans to gain opinion on FM problems in monthly projects, will be partic-
ipated in cooperatively by personnel of association member stations. A small sample of about 400 homes will be used because of high costs in this method of research, Mr. Wood explained.

Members of the group moved to keep confidential results of a simi-
telephone coincidental check on FM program preferences which are being witnessed. The results did, however, confirm our original statistics," the president said. Among them was the claim that 20% of radio homes in the area, have FM.

In an effort to promote frequency modula-
tion as an advertising me-
tium, the association this fall will prepare an elaborate brochure for agencies and advertisers which will point-up with factual information product success stories involving local stations. The PACC will follow its recent letter to FCC Commissioners on the low number of FM hours pro-
gamed by network stations in Chicago with letters reporting the same in former years for all stations, including independent FM outlets. "Our ultimate aim," Mr. Wood said, "is to have all of the network sta-
tions on the entire band."

Directors on the board went on record as being opposed to paid program logs, which the four Chi-
gar dailies are instigating in Sep-
ember. (See separate story.)

KMAC STUDIOS

Open Formally With 5 kw

POWER increase from 250 w to 5 kw marked the formal opening of a new building housing the fac-
cilities of KMAC-St. Antonio, Tex. The station, licensed to The Wal-
mac Co., operates on 630 kc. Howard W. Davis is owner and general manager. KMAC is an affiliate of KALOU and National Network, and KISS.

The building, which also houses KISS, KMAC's FM outlet, at 229-231 S. 10th St., San Antonio, Twenty-seven air-conditioned studios and offices occupy the entire third floor, with all rooms completely remodeled and equipped with latest equipment. Plans and construction of new facilities took over two and a half years.

Katherine Sorensen

MRS. KATHERINE SORENSEN, 45, wife of Robert A. Sorensen, owner of Sorensen & Co. agency, Chicago, died Aug. 8, apparently as a result of suffocation. Survivors, in addi-
tion to Mr. Sorensen, are two sons, Robert, 12, and Randall, 10.
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 barber shops, for instance, of all radios playing, 49.3% were tuned to W-I-T-H. Our nearest competitor was tuned in on only 16.2% 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."
Kansas farmers are selling the third largest wheat crop on record. And they're spending this staggering cash income. They're building, remodeling, furnishing. They're buying both staples and luxuries. Yes, luxuries—just take a look at the latest Level of Living figures for Kansas farm homes.

But here's what's important to you! These families are buying more WIBW-advertised goods than any others. That's the final proof of WIBW's acceptance and sales influence among the farm families of Kansas and adjoining states. Let us prove it for you, too—by INCREASED SALES.

GIVING LAST MINUTE instructions on use of “Minister” record to Marjorie Cooney, director of women's activities, WSM Nashville, Tenn., are George Reynolds, WSM chief engineer and Aaron Shelton (r), studio supervisor. Miss Cooney sailed for six week tour in Ireland, England, France, Switzerland and Italy on Ile de France, July 30.

Audiology Fair

AES Will Sponsor Event

AUDIO ENGINEERING Society is sponsoring what it claims to be the Nation's first “Audio Fair” to be held Oct. 27-29 at the Hotel New Yorker.

At a meeting Tuesday in New York to explain the purpose of the fair, Charles J. LeBel, president of the society, said technical papers on the latest advances in the audio field would be presented along with the exhibits. A report made at the meeting indicated that 50% of the exhibit space has already been contracted for. Microphones, loud-speakers, amplifying equipment, recording and reproduction equipment will be among the items demonstrated.

Mr. LeBel also explained that it was decided to hold the fair in a hotel rather than a big exhibit hall so that each exhibitor might have a private room in which to show his sound effects. He pointed out that exhibition booths for audio products in the past have hampered such demonstrations in the interests of preventing bedlam.

The Audio Society is adopting as its convention theme the principle—“If it doesn't sound good, it isn't good,” said Mr. LeBel.

Lang-Worth Inc.

Board Changes Announced

REALIGNMENT of the board of directors of Lang-Worth Feature Programs Inc. has been announced by President C. O. (Cy) Langlois in line with conversion of the Lang-Worth library to the new eight-inch transcription.

John D. Langlois becomes secretary of the corporation, in addition to his duties as eastern sales representative and advertising agency contact. Cy Langlois Jr. is named treasurer and will be in charge of plant and studio operations in Manhattan, Long Island City, and Maspeth, L. I. Pierre Weis continues as vice president in charge of national sales, while W. O'Keefe remains as vice president in charge of artists and repertoire.
NEGOTIATIONS for purchase of WKJG-AM-FM Fort Wayne, Ind., by WFTW, Fort Wayne daytimer, were completed last week subject to FCC approval.

The owners of WFTW plan to use the 1930 kc, 5 kw facilities of WKJG along with WKJG's transmitter and Mutual affiliation, while retaining WFTW's studios. The license of WFTW (1090 kc, 1 kw, day) and permit for WFTW-FM will be returned to the Commission.

The merger is being accomplished through H. L. Popp and Clarence Schust, minority stockholders of WFTW's licensee firm, Fort Wayne Broadcasting Inc. They will acquire all the stock of Northeastern Indiana Broadcasting Co. Inc., operator of WKJG and WKJG-FM. Fort Wayne Broadcasting will then be merged with Northeastern, which will be the surviving corporation.

The sale involves a total of approximately $162,000 in money and obligations assumed by Fort Wayne Broadcasting and Messrs. Popp and Schust.

After the merger, Messrs. Popp and Schust will each own 28% of Northeastern, the surviving firm, as compared with their present combined holdings of 21% in Fort Wayne Broadcasting. President and General Manager E. G. Thoms, and Walter Thoms, Indianapolis drug store owner, who have had 33.75% each, will have 18.50% each. The remaining interests will be held by present minority stockholders of WFTW: Earl Groth Jr., whose family owns a Fort Wayne department store; President John A. Toothill of Burns-Smith Co., station representative, and Herbert Willis, Fort Wayne attorney.

Present owners of WKJG are William A. Kundel 3d, who controls 62.5% as administrator of the estate of William A. Kundel Jr., and Gilmore S. Haynie. The two stations are continuing their respective operations pending FCC approval of the transfer. Applications for Commission consent are being prepared by the Washington law firms of Pierson & Ball representing WFTW and Dempsey & Koplitz representing WKJG.

WFTW went on the air Aug. 10, 1947, and WKJG commenced operations three months later, Nov. 15, 1947.

CAPT RESIGNS

Directed Census Bureau

JAMES C. CAPT, 60, director of the Census Bureau since April 1941, resigned Tuesday because of ill health. Philip M. Hauser, professor of sociology at U. of Chicago and a member of the United Nations Population Commission, was named to fill the post temporarily.

Mr. Capt had been in ill health following a kidney operation some months ago, but had remained in active charge of the bureau during preparations for the 1950 decennial census. He joined the bureau in 1939 as assistant to director William L. Austin in assembling the staff for the 1940 census.

IBEW-CBS TALKS

Seek New Sound Men Contract

IBEW's Local 1212 in New York began bargaining Tuesday with CBS for a new contract covering 20 sound effects men in the New York area, it was announced by Charles Calame, business agent of the local.

The union is seeking for the sound effects men parity in wages with technicians who the week before closed a CBS contract calling for a top of $128.50 [Broadcasting, Aug. 8]. Top for sound effects men presently is said to be $120 weekly. The union is also seeking an 8-hour day, 40-hour week instead of the present 40-hour week which permits a 10-hour day.

He Doesn’t Let It Grow Under His Feet

Manicuring the lawn with a mechanized mower or trimming the ears off a “shilly-shallying fuzzy-duzzy,” he is a tireless worker who cuts through grass and the complexities of big government with equal facility.

As a widely listened-to network news commentator, he brings his intense energy to bear nightly on “the top of the news as it looks from Washington.” His aggressive reporting has built a weekly audience estimated at 13,500,000, great numbers of whom regard him with esteem akin to religious fervor.

Currently sponsored on more than 300 stations, his broadcast—the Fulton Lewis, Jr. program—is the original “news co-op.” It offers local advertisers network prestige at local time cost, with pro-rated talent cost.

Since there are more than 500 MBS stations, there may be an opening in your city. If you want a ready-made audience for a client (or yourself), investigate now. Check your local Mutual outlet — or the Co-operative Program Department, Mutual Broadcasting System, 1440 Broadway, NYC 18 (or Tribune Tower, Chicago, 11).
THE LATEST WCKY STORY

HIGH RATINGS

<table>
<thead>
<tr>
<th>Station</th>
<th>Rating</th>
</tr>
</thead>
<tbody>
<tr>
<td>WCKY</td>
<td>8.1</td>
</tr>
<tr>
<td>Sta A</td>
<td>4.8</td>
</tr>
<tr>
<td>Sta B</td>
<td>5.7</td>
</tr>
<tr>
<td>Sta C</td>
<td>6.1</td>
</tr>
<tr>
<td>Sta D</td>
<td>4.5</td>
</tr>
</tbody>
</table>

Average Rating 5.30-7.00 PM Mon-Fri*

LOW RATES

<table>
<thead>
<tr>
<th>Station</th>
<th>Open ¼ hour rate</th>
</tr>
</thead>
<tbody>
<tr>
<td>WCKY</td>
<td>$120.00</td>
</tr>
<tr>
<td>Sta A</td>
<td>100.00</td>
</tr>
<tr>
<td>Sta B</td>
<td>136.00</td>
</tr>
<tr>
<td>Sta C</td>
<td>479.00</td>
</tr>
<tr>
<td>Sta D</td>
<td>120.00</td>
</tr>
</tbody>
</table>

Open ¼ hour rate 6:00-8:00 PM Cincinnati Stations

POWER

<table>
<thead>
<tr>
<th>Station</th>
<th>Power</th>
</tr>
</thead>
<tbody>
<tr>
<td>WCKY</td>
<td>50,000 Watts</td>
</tr>
<tr>
<td>Sta A</td>
<td>250 watts</td>
</tr>
<tr>
<td>Sta B</td>
<td>5,000/1,000 watts</td>
</tr>
<tr>
<td>Sta C</td>
<td>50,000 watts</td>
</tr>
<tr>
<td>Sta D</td>
<td>5,000 watts</td>
</tr>
</tbody>
</table>

RESULTS

"Since using WCKY . . . our sales in Cincinnati have increased better than 30% and our sales in the Southern States had an increase even higher."

Mel A. Block, President
BLOCK DRUG COMPANY

"Announcements on WCKY . . . proved successful beyond our expectations . . . we were completely sold out of Hot Point washers in less than 3 weeks."

Ray Worrell, Sales Promotion Manager
G-E Supply Co., Cincinnati.

(*—Cincinnati Pulse, May-June 1949)

INVEST YOUR AD DOLLAR WCKY'S-LY
THE LATEST WCKY STORY

A proven formula for successful time buying in Cincinnati

High Ratings + Low Cost + 50,000 Watts Power = RESULTS

Remember . . . For results in Cincinnati

YOUR BEST BUY IS WCKY

Call collect Tom Welstead
Eastern Sales Manager
53 E. 51st St.
Phone: Eldorado 5-1127
TWX: NY 1-1688

or

C. H. "Top" Topmiller
Cincinnati: Cherry 6565
TWX: Ci-281

FIFTY THOUSAND WATTS OF SELLING POWER
The Rating Season

ONE OF these days radio is going to do something about regaining control of its own business. It should do this voluntarily, but if it doesn’t, the day will be forced upon it.

We refer, of course, to program ratings. A few hundred telephone calls in a few dozen cities, a few thousand recording devices in a handful of metropolitan areas now more or less govern the direction of radio stations. There are no standards. Yet time is bought and sold on them, without regard to the soundness of the techniques.

It has been common knowledge that newspaper advertising has made great gains in these post-war years when the radio giveaway has taken over. The newspapers learned their giveaway lesson long ago. So did the movies. The ratings are ridden by the networks and stations which, for the nonce, may be on top. They are damned by all others. You really can’t blame the rating services (despite incredible disparities) that deliver what the traffic will buy and they’ll continue to operate on the same bases as long as there are customers to pay the freight.

There are those who take this situation lightly. The giveaways, they say, will run their course. But they forget the free rides of the manufacturers who give things away like mad for the air credits, and who therefore buy no time of their own. They forget also, that the competitive并未 simplify rather than for the quality of its entertainment should be avoided."

Voluntary adherence to that principle would bring an end to the giveaway. And it would end the artificial stimulation of audiences, which in turn would take a big nick out of the ratings. But to think that giveaways will be terminated overnight short of an official edict from Uncle Sam is illusion.

The answer will come in the establishment of survey standards. A year ago it was proposed that Broadcast Measurement Bureau broaden its scope to include an overall measurement operation. But there was timidity in radio ranks. And then BMB itself was confronted with a survival fight. Today that’s lip service to radio’s own ABC of audience surveys—but it’s practically an inaudible whisper.

Where’s the leadership? Is NAB the logical source? Is the present chief executive or that of a rival executive or as inspirational, of the leadership, should initiate action—before the NAB (or some other organization) is forced to undertake it. We have our misgivings about association committees. They’re usually about as good as the men who serve. There are qualified men in the NAB if Judge Miller will reach out. There’s no job more basic for the economic welfare of radio.

One Down; One to Go

MANY RADIO observers are still rubbing their eyes in amazement over the passage last week by the Senate of the revised McFarland Bill (S 1973). There wasn’t a murmur of opposition.

The surprise was engendered because it is the first major legislation dealing with radio to pass either House of Congress in the last 15 years. The fact that the measure passed by unanimous consent certainly is indicative of the feeling that reforms are needed in the present radio system. It is a tribute to the leadership of Chairman Ernest W. McFarland, who ram-rodred the measure through his Communications Subcommittee, the Interstate Commerce Committee and now the Senate.

The bill goes to the House. It is still confronted with a race against adjournment—which both sides covet in these sweltering days. The McFarland Bill may not be perfect; legislation rarely is. But it’s the closest approach to reasonable legislation designed to fit modern communications problems we’ve yet encountered. We hope the House, with its eye on the clock and its mind on the taxpayer, will follow through in tempo with the Senate. We have no doubt that the President will sign the measure forthwith with gusto.

A BRITISH Government Commission is studying the BBC to determine whether the state monopoly system, underwritten by a $4 annual license fee on receivers, should be continued. A thoroughgoing re-examination will be made. The inquiry arises from the Government’s desire to study the “American Plan” of commercial sponsorship, if a change is to be made when the BBC charter expires in 1951. In place of restricting its study to BBC bureaucrats, interested in perpetuating themselves in office, the Beccridge Commission would be well advised to get the “American Plan” from Americans. Why not invite our network heads or representatives of the FCC to testify? And why not turn to the commercial broadcasters of their own Dominion of Canada?

Double-Talk in Red

WHERE THERE’s red smoke there’s usually Communist fire. That applies to the creative and artistic end of radio as it does to the other arts and professions.

Therefore, efforts to gloss over talk of possible Communist infiltration of radio is dangerous. And that’s why the current discussion in New York radio and talent circles about the existence of a “blacklist” barring performers from programs because of Communist sympathies shouldn’t blandly be disregarded.

Communists and Communist sympathizers have no place on our air. It is the duty of the station licensee (and the network to which a portion of that responsibility necessarily is delegated) to ascertain that those who harbor views contrary to ours: form of government be denied access to our microphones.

Un-ionism small-talk about unions assuming responsibility is magnanimous and meaningless. It is not their job.

Radio memories would be short indeed to forget the performances of the Lord Haw Haw and of Mrs. Bertha M. Toler. Or the armed guards around station transmitters and the “no admittance” signs at studios; the bans on audience participation and Mansion-Schmidt pickups.

Can you conceive of anyone more potent when an emergency strikes than the man at the mike—the network mike? That should be sufficient to guide broadcast management in the screening of personnel.

(Continued on page 40)
FROM mountain goat to city slicker, from the first crack of dawn on the banks of the Hudson to the setting sun on the Ozarks, the song of America is the song of the prairie. Music that helped push the Covered Wagon across the western plains, music that told of a dying day and a new tomorrow—this is America's music whether it be in Two Forks, Nebraska or right here in New York where 13,000,000 people live in an area smaller than a Texas ranch.

ROSA莉E ALLEN, nationally acclaimed sweetheart of the prairie, presents her program of America's music nightly on WOV from 9 to 11:00 P. M. Her loyal responsive audience 64% of whom are women has a record of sales results and listener loyalty that keeps her program in constant demand.

WOV has recently completed a special Audience Audit on Rosalie Allen's Prairie Stars, a program of proven sales effectiveness for every type of household product. We would like to show you how you can "TAKE THE GUESS OUT OF BUYING" by buying

PRAIRIE STARS

a WOV production

Presented by

ROSA莉E ALLEN

Monday through Saturday 9 to 11:00 P. M.
Now selling for Fall and Winter sponsorship.
Respects
(Continued from page 38)
for a program guaranteed to entertain the Australians. It wasn't an easy assignment and before he had finished with it, he had made an important discovery—namely, that the transcription business was still largely in the trial and error stage.

Mr. Michelson saw it as an unexplored field with great possibilities not only for export business but also for local domestic development and decided to do a little investigating. He started on a cross country tour to find out what small stations wanted in the way of transcriptions and how much they could pay for them. He soon discovered that they all wanted network quality shows at low local rates. This sounded like a tall order, but Mr. Michelson decided that it probably could be done if he could find some programs that had wide enough appeal.

He went back to New York and organized Charles Michelson Radio Productions, one of the first independent producing firms to specialize in open-end recordings. Not forgetting his earlier experience, he also made a thorough study of the Australian market and questioned visiting businessmen regarding the radio tastes of their countrymen. Omar, the Wizard of Persia enjoyed the distinction of being the first transcribed show.

Mr. Michelson sent to his waiting listeners Down Under and it proved so popular that several hundred others of Mr. Michelson's choosing have followed during the intervening years.

The open-end transcription business got a big push from Mr. Michelson in 1939 when he negotiated arrangements with Street & Smith Publications to transcribe The Shadow. Within a short time, that program was heard live or transcribed in French, Spanish and Portuguese for export. Special recordings also were made in the Australian market.

As the years passed, Mr. Michelson added more and more programs to his transcribed repertoire. The Avenger, Count of Monte Cristo, Smiling Ed McConnell, Chanow, the Magician, Blackstone, Magic Detective, and The Sealed Book are just a few of the varied types of programs he has to offer. In all, he's been responsible for the national distribution of more than 125 program series.

An amusing incident occurred during one of his trips when he went from Mrs. Michelson announcing birth of their boy in New York reached the former high Democratic party official of the same name in Washington. The baby was three days old when Papa Michelson got back to New York and heard the news.

On his visits to small stations he was displeased with their playback equipment. To get better reproduction of his programs he built his own portable playback and found a good market for the device.

Starts Sound Effects

Mr. Michelson entered the sound effects record business in much the same way. Station managers often complained to him about how limited in type the available sound effects records were. After making certain that this feeling was practically universal among small station men, he approached Harry Gennett Jr. and relayed these suggestions about enlarging his sound library. The result was he became one of the largest distributors of sound records in the country. His firm distributes both the Gennett and Speedy-Q sound effects libraries. Now the small stations just tell him what they need and he locates the proper record—or has one made.

Many of these specialized sound records did service during the war. Recordings of gunfire, airplane motors, etc., were used in training troops and his recordings of the U.S.A. 16-inch naval guns which he made during the war at the Naval Proving Grounds in Dahlgren, Va., were used by Montgomery at El Alamein to confuse the Germans.

He believes that transcribed shows, to be successful, must be one step ahead of live shows, pioneering in the field of cooperative transcribed program development. His method is to sell a sponsor the idea of making the recording, then go out and sell the distributors, in cooperation with the stations, the program and time on local stations. The unique success of Blackstone, the Magic Detective on 150 stations proves that the ET cooperative idea is a natural for some sponsors.

Mr. Michelson also introduced Canada's popular program The Happy Gang to U.S. audiences via transcription and Musical Comedy Theatre from Australia.

Some six years ago, the Michelson firm branched out to include live package shows and such programs as Nick Carter, and Chick Carter and Frank Merriwell were offered and placed under the Michelson banner. His current live package shows include Horatio Alger, The Witches' Tale and The Avenger.

Looking at TV, Mr. Michelson again demonstrates his interest in

Gifts From WNAR

WNAR Norristown, Pa., is celebrating its third birthday this week and, in so doing, is reversing the usual procedure. During the week, between the hours of 6:15 and 8 p.m., WNAR will present its advertisers with a gift in the form of free air time. Howard W. Kriebel, WNAR commercial manager, says the gift is in appreciation of time bought by advertisers in the past.

Sir Thomas Beecham records the commentary for his new program to be heard on WQXR.

**THOMAS BEECHAM**

**WQXR Fall Series Planned**

A SERIES of weekly programs, Sir Thomas Beecham Tours the Tables, featuring the internationally known conductor, will be presented by WQXR New York starting in the fall.

Arrangements for the programs, for which Sir Thomas will act as musical commentator, were concluded in New York between Towers of London Ltd., represented by Oliver W. Nicoll, vice president, and the New York station.

The first 26 programs will be produced in London and will be 55 minutes in length. The conductor is currently transcribing the commentary for the programs, music for which will be provided by records, for the most part by orchestras conducted by him.

The small stations. They'll want network talent for TV at local rates and the only answer to that at present is special TV films which he hopes to be able to offer in the near future.

Though he's on the road a lot, Mr. Michelson finds time in summer to enjoy his country home in Connecticut with his wife, Vivian (nee Worth), and their sons, Bobby, 16, and Stephen Paul, born this July 28. This leisure time is largely devoted to boating, an enthusiasm shared by all the Michelsons. Mr. Michelson is a member of Temple Knights Club and a Beta Iota Phi.

**WICH**

Norwich, Conn.

In Eastern Connecticut it's WICH—the station for complete coverage in New London County.

Norwich—the Shopping Center of Eastern Conn. $38,000,000 retail sales in 1948.

250 WATTS - 1400 KC (FULL TIME)

JOHN DENE, GEN. MGR.

Page 40 * August 15, 1949

BROADCASTING * Telecasting
FURTHER expansion of AT&T's inter-city television relay facilities was approved by FCC last week through granting of construction permits for new microwave circuits between several cities.

New circuits approved for both television and telephone use, are between Pittsburgh and Chicago, Chicago and Des Moines, Albany and Syracuse, Richmond and Norfolk, and Madison, Wis., and Milwaukee. Total estimated cost is $17,800,000.

The authorizations support the telephone company's announcement last December that it planned to triple its existing facilities within the next two years to keep pace with the ever increasing demand for more TV network channels [TELESTATUS, Dec. 6, 1948; May 30 and June 6, 1949].

The Pittsburgh-Chicago radio link, involving 20 intermediate stations, will parallel existing coaxial cable facilities which have been in use for some months between New York and Chicago. Two new TV channels in each direction will be provided. Radio link already is installed from Pittsburgh to New York. Some 1,900 channel miles are involved. Total cost of the microwave chain is estimated at $12 million.

Chicago-Des Moines Link
From Chicago to Des Moines will be built 14 intermediate stations covering 1,000 channel miles. Two TV channels to Des Moines and one channel in the opposite direction will be provided. The link includes Minneapolis and St. Paul.

Coaxial facilities already are available from Des Moines to Minneapolis. The Chicago-Des Moines radio link will cost $4 million, FCC reported.

Five intermediate stations will provide two TV channels between Albany and Syracuse. Branches also are to be provided to Schenectady and Utica, FCC said. Cost of this installation, covering some 290 channel miles, is estimated at $8,055,000. Coaxial service already is provided between New York and Albany.

One TV channel is to be provided from Richmond to Norfolk, involving four relay stations, at estimated cost of $635,000. Distance is 85 channel miles. Richmond already receives network TV service via Washington.

Ready for Grid Season
The Madison, Wis., to Milwaukee link is expected to be completed in time to relay U. of Wisconsin football games from Madison during the coming season. Four relay stations are to be used and construction cost is $110,000. No estimate has been given as to when the other relay projects would be completed.

ELLEN STERN, promotion manager of KPIX and KSFO San Francisco, came out in top spot in the national contest sponsored by Crosley Division of B. & O. Mfg. Co. for "outstanding audience promotion" of the NBC TV quiz show, Who Said That? Here she receives first-place award, a Crosley 9-403 TV set, from Earl Germaine (r), Pacific Coast regional manager for Crosley. Aiding in presentation are (l to r) Ralph Stoddard, advertising and sales manager of California Electric Supply Co., and Lou Simon, commercial manager of KPIX (TV) San Francisco.

AUGUST 15, 1949

A Service of Broadcasting Newsweekly

TELECasting

AT&T Expansion Plan Approved

WORLD SERIES

WORLD SERIES telecast rights will cost more than last year, but final decision on price will not be made until Baseball Commissioner A. B. (Happy) Chandler returns to Cincinnati this week from a road-trip. He is empowered to set the final figure.

This was reported to BROADCASTING late Thursday by Walter W. Mulbry, secretary-treasurer of baseball, after a closed session conducted early that morning by the commissioner. He talked with members of the major and minor leagues executive council, including William DeWitt of the St. Louis Browns and Frank McKinney of the Pittsburgh Pirates.

Although "no specific discussion concerned television," Mr. Mulbry said a Brooklyn theatre-owner submitted to the group a proposal for adapting the series to large-screen TV. Decision on his presentation will be made later, according to Mr. Mulbry.

Cost Will Be More
He said the cost for Series rights "will certainly be more than last year," which was $140,000 paid by Mutual. Some provision will probably be made for post-game theatre and television showings also. Identity of the purchaser will not be announced for a month, he said.

Paul Jonas, Mutual sports director, was in Chicago at the same time to confer with the commissioner Thursday afternoon. He also helped with production on Mutual's broadcast of the All-Star Football Game from the city's Sol-dier Field Friday night. MBS President Frank White was also in town.

Mr. Jonas outlined the arrangement by which MBS has exclusive AM rights through 1951. Mutual had exclusive television rights last year, and has first and last refusal as specified in a renewal clause of the contract, he explained.

There was speculation that the series telecasts would be carried on a single network, rather than on a pooled basis as last year. In that event, in view of Mutual's option on TV rights and Mutual President White's former association with CBS, it was felt CBS-TV holds the preferred position.

Queried about expected price, Mr. Jonas said several figures have been speculated about but none has been set. He explained the original cost set by the commissioner last year was $175,000, but that this was lowered to $140,000 because of delay in installation of the coaxial cable which prevented games being shown in the Midwest.

Both men agreed the games would "very definitely" be telecast.

Gillette will again sponsor the AM broadcasts on Mutual. Gillette also sponsored the telecasts last year.

BROADCASTING • Telecasting
**TV PROPOSALS**

**COMMENTS** on FCC's proposed changes in TV allocations and standards began to flow into the Commission last week as preparations were made to handle the large volume expected by deadline Aug. 26. Briefs so far range from comments on color TV to experimental reports and requests for specific allocation.

FCC a fortnight ago postponed its comprehensive hearing on television from Aug. 29 to Sept. 26 at the demand of industry for sufficient time to prepare for the complex proceeding which will fix the future pattern of the visual medium. [BROADCASTING, Aug. 1].

Deadline for comments was moved from Aug. 8 to Aug. 26 and that for filing replies from Aug. 19 to Sept. 12.

**Gee Requests Appearance**

Dr. Charles Willard Gee, professor of physics at the U. of Southern California, requested permission to appear and testify at the hearing concerning his system of simultaneous high- and low-frequency television. He described the design of the receiving system as "rugged, simple and inexpensive" and which brings color reception at a small fraction of the cost of competing systems.

Dr. Gee's petition outlined filing of his patent application for the system in July 1943 and its conflict with a similar patent application reported filed in August of that year by Dr. Alfred Goldsmith through Samuel B. Snell, RCA attorney. Following investigation by the Patent Office board of examiners, Dr. Gee said, he was unanimously awarded priority of invention on all counts in September 1944, a patent is due to be issued in September.

The 40 claims of the patent, Dr. Gee informed the FCC, cover methods of receiving simultaneously the two channels of direct viewing within the cathode ray tube. Using a serrated screen of various look and cross-section, he explained, these serrated facets in such a way that the beam recording the signals plays only upon a blue phosphor. The image is then produced by an inexpensive stamping operation, he said.

KPRS Olathe, Kan., cited several reasons why it thought the proposed TV allocations are unsatisfactory. These included: The minimum distance for clear television in small community stations because of prohibitive construction cost; the allocation plan assumes that VHF television is an accomplished fact while it yet is to be proved commercially and engineeringly; it's doubtful the public will pay $75-100 for UHF converters while VHF service is available; reception in areas should be allowed to permit for stations in areas that can use the service.

Likewise, W. H. C. Higgins, West Orange, N. J., suggested economic factors also must be considered, as "service" is not provided merely by channel allocation. He recommended temporary operation be permitted powers less than 10 kw. Mr. Higgins also asked that proposed Channel 28 be assigned the LaPorte-Michigan City, Ind., area, his home town, because of terrain and coverage problems.

**KFEI-AM-FM Denver** reported on the operation of its experimental TV station W10XEL in 500 me. band. Station has been using pulsed transmission. Nonselective pulses have been received at maximum distance of 28 miles, KFEL said, with the transmitting antenna only a few feet from the ground. The design and construction of the three primary transmitters did not diminish to noise levels until either a major land barrier intervened or until a distance approach made the theoretical horizon was reached. Clear pulses were observed up to 65 miles with the transmitter about 2,000 ft. above local terrain, the station said.

Since no UHF channels are proposed for Denver, KFEL felt it would be undecided about further experimentation. Its W10XEL project has cost $26,800 to date, station said. KFEL suggested that color television may have great potential in the long range picture but that its consideration at present will only serve to delay reallocation almost indefinitely to the economic advantage of operating TV stations and manufacturers.

**Sen. Francis J. Myers** (D-Pa.) has written Acting Chairman Paul A. Walker in opposition to the proposed reduction from four to three of channels allocated to Philadelphia. He indicated the plan does not measure favorable with assignments to other big cities. He also asked for Channel 66, filed for allocation there of Channels 11 and either 9 or 13. Several alternative plans for providing the channels were submitted.

Sets Up Special Files

FCC has taken special steps to handle the volume of comments and briefs due to be filed. The public reference dockets have been separated into two major parts. Part 1 contains all material up to the Commission's notice of further proposed rule making issued on July 15; Part 2 contains all material since that notice will go into Part II and will be filed according to state. General comments also will be given a separate folder.

Thomas E. Corbett, author of New Destinies for Television, has filed copies of his booklet with the Commission's file. The book presents proposals for a system of "metered television" whereby set owners would be billed for program service. It is claimed the system would allow reduction of the air time since sponsors could use advertisements in a magazine that customers would have to buy in order to know which "ticket" to place in their meter to unscramble the picture. The booklet further considers the economic and social factors of TV.

**FREDM NAMED**

To Crosley TV Sales in N. Y.

**THEODORE FREED,** recently merchandising manager for G. B. Basford Co., New York, has been appointed full-time New York sales representative of Crosley Broadcasting Corp. TV stations. He will headquartered at WLW sales offices, 630 Fifth Ave.

Mr. Freed, a former captain of Marine infantry, Mr. Freed is a graduate of Fordham U. He has been sales promotion manager for GE in Pittsburgh, district sales manager for Armour & Co., Cincinnati, and advertising and merchandising manager of Yale & Towne Co., N. Y.

Last week, Mr. Freed conferred in Cincinnati with Marshall Terry, vice president of Crosley Broadcasting Corp., in charge of television. He also visited Crosley's installations in Dayton and Columbus.

**NBC-MOVIE TV**

** Aid Promised To Fabian**

NBC will aid Fabian Theatres in problems, according to Charles R. NBC, in a letter to Son Fabian.

Mr. Denny promised that NBC would do what it could to make programs available to Fabian "on a reasonable basis.

Assurance of the cooperation between the network and theatre chain was made last week although only the week before reports that such a relationship was in the making, were neither confirmed or denied [BROADCASTING, Aug. 8].

The reports of such cooperation grew after it became known three weeks ago that Mr. Fabian's company signed the first contract with RCA for the purchase of theatre TV equipment. Fabian hopes to invest an $25,000 worth of gear contrasted for, installed by Christmas in its Fabian Fox Theatre, Brooklyn.

NBC made public an exchange of letters between Messers. Denny and Fabian. The latter sought programming help in the interests of theatre television and as an aid to promoting telecasting itself. Mr. Fabian's letter said:

Mr. Denny's letter indicated there would be in an informal meeting with Mr. Carleton Smith of NBC television, we examined the possibilities with the FCC but no decision has been reached on the matter. The latter sought advice on how to arrange for broadcast and specially designed NBC programs for his theatre television. He believed the imminence of our programming problem however, we feel that the solution of standing of whether NBC will do everything reasonably possible to make available to us at a reasonable fee its theatre television programming for Denny, executive vice president of Fabian Theatre. NBC felt it would be possible to give you quotations on the production of specific programs to fit your specific needs.

Despite the problems involved, Mr. Denny made this commitment: "Nevertheless, we will do what we reasonably can to obtain or assist you in obtaining appropriate rights in order that such of our programs as you may desire can be made ready for your Theatre, Brooklyn, or any other theatre in the country for use in your Theatre, Brooklyn, or any other theatre in the country for use in your Fox Theatre, Brooklyn, or any other theatre in the country for use in your Theatre, Brooklyn, or any other theatre in the country for use in your Theatre, Brooklyn, or any other theatre in the country for use in your Theatre, Brooklyn, or any other theatre in the country for use in your Theatre, Brooklyn."

WOR-TV leases theatre

WOR-TV New York last week learned for the third time the New Amsterdam Roof Theatre, 42nd St., west of Broadway, for use as a video theatre and studio. The theatre will undergo extensive alterations before its use by the new station, scheduled to start operations soon.

**BROADCASTING • Telecasting**

Page 42 • August 15, 1949
Finds TV Viewers Use Sponsor's Product

**ADVERTEST**

TELEVISION viewers who regularly tune in a sponsored program use more of the sponsor's product than those not regularly viewing the program or those who view non-video homes. This finding is reached in a study of advertising effectiveness conducted in the New York area by Advertest Research, New Brunswick, N. J.

The results are based on 596 early July contacts in the New York area. They show that regular viewers of Arthur Godfrey's Talent Scouts on WCBS-TV, Mon., 8 p.m., are buying more Lipton's tea.

In its survey, Advertest Research interviewees thoroughly questioned viewers who watch TV homes use, brands and purchases of tea, dentifrices and cigarettes. No indication was given that the interview was connected with television until this questioning was completed. The product groups were picked because of frequency of purchase and because the housewife could be expected to have full knowledge of brands used and planned purchases.

The data for tea show that the Godfrey program has had a consistently high rating since it went on the air less than a year ago and could be expected to reach the greatest number of TV families over the longest period of time for this product category. Of the 596 TV families contacted, 464 regularly view the program, with 132 not watching Talent Scouts.

Of all TV homes, 85.2% were found to use tea with 82.6% having tea in the home; 89.7% of viewing homes use tea compared to 87.1% having tea in home; 69.7%

**TV RATE CARDS**

BAB Hopes for Uniformity

FIRST STEPS toward hoped-for standardization of television station rate cards were taken by BAB last week.

Following a meeting of a unit of the television standardization group, a subcommittee of the Sales Managers Executive Committee of NAB, the BAB staff began an analysis of present television rate practices with a view to presenting a comprehensive report to the unit's next meeting, which will be held sometime next month.

Present at the unit meeting in BAB's New York headquarters were Eugene Thomas, WOIC (TV) Washington, chairman; John E. Surwik, WFIL-TV Philadelphia; William W. Richardson, RCA TV Inc.; James V. McConnell, NBC director of Spot Sales, and E. Y. Flanagan, WSPD-TV Toledo. George L. Moscovics, CBS manager of television sales development, represented the networks at the meeting in Mr. McConnell's place. Jacob Evans, NBC promotion director of national Spot Sales, appeared as an observer.

The meeting last Wednesday was exploratory. Actual work on the design of rate cards and standard contract forms will be begun at the next meeting.

---

**SAD STORY** of Sidney S. Snickelgrass, Jr., who got his wish that all Americans of foreign descent "be sent right back where they came from," has been made into a one-minute musical cartoon sequence by the Advertising Council and will be distributed to all U. S. TV stations before the end of the month.

The film short, first venture into video by the council, was announced by Lee H. Bristol, president of Bristol-McKee Co. and coordinator of the United America campaign to combat religious and racial discrimination. The pictures, drawn in crisp black and white against a gray background, are semi-animated by a technique that provides adequate motion without undue expense. A guitar-strumming vocalist sings the story in ballad fashion.

TV spots open with Snickelgrass rubbing a magic lamp [top photo] and telling the genie who appears that he'd like all people of foreign heritage sent back home. The genie explains that if that wish is granted "... all exiles may take what they've created."

"I don't care what they take. You just do what I stated," answers Snickelgrass. But alas he flies off and his jaw drops in amazement [second photo] as he watched huge ships loaded with:

"Roads built by Slovaks and farms plowed by Swedes [third photo], mills run by workers of hundreds of creeds."

"Skyscraper cities were loaded and stored [fourth photo] as Protestants, Catholics and Jews climbed aboard."

Frank Sinatra, Marian Anderson, the Marx Brothers, Jimmy Durante and Jack Benny wave goodbye [fifth photo] and poor Snickelgrass finds himself alone on the empty shore [bottom photo].

Even...

"The genie was doing what Snickelgrass bad.
Like the rest of the foreigners, he'd gone back to Bagdad!"

The story material was developed by Lynn Rhodes, copywriter, with Milton Krentz and Leonard Weil of the American Jewish Committee as programming consultants. Fred Arnott provided the art. Oscar Bryant arranged and sang the ballad. Edward Royal of the Advertising Council directed and produced the one-minute sequence.

---

**NEW WDTV CARD**

Class A Hour Rate Upped

WDTV (TV) Pittsburgh, outlet of the DuMont Television Network, will issue Rate Card No. 3, effective Oct. 1, Donald A. Stewart, general manager, has announced.

New rate card boosts the one hour Class A rate to $350 from the old rate of $300. Present contracts are protected for a 26-week period, Mr. Stewart said.

**Snickelgrass Saga...**

**Garod Prices**

CURRENT factory list prices on Garod "Tele-Zoom" receivers and its low-price TV sets were guaranteed last week for all distributors and dealers, according to an announcement by Louis S. Berman, president and general manager. The new price protection plan guarantees Garod list prices for a 120-day period.
AN ENTHUSIASTIC report, Telestatus: A Report on Telecasting and Medium, was released today by the Dept. of Commerce. It is a thoroughgoing survey of commercial use of television as a sales and advertising medium in the United States, and includes valuable reference material and maps.

The report was written by Philip A. Bennett, industrial economist in the General Products Div. of the Office of Domestic Commerce.

It was learned that Secretary of Commerce Charles A. Sawyer had a personal interest in the report, and urged its rapid completion. A Commerce Dept. official said the Secretary feels that TV will be one of America's major industries in the near future and that the department should continue its work in TV analysis.

Another report on the effectiveness of TV is planned for December publication, Mr. Bennett said. It will contain information of sponsors' experiences with television and the types of commercials and programs used.

In the current report, Mr. Bennett predicts a short-run drop in radio listenership, but "in the long run, television will stimulate larger advertising budgets in which newspapers and magazines and outdoor media will benefit, and in which radio, as it becomes a more specialized medium, will participate in proportion to its more restricted use."

Ad budgets should increase, Mr. Bennett says, as TV creates new desires, and "together with all advertising media helps industry move a far greater volume of goods than ever before."

The fact that advertising budgets have not increased as rapidly as the national income indicates to Mr. Bennett that TV can aid in increasing overall advertising revenue. And he urges more advertising "to stimulate consumer demand if industrial and commercial activities are to return to their 1943 levels."

Advertising Expenditures

Advertising expenditures are now 2.1% of the national income, but in 1935-39 the figure was 2.8 to 3.0%. If ad budgets would reach this level again, the total would be $1.8 billion above the 1943 peak of $4.8 billion.

Many advertisers will have to review the position of advertising agencies," Mr. Bennett says. "In some cases the advertiser's increased activities may replace some of the functions normally performed by agencies."

His reasoning is that TV's effectiveness as a selling tool approaches that of the intimate relationship of salesman to customer. "Because of the special nature of television advertising, many companies will have to decide whether it will be under the control of their sales department or advertising departments.

"In some companies, particularly durable goods manufacturers, the control may properly belong in the advertising department. In other companies, particularly the consumer goods field, the control may be placed under the sales department to make for a unified and coordinated sales and merchandising effort."

"It's no news to advertising men that "at present television is not a very profitable field for advertising agencies."

But Mr. Bennett says this is an "opportunity time for agencies to engage more strenuously in television activities, to obtain experience and create a reputation."

He advises agencies to get enough experience in TV to "inspire confidence" in their ability to handle the medium for prospective sponsors.

TV Market Information

The report contains a lengthy appendix which gives latest market information for all television markets, including the number of stations operating, their one-time rates, sets installed, population, housing characteristics for 1947, canvas of manufacturers data for 1947, and estimates of retail sales.

There is a separate table for each of the 38 TV markets and for the complete metropolitan districts included with each of these markets.

Appended to the report is a three-color map—large size—showing all operating TV stations, stations under construction, proposed stations in every market, and the status of the coaxial cables linking the various cities in the United States. A complete map is available separately for $3.50.

The report includes a section on TV's technical status, discussion of program types used by advertisers, types of commercials used, and other general information about commercial TV.

The author of the report is a graduate of the Harvard Business School and was an instructor there, before entering the government as an industrial economist.

Copies of the report may be obtained from the Superintendent of Documents, U. S. Government Printing Office, Washington 25, D. C., or from the Dept. of Commerce field offices. The price is 60¢.

NEW TECHNIQUE

Cuts Movie-Filming Time

CLAIMING "A revolutionary new technique of motion picture filming," Fairbanks announced in Hollywood Aug. 10 that he could make it possible to film some half hour programs in 30 minutes as against previous schedules of a day or more.

Cost-wise, the new system—immediately available to advertising agencies and their clients—will add only a thousand dollars to the overall cost of the average six to seven thousand dollar show, Mr. Fairbanks estimates. When an entire series is filmed on a mass production basis, he feels that the cost per unit may even be less than the cost of live production.

According to Mr. Fairbanks, his method which has been perfected after 26 months of research, permits a picture to be photographed in continuous action, including cuts from one camera to another. Multiple 16mm Mitchell cameras equipped with newly perfected 1,500-foot magazines are used and focus is maintained at all times by all cameras as a result of a new equipment development.

Admiral Protection Plan

A 120-Day price protection plan on television sets has been announced by Admiral Corp. The plan states that refunds will be paid distributors if recommended list, suggested list and distributor prices are reduced, and to dealers if recommended list and dealers' prices are reduced. These funds, company pointed out, will equal the prices of all remaining units.

The plan will be available for the recipient of this notice and for all other dealers who will be paid the reduced prices on current radio and TV models in inventory and shipped between July 1 and Nov. 30.
WSB, first in number of Atlanta listeners
more times than all other stations combined

THE RELATIVE SIZE of each ear is based on the latest Hooper Report covering metropolitan Atlanta's listening habits. During the 3 months (April, May, June) covered by this report there were 123 broadcast periods checked. This included all broadcasts of all metropolitan Atlanta stations, Sunday through Saturday, from 8:00 A.M. to 10:30 P.M. WSB's big statewide audience was not included.

Of the 123 periods checked, WSB was first in number of listeners 70 times. The second station was first 32 times. The third station was first 14 times, and the fourth station, first 5 times.

70 to 32 to 14 to 5.

History thus repeats. WSB has ranked first in every overall radio survey ever made in Atlanta by any accepted authority. For this latest report—of the 9 radio stations broadcasting in metropolitan Atlanta—WSB was first in number of listeners more times than all others combined!

Because of this overwhelming listener preference, WSB sponsors have always received unusual returns on their investment. A Petry man can give you case after case. Ask him.

WSB, AM AND FM, AND WSB-TV ARE AFFILIATES OF THE ATLANTA JOURNAL, ATLANTA, GEORGIA

IN TELEVISION, by the same authority, it is WSB-TV by more than 5 to 1.
Demonstration

TV To Show Farm Setup

WHAT IS described as the first continuous day-long television show by a single station will originate Aug. 16 from a farm in Adams, Mass.

From 8:45 in the morning until 5 p.m., television cameras of General Electric Station WRGB (TV) Schenectady, N. Y., will be trained on various phases of a "unique" farm improvement demonstration program at the Walter N. Hadala farm in Adams.

During the day, as much of the work as can be accomplished to change the present farm field layout into a modern soil conservation field system will be done by both heavy equipment and farm machinery. Equipment will be donated from throughout the county and adjacent areas.

WRGB's recently acquired eight-ton mobile unit will pick up the various demonstrations and transmit them from the Adams farm to a temporary relay tower atop Mountain Greylock. The program will then be beamed to the station's permanent tower atop the Helderberg Mts. west of the state capital of Albany.

Farmer Supervisor Bill Givens of WGY Schenectady will handle program operations and Control Room and Remote Supervisor Richard E. Putnam is in charge of technical arrangements.

Trans-Video

Paul White Lists Staff

PAUL WHITE, president of International Trans-Video, producers and distributors of live and film programs, last week announced his staff set-up.

Lawrence L. Wynn, a radio and television producer, will be vice president in charge of programs. Dogores Pallet, musical consultant at Radio City Music Hall, will serve as executive consultant on music and choreography. Other executives include T. Newman Lawler, member of the law firm of O'Brien, Driscoll, Raftrey & Lawler, secretary of the corporation, and Walter Keane, comptroller.

Mr. White said Robert M. Sarni, president of Astor Pictures and the head of 27 film exchanges, also will be associated in ITV.

ITV's home office is at 61 East 52 Street, New York City.

TV Authority

Organization Continues

DESPITE numerous conferences relative to possible organization of a Television Authority, the several talent unions comprising the Associated Actors & Artistes of America and the Screen Actors Guild, failed after eight days of meeting in Hollywood to reach the final draft of an agreement.

Although little doubt exists about the definition of "live" and "film" in the accepted sense, much remains in what has come to be referred to as the grey area which includes "kinescope" produced for more than one showing. Compromise and further discussion will follow in new conferences, as yet unscheduled, but expected to be held in New York.

Briefs Filed

In TV Censorship Case

EARL G. HARRISON, Philadelphia, counsel for the plaintiffs, filed his briefs, about 100 pages in printed matter, Aug. 9 with Chief Judge William H. Kirkpatrick, of U. S. District Circuit Court for the Eastern District of Pennsylvania, in the Pennsylvania TV censorship case, which was heard last May [Broadcasting, May 16].

Mr. Harrison is representing Allen B. DuMont Labs, operating WDVT Pittsburgh; the Philo Television Broadcasting Corp., operating WPTZ Philadelphia; Triangle Publications Inc., operating WPIT- TV Philadelphia; WCAU Inc., operating WCAU-TV Philadelphia, and WAGL Inc., operating WAGL-TV Lancaster, who brought suit against the Pennsylvania State Board of Censors comprising Edna B. Carroll, John Clyde Fisher and Beatrice Z. Miller, seeking to restrain them from censoring motion pictures used by the stations. Judge Kirkpatrick is expected to give his opinion in mid-September.
HALF-HOUR television package, *Face the Music*, has been kinescoped by Mini-Films Inc., Los Angeles, and Robert Oakley Television Productions, same city, aimed towards national and local sponsorship. Mini-Films has also recently completed fast half-hour *Jerry Coleman Show* series. Show scheduled to go live on KLAC-TV Hollywood, and kinescoped for other showings. Firm in addition planning production of other two TV shows, quarter-hour *Lucile Norman Show* starring opera singer; and half-hour dramatic *Queenie Smith Show*. Both for national or local sponsorship.

Sherman Plan Inc., Washington, D. C., planning production of 15-minute TV film, *Travelogue* "Holliday Time." Al Sherman will do production and Van Beuren W. De Vries will handle television techniques. Film will highlight spots of interest in different states and nations. Interest in show has been indicated by 28 stations from New York to San Francisco. Production to start in early September. Same firm doing series of TV spots for Washington Variety Club for Welfare Fund.

Five Star Productions, Hollywood, has been signed by Dan B. Miner Co., for Interstate Bakeries (Log Cabin bread), same city, to produce five 20-second animated spots and by Walter Johnson Candy Co., Chicago, for series of commercials. ... Eclipse Productions, Los Angeles, producing 26 half-hour comedy films featuring James Gleason. Tentatively titled "Derby's Ringside Dive." ... Twelve full-length British motion pictures will be telecast over WBKB (TV) Chicago, scheduled for Aug. 13 and each Saturday evening thereafter. Series includes such films as "The Night Has Eyes," "Poison Pen," Farmer's "High Command" and "Spring Meeting."

Produced by United Inc., Los Angeles, CBS distributing nationally through its stations series of nine three-minute musical shorts "Musical Moods." ... Otto Carney, president, United Video, Minneapolis, plans trade showing in Chicago, within next month of *The Marines War*, production now in final stages at All-Time Studios in Oak Park, Ill. ... Cen- taur Productions, Los Angeles, has completed first series of six animated TV film commercials available for local or national sponsorship.

IMPPRO Inc., Los Angeles, and Cascade Pictures, Culver City, Calif., will jointly produce the half-hour television shows to be shown locally and kinescoped for eastern telecasting. ... Film Equities Corp., New York, has moved to new quarters at 10 E. 49th St. New offices give firm approximately twice as much space as previously occupied. Irvin Shapiro, that company, has departed for six weeks business trip on Continent. He will attend various film festivals now in progress. ... Jerry Fairbank Productions, Hollywood, has completed last of series of 26 ten-minute TV films for NBC Going Places with Uncle George.

**STANDARD OIL**

*Enter Video in Fall*

**STANDARD OIL CO. (Indiana)** enters television for the first time this fall with sponsorship of a Wayne King program on an NBC-TV five-station Midwest network. The show, to be aired Thursday, 9:00 to 10 p.m. (CDT), starting Sept. 19, will originate at WNQJ Chicago.

Program will be carried by WFRM-TV Indianapolis, WWJ-TV Detroit, KSD-TV St. Louis and KSTP-TV St. Paul-Minneapolis. WTMJ-TV Milwaukee and the firm are negotiating for a time period.

**Richfield Video**

**RICHFIELD OIL Co., Los Angeles**, will make its first program entry into television when it sponsors the *Los Angeles Times* charity football game between the Washington Redskins and the Los Angeles Rams Aug. 26 via KTTV Los Angeles. To date firm has only used television spots in major West Coast markets. Move is dictated by current Richfield push of its rust-proof gasoline. Agency is Hixson & Jorgensen Inc., Los Angeles.

**NATIONAL MILITARY ESTABLISHMENT** has authorized cooperation in the commercial production of motion pictures for TV as "a vitally important means of sustaining broad public understanding" of NME.

In extending its cooperation, NME lists provisions for extending cooperation, one of that the finished product benefits NME, the best interests of national defense and the public good.

NME has published "A Guide For Obtaining National Military Establishment Cooperation In the Production of Motion Pictures for Television." Copies may be obtained by writing the National Military Establishment, Office of Public Information, Washington.

---

**JUNIOR JAMBOREE**

Cincinnati's second most-popular multi-weekly TV feature ("A full hour of fun for the small fry," "Junior Jamboree" is telecast over WLT-W, WLW-D and WLW-C from 5 to 6 PM, Monday thru Friday ... has a combined three-city rating of 27.0. Here's an ideal vehicle to reach the Cincinnati, Dayton and Columbus TV markets at a cost of only $1.25 per thousand-viewers. Participations now available.

**WLW-T, CHANNEL 4, CINCINNATI**

**WLW-D, CHANNEL 5, DAYTON**

**WLW-C, CHANNEL 3, COLUMBUS**

*Van Dyke Broadcasting Corporation*  
(*Cincinnati Telegraph, June, '49*)

---

**just released**

**"MIRACLE OF AMERICA"**

quarter hour  
transcribed series

**INDUSTRY**

**WILL SPONSOR**

Write or wire for audit record

**ROBERTS RADIO PRODUCTIONS**

25th Floor—David Broderick Tower
Detroit, Michigan

August 15, 1949 • Page 47
"Proof of the Pudding"

Because Local advertisers know that WDBJ excels in coverage, distribution and RESULTS in Roanoke and Southwestern Virginia*, 34 LOCAL accounts have maintained continuous advertising schedules from 5 to 15 years on WDBJ.

*Ask your Free & Peters Colonel for survey material.

JOINT FACILITY
House Starts Action

LEGISLATIVE status for the Joint Senate and House Recording Facility took form on Capitol Hill last Thursday when the House voted to remove the project from the questionable realm of appropriations and establish it on a statutory basis [Broadcasting, July 31]. The measure (H J Res. 332) now goes to the Senate.

The project, under which recordings are prepared for members of Congress and shipped to their homes under the supervision of the Clerk of the House and Secretary of the Senate. It has operated solely by appropriations set aside annually for that purpose since 1947 when the government leased the facilities from Robert Coar and his wife, who maintained a private practice. Mr. Coar holds the title of coordinator at a salary of $9,538. He would be designated superintendent.

The current resolution provides:
(1) Facilities shall be for the exclusive use of the Senate and the House. (2) The superintendent shall, subject to the approval of the Senate and House Clerk, set the price of each recording and collect all monies collected. (3) A revolving fund in the U.S. Treasury is established for administering duties of the facility. (4) All purchase orders submitted by the superintendent, previous to being issued by the superintendent, shall be approved jointly by the Senate Secretary and House Clerk. (5) The Secretary and (3) The Secretary and Clerk are authorized to appoint and fix the compensation of the superintendent and other employees of the facility. A limitation of $10,000 is placed on the latter’s salary.

(6) The superintendent shall maintain detailed records of all moneys collected and expended.

SESAC Issues New Series

SESAC INC. has recorded several hundred new selections for its transcription library subscribers. Included are over a hundred numbers recorded by the Philharmonic Orchestra, the Cincinnati Symphony Orchestra and the Gospel songs by Stamps-Baxter Quartets, barber shop selections and additional listings by the American Symphonic Band.

HR + LC = 50,000 WP

WHAT IS IT?
See Centerspread This Issue
ON THE AIR EVERYWHERE 24 HOURS A DAY

S.B. Wilson
WCKY
CINCINNATI
50,000 WATTS OF SELLING POWER

BROADCASTING * Telecasting

Page 48 - August 15, 1949
WAAF FULLTIME

FCC Reverses Proposal

FULLTIME operations with 5 kw on 950 kc were authorized for WAAF Chicago last Thursday in an FCC order reversing a 14-month-old proposal to deny the fulltime bid.

WAAF, Drover's Journal station, currently operates as a daytimer on 950 kc with 1 kw. Its application for fulltime operation with 5 kw was given a proposed denial last June on grounds that its proposed directional array would not adequately protect WWJ Detroit [Broadcasting, June 21, 1946].

Reversing this proposal, FCC noted that WAAF's proposed array was designed to protect a WWJ radiation pattern and antenna site which had been authorized at that time but which were not put into effect. WAAF accordingly submitted a modification of its proposed nighttime array.

FCC's grant was made subject to several conditions including (1) use of a phase monitor which must be submitted for advance FCC approval as to precision and workability; (2) advance FCC acceptance of a non-directional as well as a directional survey; (3) the making of weekly field strength checks at specified monitoring points.

KIBE OPENING

Sept. 1 at Palo Alto

KIBE Palo Alto, Calif., now in process of construction, is expected to begin operation Sept. 1, according to Ben Ott, assistant manager and production head.

An independent, KIBE will operate on 1220 kc with 250 w. Offices and studios will be located at Palo Alto Airport. Station is owned and operated by Millard Kibbe and Donald K. Deming.

Station will have AP service, transcription service by Standard.

Mr. Kibbe is general and commercial manager. John Daniels will serve as chief announcer and musical director. Women's activities are in charge of Virginia Teal and Dave Wortman is chief engineer.

Hard Liquor

(Continued from page 25)

policy against hard liquor advertising, but will continue to accept beer and wine copy subject to their usual supervision.

"We believe that the basic question is one of real public service and honest good taste," Mr. Benoit explained.

"It is the same question which has been confronting us from time to time—in its various guises—ever since the beginnings of broadcasting at KDKA Pittsburgh in 1920. It seems to me," he pointed out, "that there is good capital for all broadcasters in the fact that this proposal—that hard liquor copy be accepted by radio—should stir up such a controversy, while few complain about page after page of similar copy used each day in many newspapers and magazines.

"The inescapable conclusion seems to be that radio delivers its message with a far more telling effect than the printed word. Perhaps all of us would do well to bear this fact in mind and include it in every sales presentation."

But a spokesman for the Schenley company said at week's end that "no insurmountable obstacle" had arisen to bar Schenley from the air or to cause it to change its plans.

Planning Shows

Meanwhile, the company and its agency were discussing ideas for programs and announcements, it was said by an agency spokesman.

Under consideration were a 15-minute show after 11 p.m. across the board, a five-minute show in the same period and a pattern of one-minute announcements.

It was said that Schenley would take as many stations on a network as it could get and additionally would buy time on independents in areas where Schenley products have distribution.

It was also learned that Schenley is interested in attaching an institutional message on the Duffy's Tavern program, which its affiliate, Blatz Brewing Co., may sponsor this fall through Kastor, Farrell, Chesley & Clifford. It was further learned at press time that Schenley was to talk with Ed Gardner, owner of Duffy's Tavern, about an agreement to that effect.

Meanwhile, the Distilled Spirits Institute (Schenley is not a member) last week publicly condemned the distillers and categorically denied the industry is behind the movement to use radio facilities for hard liquor ads.

"If certain distillers who are not members of the Institute have made inroads in that direction, our organization as such has no direct control over their actions, but we definitely are not in accord with this attempt to upset a long-standing precedent," Howard Jones, executive secretary of the Institute, stated.

Referring to Sen. Ed Johnson's (D-Col.) letter to Treasury Secretary John Snyder, under whose office the Internal Revenue Bureau and Alcohol Tax Unit operate, Mr. Jones added: "While Sen. Johnson and our industry do not always see eye to eye, nevertheless in his letter he raises a number of valid points in which we heartily concur" [Broadcasting Aug. 1].

On another front, Tom Watson Jr., general manager, WSWN Belle Glade, Fla., once again took issue with Sen. Johnson's premises [Broadcasting, Aug. 8]. In a second letter to the Colorado Senator clarifying his position, he argued that "those stations which broadcast objectionable material will, through a competitive process, find themselves eventually sans listeners, sans advertisers and sans revenue.

‘Error of Philosophy’

"Interpreting" Sen. Johnson's position as an "error of philosophy," he scored him for "hasty denunciation" of broadcasters, adding:

"In imposing additional, and perhaps unnecessary, limitations upon broadcasters, the federal government is opening wider the door to further legislation which eventually could transform the industry into something far less desirable than it is now, with all its faults. Having seen the 'camel's nose' poked into other tents, I am compelled to resist this invasion of radio's domain."

Mr. Watson also asked why the problem of police power seemed to be "more pressing in the case of radio than it is in the case of unlicensed media."

FOR PAST FOUR months, KCBQ San Diego has placed in "the local program of month" contest conducted by San Diego Daily Journal. Station won first place in June and July; was runner-up in May, and tied in April for first place.

MORE PEOPLE

Listen More to

WSGN AM 610 KC FM 93.7 MC

Distribution of Listening Homes Among Birmingham, Ala., Stations:

<table>
<thead>
<tr>
<th>Station</th>
<th>Morning Periods</th>
<th>Afternoon Periods</th>
<th>Evening Periods</th>
<th>Entire Survey</th>
</tr>
</thead>
<tbody>
<tr>
<td>WSGN</td>
<td>33.5%</td>
<td>27.4%</td>
<td>28.3%</td>
<td>29.2%</td>
</tr>
<tr>
<td></td>
<td>28.3%</td>
<td>27.8%</td>
<td>25.4%</td>
<td></td>
</tr>
<tr>
<td>A</td>
<td>13.4</td>
<td>24.8</td>
<td>28.7%</td>
<td>24.0%</td>
</tr>
<tr>
<td>B</td>
<td>4.2</td>
<td>5.9</td>
<td>.6</td>
<td>3.1</td>
</tr>
<tr>
<td>C**</td>
<td>3.7</td>
<td>6.4</td>
<td>4.8</td>
<td>5.1</td>
</tr>
<tr>
<td>D</td>
<td>9.7</td>
<td>8.4</td>
<td>1.2</td>
<td>5.5</td>
</tr>
<tr>
<td>E**</td>
<td>7.2</td>
<td>6.8</td>
<td>8.6</td>
<td>7.7</td>
</tr>
<tr>
<td>Other Stations</td>
<td>7.2</td>
<td>6.8</td>
<td>8.6</td>
<td>7.7</td>
</tr>
</tbody>
</table>

**Indicates Daytime Only

Survey Periods: Monday through Saturday 7:00 A.M. to 11:00 P.M. Sunday 12:00 M to 11:00 P.M.

NATIONAL REPRESENTATIVE: HEADLEY-REED


Bid your sales troubles farewell with "good buys" in Memphis on WMPS AN AFFILIATE OF THE AMERICAN BROADCASTING COMPANY RADIO REPRESENTATIVES, INC. 10,000 WATTS DAY 5,000 WATTS NIGHT 680 KILOCYCLES BROADCASTING • Telecasting August 15, 1949 • Page 49
Third NARBA

(Continued from page 25)

agreement that won't take untold millions for reconstruction. If not, should we sign a treaty that would wreck the valuable goodwill and service built up by American broadcasters?

Those familiar with international negotiations recall that the U. S. took the lead at the first NARBA in 1957. The only clause of superiority and overall broadcast development. Through use of these standards, other nations have started to catch up to us technically and economically. They have grown with rapid strides as a result of war-inspired developments and are demanding more broadcast facilities to maintain their growth. U. S. broadcasts needs are not properly served by our current limited facilities, our delegates will point out.

A technical complication in the third NARBA arises from the fact that existing skywave curves fail to show the impact on the southern U. S. of Mexican and Cuban signals traveling across salt water.

On the other hand, there is an encouraging factor that may aid negotiators. The very goodwill and overall advancement to second NARBA provisions by Cuba and Mexico despite the fact that no treaty now exists.

Machinery for arbitration of interference disputes was provided in NARBA but has never been used.

Frequency investigations are in the hands of an agency known as NARBEC, an engineering body supervising treaty adherence, but it has little police powers. Recently NARBEC investigated three complaints of Cuban interference on 630, 640 and 950 kc but the cases were closed on the ground that these stations were not violating NARBA provisions.

FCC is understood to have learned that CMHQ Santa Clara, 640 kc, and CMQI Santa Clara, 630 kc, have exchanged frequencies within the last month.

Frequency changes are supposed to be submitted to FCC by OIR (Inter-American Radio Org.) in Havana, but all nations say that OIR is not functioning efficiently.

This has brought suggestions that the third NARBA include a strong registry and enforcement agency. While the U. S. submitted its proposals in May, they were not translated and distributed by OIR until a week ago.

Hope of solving the 540 kc problem at Montreal is not bright. The Inter-American Radio Org. in Washington shackled the channel with interference rules that destroy most of its value to broadcasters. These roughly follow FCC's proposed limitations on 540 kc.

Present guesses as to the length of the Montreal conference range from six weeks to six months or more. All participating nations have indicated they will be at Montreal. If a complete re-make is demanded the job of reassignment might take years.

As usual the U. S. delegation will include government and industry delegates. Nominations are being submitted to the State Dept. and make-up of the delegation should be known in advance of the Aug. 29 preparatory meeting of the government-industry committee.

Reports Set for Aug. 29

Much of the committee's work has already been done by subcommittees and the main committee processed a number of reports at its April session. The rest of the subcommittee reports will be presented at the meeting. The committee includes members from industry groups who represent NAB, networks, regions, clear channel stations, Daytime Petitioners Assn., and manufacturers.

The Clear Channel Broadcasting Service plans to name Louis G. Caldwell, legal counsel, and John H. DeWitt Jr., WSM Nashville, engineering counsel, along with others as its representatives. NAB's delegation will include Forney A. Rankin, director, Government Relations Dept., and Near McNaughten, director, Engineering Dept. As in the case of the CCBS group, they have had extensive experience at international radio conferences.

Leonard H. Marks, counsel for Daytime Petitioners Assn., will represent that group.

CCBS advocates retention of all existing clear channels (24 A used by 26 stations and 22 B channels). It opposes any limitation of station power and feels that all U. S. residents are entitled to four good broadcasting services. Clear channel stations have pioneered in FM development, CCBS points out.

The daytime group argues that the original gentlemen's agreement with Mexico covering the six-frequency nighttime ban died in 1946 when the original NARBA expired and the second or interim NARBA was adopted. This interim pact, DPA claims, said nothing about the six-frequency agreement. DPA argues it isn't logical for Canada and Cuba to have nighttime rights on these channels when U. S. stations a few miles away, for example, are restricted to daytime operation.

Position Supported

DPA's position was supported by the joint government-industry committee last April and carries NAB support, as well. The nighttime ban affects 106 stations, many of which DPA contends are in towns with no local service at night. (Two exceptions to the ban are WGN Chicago, 1220 kc, and WMGM New York, 1000 kc.)

Summing it up, one U. S. observer states that every nation is a sovereign power and can split channels, ignore power assignments and forget all about geographical limitations. The whole AM broadcasting system faces such a threat, as it did in the '30s prior to the first NARBA.

"There must be a NARBA," he concluded.

Seeks Radio Specialist

CIVILIAN PERSONNEL OFFICER, U. S. Military Academy, West Point, N. Y., announces vacancy for radio information specialist CAP-7 at $3,727.20 per year. Duties include announcing variety of programs, script writing, operation control panel and remote control equipment, ability to localize trouble in equipment and maintaining script and music files. Applications (Standard Form 57 for Federal employment), will be received at West Point until needs of service have been met.

WIBK Denied

(Continued from page 29)

constitute an interest in that station which was not reported. Rev. Smith testified he valued his XERF time contract at over "a million dollars."

As to Rev. Smith's personal qualifications, FCC said it had dealt at some length with the language contained in Smith's writings, sermons and broadcasts, his attempted boycotts, and his attacks upon individuals and other religious groups, because we feel that a man can be more fairly judged only by the general pattern of his behavior than by isolated incidents."

The Commission continued that it wasn't necessary to determine whether Rev. Smith's language on the air was obscene or indecent within the prohibition of Sec. 1464 of the Criminal Code, but rather to anticipate his behavior as a licensee. This, FCC said, could be done only by using his past behavior as an individual as a guide. On this basis, the Commission said, "we cannot conclude that the public interest would be served by vesting in Smith the public responsibility of a broadcast licensee."

FCC found, however, that the "programs offered by applicant over its AM facilities, though not completely developed, and its FM program proposals, are meritorious." The Commission also noted that WIBK gave free time to all three major religious faiths and reviewed public service programs with WIBK.

Meanwhile, the radio history of Rev. Smith and his skirmishes with station operators and FCC are detailed in the August issue of Radio 

Covering the Nation's 25th Market

WBBW

Youngstown's ONLY Independent

Serving Ohio's 3rd Market

Represented by Forje
INSTEAD OF QUESTIONS about
science or history, listeners to Double
Dividend telephone quiz show on WHBC
Canton, Ohio, are asked for
name and phone number of friend.
Then friend is called and asked if she
knows who suggested her name. If
correct answer is given, first person
called is given prize of groceries. Show
is sponsored by Minerva Wax Paper
and emcee is Bill Karrrenbauer.
Post card describing series and hear-
ing headline, "Sales thru the air" has
been sent to 500 local stores by station.

Mock Inauguration Aired
MOCK INAUGURATION of "mayor"
and five "councilmen" was broadcast
as highlight of Shop Silver Spring
(Md.) Week over WGAY Silver Spring.
Station cooperated closely with retail
merchants by selling spot announce-
ment packages and airing tape-
taped records with shoppers.

Pyramid Prizes
STARTING with small prizes, through
larger prizes up to jackpot prize of
valuable electrical equipment, KTHT
Houston is carrying new telephone
quiz show titled Number Please. If
contestant can answer first question
sent in by listener, he wins small prize
and can try again. If he answers sec-
ond question correctly, he wins again
and has chance at last question. If
he is again successful he will win
kitchen range or TV set.

Tobacco Talk
AIRING REPORTS on changes in to-
bacco prices on daily show is proving
popular with both listeners and spon-
sors, Chesterfield cigarettes. Average
tobacco prices and news from principal
markets are regular feature on Grady
Cole News Hour, WPNT-AM, Charlotte,
N. C., in addition to music and casual talk.

Good Advice
SIX BOYS from Waukesha, Wis.,
School for boys, state correctional in-
stitute, were featured in panel discus-
sion Your Question, Please advising
teenagers and parents on how to
avoid family conflicts. Unrehearsed
program was transcribed at institution
and aired over WISN Milwaukee.
Boys were given fictitious first names and
discussed such topics as: gangster
stories, smoking, gambling, use of cars,
high school cliques, sagging grades,
bad example of parents, general par-
ental attitudes and family conflict.

Show for Negroes
NEWS and sports round-up, club and
fraternal information as well as pro-
roring daily cultural, educational, ar-
tistic and community life of Phila-
delphia's colored population is planned
for new program on WDAS Phila-
delphia. Show will feature George
Tunnell, professionally known as "Ben
Bon," who will interview celebrities,
show to presentation "Mother of the
Day" and tell success stories of "little
people."

Christmas in August
HELPING Christmas spirit to reign
all year round is aim of Disc Jockey
Stan Burns on his show over WTTT
Coral Gables, Fla. Part of daily pro-
gram is devoted to playing Christmas
music. Many requests for favorite
songs have been received, station pro-
ports, as well as cards wishing Mr.
Burns a merry Christmas. Young lis-
teners are urged to write Santa early
and their letters are read over program.

Fighters Draw for Opponents
PAIRINGS for championship prize
fight were made over Strictly Sports
on WTTT Hartford, Conn., when four
contenders for Connecticut welter-
weight crown failed to agree on pro-
master's plan for elimination matches.
Sportscaster Bob Steele suggested that
they appear on his show and draw
numbers for their opponents. Fighters
agreed and after drawing gave spa-
taneous reactions to results.

Seeing-Eyes on TV
TRAINING of BLIND PERSONS
and their dogs was illustrated recently
on special telecast over WXYZ-TV De-
troit, Mich. Trainer Fred Maynard
worked with corps of dogs and now
what their qualifications must be, com-
mends they learn and how they bypass
problems, as Paul Knowles, blind
field director of Leader Dog League,
explained adjustments of blind trainee.
Safety lecture regarding blind pedes-
trians was given with slides by member
of Detroit Police Dept.

Mayor Reports
PROGRAM featuring mayor in 15-
minute weekly talk is aired on WCSI
(FM) Columbus, Ind. Mayor infor-
mally discusses various phases of city
administration problems, explaining
his policies and decisions to commu-
nity.

Gadgets Sell on TV
INTERESTING ITEMS and gadgets
are shown on Gadget Gazette program
on WTMJ-TV Milwaukee, Wis. Show
is sponsored by The Boston Store,
department store, and sales increases
of 100 and 250% were reported on two
items shown on early show.

EVERY MAJOR EVENT at Chilton
County (Ala.) Peach Festival was cov-
ered by WKLF Clanton, Ala. Stan-
tion's entire staff was in picking up
everything from selection of queen to
addresses by Gov. James E. Folsom and visiting dignitaries.

NEW HIGH FOR BROADCASTING
ABC - NBC - CBS - 1974

Eva C. Moore
EVA C. MOORE, in charge of con-
tinuity and traffic at WPHG
Bristol, Va.-Tenn., died Aug. 1 at
Kingsport, Tenn., hospital. In
radio for the last six years, Miss
Moore had worked at WKPT
Kingsport, Tenn., and WWNC
Asheville, N. C., before joining
WFHG.

KFDX Yarn Club
YARNS heard in his child-
hood have resulted in forma-
tion of a novel club by News
Editor Pat Flynn of KFDX
FM Amarillo, Tex. Mr.
Flynn got the idea for his
"Storm Cellar Sitters Club" after
the destructive Am-
tillo tornado last May.
On the Farm Exchange
program he also conducts, he told of
yarns he heard as a child
while sitting out a cyclone
in a neighbor's cellar. As
an afterthought, he said he
would organize a club with
himself as "Chief Sitter." Response was so great that
the club now has more than
3,000 members in 300 Texas
cities and towns.

Eva C. Moore
EVA C. MOORE, in charge of con-
tinuity and traffic at WPHG
Bristol, Va.-Tenn., died Aug. 1 at
Kingsport, Tenn., hospital. In
radio for the last six years, Miss
Moore had worked at WKPT
Kingsport, Tenn., and WWNC
Asheville, N. C., before joining
WFHG.

Howard J. McCollister
Regional Representatives
10660 BELLAGIO, LOS ANGELES • BR 04705
Shows with a Hollywood Heritage • Member NAB
BROADCASTING • Telecasting

Regional Promotion Campaigns

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

RCA VICTOR
Records

August 15, 1949 • Page 51
HARLAN THOMPSON, formerly vice president and executive producer of IMPRO Inc. (Independent Motion Picture Producers Releasing Organization), joins CBS as associate producer of Ed Wynn Show starting on CBS television network in late September.

PETER JAMERSON, formerly of WCKY Cincinnati, has joined WNEW Worcester, Mass., as disc jockey.

DEANE LONG, former production manager and chief announcer at KCBQ San Diego, announces resignation effective Sept. 1. Mr. Long was formerly production manager of WLW New Orleans and now plans to organize Tel-Ra Productions in San Diego.

NORM BOBROW has joined announcing staff at KVI Seattle.

SID DORFMAN and JACK CRUTCHER have joined writing staff of CBS Burns and Allen Show.

JOHN D. METZGER has been appointed junior producer and continuity writer for WLWC (TV) Columbus, Ohio. Mr. Metzger was program director for AFN station in Arabia during war and later served at WCOL Columbus as continuity director, writer and producer.

STAN TORGERSON, formerly with KGLO Mason City, Iowa, has joined WLXV La Crosse, Wis., as program director.

ARVENE Y. BORTLES, JOHN R. SEDGWICK and ROBERT W. BRAUN have joined ABC Hollywood staff. Messrs. Bortles and Braun in mail and messenger department and Mr. Sedgwick in protective service of network Television Center.

TED EILAND, program director of WSAZ Huntington, W. Va., has been re-elected president of Huntington Community Players, local little theatre organization. Other WSAZ staffers associated with Players are BERT SHIMP, production manager, and BOB HOWARD, announcer.

TOM FRANKLIN, former general program manager of KYA San Francisco, has joined KKYX Houston, Tex., as program manager. Mr. Franklin is author of book on radio news which has been tentatively accepted for publication by U. of California Press.

PAUL KANE, formerly of program department of WAAM (TV) Baltimore, has been appointed production manager for station.

JOHN LARGENT has joined announcing staff of KENI Anchorage, Alaska.

ETHEL OWEN has joined cast of NBC's Hogan's Daughter.

CARL WEBSTER PIERCE, producer of ABC Breakfast in Hollywood, has shifted to newly-created post of program director. RALPH HUNTER replaces him as producer.

HELEN CLAIR has joined cast of NBC serial Young Widder Brown.

DAVE NOWINSON has resigned as head script writer of KFI Los Angeles, to enter freelance radio writing field.

DIRK COURTENAY, Chicago disc m.c. is the father of a boy, Douglas.

ALLEN LUDDEN, m.c. at WTC New York, is the father of a girl, Martha Ann.

LOU TEICHER, assistant to CBS director of program operations, is the father of a girl.

MARSHALL KENT, WGN Chicago announcer, is the father of a boy, Joe Frederick.

BILL WELLS, staff member of WBBM Chicago, is the father of a boy, Jeffery.

DON BRINKLEY, assistant program director at WBBM Chicago, is the father of a boy, William Bell.

---

Production

The only PORTABLE amplifier that gives you all this—

- One sturdy, single unit, containing amplifier, A-C power supply, and batteries—
- Four pre-amplifier channels with high-level mixing—
- Light weight—only 35 pounds including batteries—
- "Battery-saver" filament switch—

ALL IN ONE PACKAGE!

COMPARE THEM POINT BY POINT!

<table>
<thead>
<tr>
<th>Feature</th>
<th>G. E. Manufacturer A</th>
<th>Manufacturer B</th>
</tr>
</thead>
<tbody>
<tr>
<td>Single case includes AC and battery power supply</td>
<td>Yes</td>
<td>No</td>
</tr>
<tr>
<td>Weight</td>
<td>35 lbs.</td>
<td>29 lbs.</td>
</tr>
<tr>
<td>Number of Mixers</td>
<td>4</td>
<td>3</td>
</tr>
<tr>
<td>Number of pre-amps</td>
<td>4</td>
<td>5</td>
</tr>
<tr>
<td>Accessibility</td>
<td>Excellent</td>
<td>Fair</td>
</tr>
<tr>
<td>Test tone</td>
<td>Yes</td>
<td>No</td>
</tr>
<tr>
<td>PA Connections</td>
<td>Yes</td>
<td>No</td>
</tr>
<tr>
<td>Both normal and high headphone levels</td>
<td>Yes</td>
<td>No</td>
</tr>
<tr>
<td>Rated power output (dbm)</td>
<td>+18</td>
<td>+18</td>
</tr>
<tr>
<td>Max. power output</td>
<td>+24</td>
<td>+20</td>
</tr>
<tr>
<td>Line isolation pad (db)</td>
<td>6</td>
<td>2</td>
</tr>
</tbody>
</table>

PERFORMANCE ENGINEERED AT ELECTRONICS PARK

General Electric Company
Electronics Park—Bldg. 1, Room 1
Syracuse, New York

Please send me free bulletin containing specifications, plus price information, on the G-E single unit Portable Amplifier.

NAME: ________________________________  STATION: ____________________________
ADDRESS: ____________________________  CITY: ________________________________
STATE: ________________________________

GENERAL ELECTRIC

---

SERVICE DIRECTORY

Custom-Built Equipment
U. S. RECORDING CO.
1121 Vermont Ave., Wash. 5, D. C.
Sterling 3636

CALIFONE
10 pound * Professional Quality
Three-Speed * Lowest Price
TRANSCRIPTION PLAYERS
CALIFONE CORPORATION
1041 N. Sycamore, Hollywood 38, Calif.

CLARENCE R. JACOBS
Studio Consultants
Planning - Design - Acoustics
Box 69 - Princeton, Illinois - Tel. No. 4200

VACANCY
YOUR FIRM'S NAME in this "vacancy" will be seen by 15,000 readers—station owners and managers, chief engineers and technicians, as well as for AM, FM, Television and facsimile facilities. Write or wire...

BROADCASTING

OKNW CHAN
THE Only STATION THAT COVERS BOTH HALVES OF THE "VANCOUVER AREA"

CALL FOR JOE * In Canada, RADIO REPS

Page 52 • August 15, 1949

BROADCASTING • Telecasting
CONSULTING RADIO ENGINEERS

JANSKY & BAILEY
Executive Offices
National Press Building
1339 Wisconsin Ave., N. W.
Washington, D. C.
ADams 2414
Member AFCEE*

McNARY & WRATHALL
RADIO ENGINEERS
906 Natl. Press Bldg. 1407 Pacific Ave.
Washington 4, D. C.
Santo Cruz, Calif.
Member AFCEE*

GEORGE C. DAVIS
501-514 Munsey Bldg.—Sterling 0111
Washington 4, D. C.
Member AFCEE*

Everett L. Dillard, Gen. Mgr.
INTERNATIONAL BLDG. D1. 1319
WASHINGTON, D. C.
PORTER BLDG. LO. 8821
KANSAS CITY, MO.

A. D. RING & CO.
26 Years' Experience in Radio Engineering
MUNSEY BLDG. REPUBLIC 2347
WASHINGTON 4, D. C.
Member AFCEE*

Craven, Lohnes & Culver
MUNSEY BUILDING DISTRICT 8215
WASHINGTON 4, D. C.
Member AFCEE*

There is no substitute for experience
GLENN D. GILLETT
AND ASSOCIATES
982 NATL. PRESS BLDG. NA. 3373
WASHINGTON, D. C.
Member AFCEE*

GAUTNEY, RAY & PRICE
(succesors to John Barron)
CONSULTING RADIO ENGINEERS
1052 Warner Bldg.
Washington 4, D. C.
National 7757

RAYMOND M. WILMOTTE
1469 CHURCH ST., N. W.
DE. 1232
WASHINGTON 5, D. C.

JOHN J. KEEL
Warner Bldg., Wash., D. C.
National 6513

McIntosh & Inglis
710 14th St., N.W.—Metropolitan 4477
WASHINGTON, D. C.
Member AFCEE*

RUSSELL P. MAY
1422 F ST., N. W.
Kellogg Bldg.
Washington, D. C.
Republic 3984
Member AFCEE*

ANDREW CORPORATION
CONSULTING RADIO ENGINEERS
363 E. 75th St. Triangle 4600
CHICAGO 19, ILLINOIS

WELDON & CARR
WASHINGTON, D. C.
1605 Connecticut Ave. NW 4151
DALLAS, TEXAS
1728 Wood St. Riverside 3611
Member AFCEE*

E. C. PAGE
CONSULTING RADIO ENGINEERS
BOND BLDG. EXECUTIVE 5670
WASHINGTON 5, D. C.
Member AFCEE*

Dixie B. McKey & Assoc.
1820 Jefferson Place, N. W.
Washington 6, D. C.
Member AFCEE*

A. EARL CULLUM, JR.
CONSULTING RADIO ENGINEERS
HIGHLAND PARK VILLAGE
DALLAS 5, TEXAS
JUSTIN B-4108

WILLIAM L. FOSS, Inc.
Formerly Colton & Foss, Inc.
927 15th St., N. W.
Republic 3883
WASHINGTON, D. C.

William E. Benns, Jr.
& ASSOCIATES
3738 Kanawha St., N. W.
ORDway 8071
Washington, D. C.

KEAR & KENNEDY
1703 K ST., N. W.
STERLING 7922
WASHINGTON, D. C.
Member AFCEE*

Philip Merryman & Associates
C Hemphill Road
ARDELEY, N. Y.
Dobbs Ferry 3-2373
RADIO CONSULTANTS

H. V. ANDERSON
AND ASSOCIATES
Consulting Radio Engineers
134 Clarence St., Phone 7-277
Lake Charles, La.

SILLIMAN & BARCLAY
SPECIALIZING IN ANTENNA PROBLEMS
1011 New Hampshire Ave. RE. 6646
Washington, D. C.

LYNNE C. SMEBY
"Registered Professional Engineer"
820 13th St., N. W.
EX. 8073
Washington 5, D. C.

NATHAN WILLIAMS
Allocation & Field Engineering
20 Algoma Blvd. Ph. Blackhawk 22
Oskosh, Wisc.

WALTER F. KEAN
CONSULTING RADIO ENGINEER
Telephone Riverside 2795
114 Northgate Road
Riverside, Illinois
(1 Chicago suburb)

LYNNE C. SMEBY
"Registered Professional Engineer"
820 13th St., N. W.
EX. 8073
Washington 5, D. C.

S. M. THOMPSON
"Registered Professional Engineer"
1212 24th St., N. W.
SAME 8-5738
Washington 7, D. C.

G. E. F. CLAYTON
"Registered Professional Engineer"
530 17th St., N. W.
EX. 4-1326
Washington 5, D. C.

LYNNE C. SMEBY
"Registered Professional Engineer"
820 13th St., N. W.
EX. 8073
Washington 5, D. C.

RUTHROCK & BAIREY
SUITE 604, 1757 K ST., N. W.
National 0196
WASHINGTON 6, D. C.

G. E. F. CLAYTON
"Registered Professional Engineer"
530 17th St., N. W.
EX. 4-1326
Washington 5, D. C.

LEE E. BAKER
Consulting Radio Engineer
826-28 Lander's Bldg.—Ph. 3631
SPRINGFIELD, MISSOURI

Member AFCEE*

Ben Adler
TELEVISION FACILITIES ENGINEERS
15 Godfrey Circle, White Plains, N. Y.
White Plains 8-3796
Shop and laboratory—720 Milton Rd.
Rye 7-1413

August 15, 1949 • Page 53
WHY WOR-TV CHOOSES FAIRCHILD

The month of September sees another great landmark in the advance of television. WOR-TV goes on the air. Taking its cue from over a dozen years of operating Fairchild equipment at WOR, key station of the Mutual Broadcasting System, WOR-TV, one of the most modern installations, again selects Fairchild.

They know, as do many of the AM, FM and TV stations in the United States and abroad, that Fairchild recording and playback equipment is professional equipment. They know that a 14:25 transcribed show, spinning on Fairchild Synchronous Turntables will sign at exactly 14:25 on the nose. Not 14:29 or 14:21. Exactly 14:25!

TRANSCRIPTION TURNTABLE

On the right is shown a unit familiar to WOR-TV, to recording studios, radio stations and film companies.

- Direct to center gear drive.
- Instant speed change during operation.
- No slippage coupling.
- Highest signal to noise.
- No tattletale wow or flutter.
- Lip Synchronous.
- Removable front access panel.
- Adjustable feet for levelling.
- Knee and toe space for operator.
- Increased operating efficiency.
- Reduced operating costs.

PREAMPLIFIER-EQUALIZER

Unit 622 obviates the expensive multiplicity of equalizers literally forced upon the owner of sound equipment by the ever increasing number and types of pickups. Operates independent of source impedance; provides equalized line level output from the turntable; Fairchild Unit 622 is in use with all modern pickups in professional services. Vertical, lateral, standard and microgroove pickups—high impedance and low impedance—ONE EQUALIZER FOR ALL. WOR-TV uses it.

Write for complete details and descriptions.

WTM SERVICE

For National Advertisers

WTMT Trenton, N. J., has launched a complete merchandising service available to national advertisers, according to General Manager Carl Mark. Alfred J. Barker, formerly with Vick Chemical Co., joins the NBC affiliate as merchandising director.

Under the WTM plan, called "Certified Merchandising," advertisers in all categories are offered services including guaranteed distribution in retail outlets, wholesaler and jobber cooperation; personal calls by WTM merchandising personnel to retailers to assist in point-of-sale promotion and display, letters to retailers, periodical inventory reports to determine radio's effectiveness, use of the 500-seat WTM auditorium and other merchandising support tailored to the advertiser's needs.

In conjunction with the merchandising plan, Mr. Mark states, WTM has made an arrangement with Mercer Wholesale Drug Co. whereby WTM-advertised drug store items will receive special merchandising and promotional attention in the 117 independent outlets serviced by Mercer, representing 98% of all drug stores in the Trenton area. Mr. Mark also said similar merchandising assistance is available in grocery, clothing, appliance, furniture and other fields.

AUTO SELLOUT

WING Sponsor Praises Radio

SALES SUCCESS story for radio was told to listeners via WING Detroit fortnight ago by the satisfied sponsor, WING reported.

Ray Simons Inc., local Cadillac dealer, for seven months has been using a half-hour Sunday afternoon program on WING titled 'Cadillac Music Hall on the Air' to boost sales of used cars. But radio sold the firm out of its used cars, the station said, and the following commercial was aired:

For over six months Ray Simons Inc. has been telling you about the used cars in this weekly spot. This Sunday however, they do not have any used cars which they can call to your attention. Apparently this is the result of action by you in the radio audience. It's proof that many of you have taken advantage of the particular used cars shown that Simons offered in the past. Business at Simons has been going along at a merry pace, and thanks to you . . . Simons extend their thanks.

'Five Years And Over'

A "Five Years and Over" club was founded Aug. 5 at Leo Burnett Co., Chicago, with 63 members of the agency staff as charter members. Six of the nine people who opened the firm's first offices in Chicago's London Guar- anty Bldg. in August 1936 are currently active in the company and make up the "founding" class in the newly-formed club. These are Leo Burnett, Mary Keating, DeWitt O'Keeffe, F. Strouther Cary Jr., Margaret Stevens and John Olson.

JAMES H. KNOX, formerly director of radio for National Assn. of Real Estate Boards, Washington, has been named general manager of WDLF DeLand, Fla. Mr. Knox is veteran of 14 years experience in radio and has served on staffs of Young & Rubicam, Kenyon & Eckhardt, Biow Adv., all New York; N. W. Ayer & Son, Philadelphia, and D'Acrey Co., St. Louis.

DAVE BUTTON, former program director for KTLY Denver, has been appointed manager of RSVP Artesia, N. M.

GORDON R. PHILLIPS, who has resigned as program director of WVOV and WVOY FM Roanoke, Va., will remain with Radio Roanoke Inc., stations' operator, and has been named to newly-created post of assistant manager. Mr. Phillips was formerly with Don Lee Network.

CONRAD C. RICE, who has been associated with WEMP and WFOX Milwaukee for past 12 years, has joined WML Milwaukee as assistant general manager.

JIM FLETCHER, for past two years manager of KTEN Ketchikan, Alaska, has joined KFRB Fairbanks in same capacity. He is succeeded at KTEN by TOM DURANT, former news editor for station.

S. S. FOX, president and general manager of KDYL-AM-TV Salt Lake City, and Zelda McQuarrie have announced their marriage.

JOHN W. ELOWOOD, general manager of KXBC San Francisco, has been appointed Northern California Chairman of Citizen's Committee for Hoover Report.

WALTER HASSP, station manager of WDRC Hartford, Conn., has been named member of public relations committee of 1949 Greater Hartford Community Chest Campaign Committee.

HAROLD E. FELLOWS, general manager of WDQX Boston, has been named member of Aviation Committee of Boston Chamber of Commerce.

FAIRCHILD RECORDING EQUIPMENT CORPORATION

WHITESTONE, L. I., N. Y.

BROADCASTING • Telecasting
Transit FM

Hits Chicago Problem

Transit FM in Chicago last week appeared to have been road-blocked, with companies competing for advertising and equipment franchises hesitant to invest venture capital heavily at this time.

"An unwise investment on the part of capital," with money going into television, was cited as the reason for delay. This reluctance follows extensive investment in transit experimentation and the study of estimated operating expense. Cost of initial equipment installation in Chicago's 3,000 streamlined streetcars and rubber-tired public transportation vehicles is placed between one-half million and $1 million, with an additional million yearly for operation. This includes an estimated $6,000 monthly minimum for station maintenance—salaries for announcers, engineers and music librarian, upkeep of a library and taxes.

A spokesman for the Chicago Advertising Co., which handles advertising in Chicago Motor Coach busses, said a $4 or $5 million business, amortized over a period of years, would be needed to justify such a set-up. Equipment tests have proved expensive, and thus far unsatisfactory. Sample public reaction has been tabbed on short test runs only.

Leading contenders for the equipment franchise are believed to be Stromberg-Carlson, affiliated with Transit Radio Inc., national sales representative of FM stations using the medium in vehicles, and General Electric, with its subsidiary, Omnibus Inc. [Broadcasting, July 4]. The latter group is understood to be represented legally by Dwight H. Green, former Illinois governor.

Chicago Motor Coach, a private firm which operates about 80% of the city's busses, and the Chicago Transit Authority, publicly-owned body running the remainder (streetcars, elevated, subways and trolley busses), have assumed a mutual watch-and-wait role. Their primary consideration is what public reaction will be. Until tests prove more satisfactorily that the entertainment and commercial medium will be accepted, members of each group are studying reactions in other cities and analyzing all presentations.

Inasmuch as the CTA is publicly-owned, it is generally believed franchise rights will go to the highest bidder, probably with minimum guarantees and a sliding scale of returns. An estimated $8 million in advertising revenue would accrue yearly to the franchise holder. At least five stations are interested in getting broadcast rights, either individually or cooperatively. They are WGNB (Chicago Tribune), WMOR-FM, WHK (Balaban & Kate), WFMF (Marshall Field) and WCP-FM (Chicago Federation of Labor).

WRNL at Polls

Covers Virginia Primary

For the first time in Virginia, coverage of the Democratic primary for the gubernatorial election was fed to a state-wide network of 11 stations when WRNL Richmond planned and produced a minute-by-minute report of the proceedings Aug. 2.

Eight origination points were used for the broadcast and pick-up points included campaign headquarters and homes of the four candidates. When final returns came in, WRNL reportedly was on the air first with concession speeches by Candidates Arnold, Edwards and Miller and with victory speeches of Sen. John Battle. Eleven-station coverage was sponsored by Virginia Chevrolet Dealers Assn.

Commercial

Richard D. Ward, formerly sales manager for WHSC Harts-ville, S. C., and WJMX Florence, S. C., has been appointed to same position with WFEI Miami, Fla. MRS. ASYA ZUCKER, formerly with WEVD and WLIB, both New York, has joined sales staff of WPDR (FM) New York. MEHRILL W. FUGIT has joined sales staff of WINS Milanuwe. FRANK PANTON, formerly commercial manager at WBBB Burlington, N. C., has joined WAFB Baton Rouge, La., in same capacity. HOWARD H. FRY, formerly of WMHI Hamilton, Ohio, has moved to Beaumont, Tex., as director in Beaumont Broadcasting Corp., in which he holds stock, and as member of commercial department of the corporation's KFDM Beaumont. HERB STEWART, graduate of U. of Ohio in radio, has joined commercial staff of WTVN (TV) Columbus, which is scheduled to begin operations on Labor Day.

Ford Warner, commercial manager of KMBY Monterey, Calif., is the father of a boy, Dennis Craig. ED HEMMER, Transit Radio salesman at KXOK FM St. Louis, and Florence Dieckmann have announced their marriage. RAY CROWL, sales representative at WHRC Canton, Ohio, is the father of a boy, Jeffrey Wright. DORA C. DODSON AGENCY announces removal of offices to 319 Mort- gage Guarantee Bldg., Atlanta, Ga. Agency represents Forfie & Co. and Joseph Hershey McGilvra Inc.

RCA Communications has opened direct radiophoto circuit between New York and Capetown for transmission of letters, official documents, news pictures, etc.

Response ± 2.5 db, 40 cps to 15 kc; Output -46 db

Broadcast Engineers Helped Design it!

Network Shows Use it!

Now Compare it with Any in Your Studios!

You've wanted High Fidelity Broadcast Dynamic Microphones like these! Performance meets the highest FM and AM broadcast standards. The bass end is smooth and flat. The highs are particularly clean and peak-free. Construction is extremely rugged and shock-resistant Has E-V Acoustalloy diaphragm. Omni-directional. Each microphone individually laboratory calibrated and certified. Try one. Compare it with any mike in your own studios.

Write for full facts today!

Electro-Voice

Export: 13 E. 40th St., New York 16, U.S.A. Cables: Arilab
Federal's line of TV associated equipment—quality companions to the outstanding new Federal transmitter—includes such items as—

**FEDERAL'S TV MICROWAVE LINKS**
Reliable and economical TV relay system for studio-transmitter, inter-city, and portable remote pick-up links... designed and built by a world leader in microwave relay equipment. Long antenna lead-in permits installation in any convenient location. Suitable for unattended operation... built-in facilities for complete monitoring and calibration.

**FEDERAL'S TV TRANSMITTER MONITORING AND CONTROL CONSOLE**
Complete facilities for checking the characteristics of aural and picture signals at each stage from microphone or video input to the RF output... all in one compact, convenient unit. No external equipment required.

**FEDERAL'S TV MONITOR**
Backed by more than a year's highly successful operation in TV stations. Self-contained facilities for precision testing and checking of aural and picture signals. Features internal calibration, pre-tuned to station frequency, optional "flash" overmodulation indicator.
COMES A GREAT NEW TV TRANSMITTER

Mid-Level Modulated...Entirely Air Cooled

A major advance in television transmitter design—sets new standards of simplicity and economy

Here's Tomorrow's Television Transmitter Today!

The finest in TV operation—maximum performance, economy and reliability—now is yours with Federal's new 5 KW Transmitter for high band and low band service.

Federal's exclusive Mid-Level Modulation combines the simplicity of high level modulation with the economy of low level modulation. This ingenious balanced design permits the use of standard, less expensive air-cooled tubes in every stage...fewer, non-critical tuned circuits.

The lack of complex and expensive cooling systems...the assurance of long service life through conservative rating of components...the flexibility of layout arrangement—the six bays may be arranged in straight line, "U" or "L" shape. These and other important advantages are provided by this latest addition to the Federal line of quality broadcast equipment. For details on Federal TV, write to Department B-909.

Telephone and Radio Corporation

100 KINGSLAND ROAD, CLIFTON, NEW JERSEY

Export Distributors: International Standard Electric Corp., 67 Broad St., N. Y.

An IT&T Associate
Robert Benson, staff engineer with KTXL San Angelo, Tex., has been promoted to chief engineer. He replaces Jack K. Proctor, who has resigned to enter television school in Chicago.

Edward W. Williams has joined WTWA Thomson, Ga., as chief engineer and announcer. Leonard S. Zepp has joined station as engineer-announcer.

Bob Meeker has been appointed chief engineer for KSVF Artesia, N. M. He will be assisted by Kay Palmer and Cloyd Woodye.

DN Horne has been appointed studio supervisor, engineering division, for CBC Vancouver. Basil Hilton has been made regional engineer for CBC British Columbia division. Mr. Horne started with CKMO Vancouver in 1938 and joined CBC Vancouver in 1939 as operator.

William Kusack has been promoted to chief engineer at WBEK (TV) Chicago. He formerly was associated with RCA Victor Div., joining WBEK in 1940 as project engineer and assistant chief engineer.

Tony Geluch has been appointed chief operator of CBR Vancouver, B. C.

Edward A. Brinley and Leo Trumble have joined WOAL-TV San Antonio as cameramen. Mr. Brinley was color photographer for agency in New Haven, Conn., and has finished three-month course at Television Workshop, New York. Mr. Trumble spent two years at WRGB (TV) Schenectady, N. Y.

Linger is final addition to engineering staff of WOAL-TV, which is scheduled to begin operations late this year. Mr. Bollinger was with WFRC Reidsville, N. C., following completion of 15-month course at Central Radio and Television School, Kansas City, Mo.

John C. Price, member of Gaultney, Ray & Price, consulting radio engineers, Washington, is the father of a boy.

Bob Meyer, member of WBMM Chicago engineering staff, is the father of a boy, James Craig.

Deloney Hull, cameraman for WOR-TV Atlanta, Ga., and Barbara Smith, Atlanta Journal TV feature writer, have announced their marriage.

Electro-Voice Inc., Buchanan, Mich., has published four-page illustrated booklet containing concise information and listing prices on E-V line of microphones and stands for all types applications. Copy of bulletin, No. 104, may be had by writing company.

Radio Div. of Sylvania Electric Products Inc., New York, has announced publication of 75-page booklet, "How to Service Radios with an Oscilloscope." Book is designed as reference for radio, TV and amplifier servicemen, and may be obtained from the division at 800 5th Ave. New York, 18.

Peroflex Corp., Chicago, has announced production of new distortion free hi-fidelity speakers. Instruments are low distortion wide range single direct radiating speakers, covering from 40 to 12,000 cycles.

Panoramic Radio Products Inc., Mt. Vernon, N. Y., has produced new instrument, Panoramic Ultrasonic Analyzer, model SB-7, which company claims to be fastest, simplest and most direct means of ultrasonic spectrum analysis. Many ultrasonic signals' frequency may be observed at one time on new instrument.

SUCCESS of the WLS Chicago-Sun Times joint square dance promotion contest was witnessed by station and newspaper executives. They are (l to r) G. A. Holt, Prairie Farmer-WLS vice president; James E. Edwards, president; Harold Safford, program director; R. J. Finnegan, executive vice president and editor; Sun-Times; George Biggar, director, WLS National Barn Dance; Mr. Snyder, and Marshall Field, president and publisher of the Sun Times and owner of four radio stations. In the background are WLS entertainers, who performed between dances.

### SQUARE DANCING

WLS Sponsors Nationwide Promotion

Rollicking square dance rhythms are as danceable as Chicago's exclusive Boul Mich as in the village square, WLS Chicago staff members proved last week after a quarter-century of suspecting same. With proof came the decision of General Manager Glenn Snyder to conduct a nation-wide promotion campaign—almost unheard of for an individual station—with coast-to-coast competitions for square dancers.

This idea, first considered several months ago, crystallized into action after Mr. Snyder and his staff checked response to a Chicago-area square dance competition conducted as a joint promotion with the daily Sun-Times. More than 20,000 city-dwellers flocked to a Grant Park pavilion adjacent to Michigan Boulevard on the city's lakefront to see champions of three preliminaries compete in the finals Aug. 3.

Thirty sets—240 dancers—donned bright costumes and whirled partners to dos-a-dos calls. One set of eight dancers was chosen Windy City champion after swinging to tunes of a WLS hay loff band. Station officials, pleased with results which exceeded even their high expectations, are completing details for a national square dance contest next summer, in which preliminary heats would precede finals in urban as well as rural areas. Cooperation will be invited from civic, youth and parent-teacher groups.

WLS and its publication, The Prairie Farmer, have fostered popular demand for this type of dancing and its music for 25 years via the WLS National Barn Dance, radio's oldest continuous commercial broadcast and stage show. It is aired Saturday nights from Chicago's Eighth St. Theatre, with a half-hour segment sponsored by Phillips 66 gasoline on ABC's Midwest, West and Southern stations. A television also is seen Mondays on ABC.

Up to 42% Savings on your Recording Costs!

By The Sensational New COLUMBIA

See How You Save!
*Substantially Lower Cost Per Record
*More Program Time Per 12th Disc Than On Present 16th Record
12th Record Plays 20 Minutes, each side 10th Plays 13 Minutes, each side.
Full Columbia Transcription Quality Maintained Throughout.

CALL, WRITE, WIRE FOR FULL DETAILS!

Columbia transcriptions

A Division of Columbia Records, Inc. ©
Trade Marks "Columbia" and © Reg. U. S. Pat. Off. Marcus Registered © Trade Mark

When Vit. BMI "Pin Up" Hit—Published by Fremart

NOW, NOW, NOW IS THE TIME

On Records: Russ Morgan—Andreas Sisters—Dec. 24648; Gordon MacRae—Cap. 57-679; Teddy Phillips—Tower 1460; Larry Green—Vic. 20-3505; The Ridders—Hi-Tone*; The Pepperettes—Horace Heidt 1011; Rex Koury—Castle 1405.

On Transcriptions: Alan Homes—Associated; Russ Morgan—World.

BROADCAST MUSIC INC. 580 FIFTH AVENUE NEW YORK • CHICAGO • HOLLYWOOD NEW YORK 19, N. Y.

Page 58 • August 15, 1949
Yes, Sir, That’s My Baby on WEHS-FM Chicago, station having Storecast Music to Buy By program. Mothers listening at home or shopping in stores. Storecast hearing about savings bond and grocery products offered as prize to child chosen as “Storecast Baby.”

KCAL Maps

MAP showing increase of almost half a million population and nearly 150,000 new radio homes is being distributed by KCAL Salina, Kan. New coverage is result of station’s increase to 5 kw power.

Network Uranium

UNIQUE PROMOTIONAL mailing has been made by Northern Network, comprising WSOU Sault Ste. Marie, WDMJ Marquette and WMIQ Iron Mountain, Mich. Calling themselves “The Three Provinces,” network officials Stanley Pratt, president and general manager of WSOU; Russel Stafford, commercial manager, and Dick Burnett, station manager, have sent letter to trade reading in part: “The Northern Network is small . . . so is the atom. The atom packs a terrific wallop . . . and so does our Northern Network. We are available to those who want to reach Northern Michigan.” Purchasers of “stock” in Soc-Tomic Uranium mines have been made for trade-members and bulletin containing information on mine is inclosed. As a result of this new service, the network is increasing its listenership. Letters, however, cannot be delivered to the station, but those who wish to reach the Northern Network are urged to write to the address of the station.

Market Data

POINTING HANDS illustrate colored folder sent by KCKN and KCKN-FM Kansas City to members of trade. Folder shows map of stations’ day and night coverage and statistics emphasizing Kansas City’s buying power and lists number of radio homes in stations’ area.

Visiting Viewers Pay Off

FIVE TV set owners with greatest number of viewers per set were given prizes by WDTV (TV) Pittsburgh in cooperation with Kep’s Electric Co., same city. One brief pre-announcement made over station encouraged set owners to send in names and addresses of friends who watched their sets. Over 18,000 names were received, 187 persons being selected as winners. Each viewer was sent green card certifying that he belonged to WDTV Pioneer Television Club.

Recruiting Babies

IN SEARCH for attractive child to be “Storecast Baby” for world premier of Storecast Instore and WMMW-FM Service

FIRST NATIONAL Stores and Storecast Corp. is conducting an extensive promotion campaign in southern New England this month to announce the change of Storecast instore music and announcements service from wire lines to broadcast service from WMMW-FM Meriden, Conn. Theme of the promotion is a contest for “Your Majesty, Mrs. Homemaker,” who is asked to tell, in 50 words or less, why she believes her family is a “Royal Family” or tops.

Announcements on WMMW-FM, posters in 300 stores, 1,000,000 bag stuffers, window displays and newspaper space in 18 New England cities are being used to promote the new type of Storecast and the contest. John C. Dowd Inc., Boston, is the First National agency.

WMFD Increases Power

WMFD, ABC outlet in Wilmington, N. C., is now on air with increased power of 1 kw on 1630 kc. Formerly 250 w, 1400 kc, use of the new AM frequency coincided with start of operation of WMFD-FM on Channel 242 (96.3 mc) with 11 kw. Last Monday, WFLD Fayestville became a bonus station to WMFD which is owned and operated by Richard A. Dunlea.
Help Wanted

Salesmen

Salesman for 5 kw network outlet in prosperous city. Must be experienced, civic-minded and willing to work evenings for better established communities. Send particulars and photograph to Box 206c, BROADCASTING. Replies held confidential.

Wanted, salesman. Experienced for 250 watt fulltime independent going on air in September. Ohio City of 15,000. Must have good opportunity for right man. Drag free. Reply to Box 11c, BROADCASTING.

Salesman—announcer to build morning show 6:30 to 8:30 and sell in Rocky Mountain city 15,000. Initiative, original, good selling ability. Full salary and disc and references expected. Box 188c, BROADCASTING.

Salesman. One of largest transcription firms in America. Good territory. Open commission. Box 200c, BROADCASTING.

Opportunity for men or women radio production, voice, fulltime, high compensation. Steady. Travel. Wire or write 2511 Mansard Street, Vernon, Texas.

KUMO, Hannibal, Missouri, 5000 kw on 5000 watts. Experienced in musical shows in musical show every Sunday. Write with resume. Reply to Box 209c, BROADCASTING.

Khad, Chicago's north. We've sold FM for years. Chicago's 50,000 watt, 47,000 to 57,000 watts, most independent station in the world. Open for a good professional Transistor Radio. Are you young and aggressive, without sales ability? Car. Adequate drawing power. Growing and developing station. Apply now. WEAU, Evanston, Illinois.

WCVB, Boston, 5,000 watt independent on 925 meters. Opportunity available in commercial sales. WCVB has good regular programming and also on full time to Manager, WVAR, Harvard Street, Brookline, Mass.

Announcers

Immediately—Combination man. Excellent talker and good baseball man. Commercials and baseball. Send disc, background, salary expected to Box 111c, BROADCASTING.

Announcer with first class license, employed with leading station. Good salesman, excellent voice. Reply to Box 11e, BROADCASTING.

WANTED ANNOUNCER (disc) with experience, not married, good voice, for one of the best. Reply to Box 11c, BROADCASTING.

Situations Wanted

Sales manager—salesman. Employed with important chain as manager. Desiring permanent position with progressive organization at high salary and good opportunities. Box 511b, BROADCASTING.

Attention, Florida owners. Married couple with fifteen years combined radio experience seeking position of station operation wish to settle in Florida and do not want to own and manage as many other positions as possible. Let us show how combined yearly income must be guaranteed first year. Excellent business and executive references interested. Box 186c, BROADCASTING.

Let me furnish details on capable manager, program director with good background on coast radio. Box 192c, BROADCASTING.

Situations Wanted (Cont'd)

General manager and part-owner of regional, fulltime, network station independent in Los Angeles, California, often called the "Rocky Mountain or Pacific Coast area." In need of a good general manager. Accomplished radio background, production, sales and management experience preferred. Must have strong technical, sales and personal qualifications. Inquiries covering CBS, WLW, KMOX and two small market regional experiences. Knowledge of national, regional and local operations and management methods. Solid business salesman. Has trained two other station managers. Careful personnel management. Recently established and run own station. Inquire in midwest small-market network outlet. Management deal with investment opportunity in small market network outlet. Excellent civic leadership capacity and heavy civic background. Must have good opportunities in four. Top character and financial references. Box 109c, BROADCASTING.

Salesman

Salesman wants position in eastern territory. Excellent knowledge and experience in sales, continuity, and announcements. Box 185c, BROADCASTING.

Help Wanted (Contd)

Technical

Wanted by September 1. Operator—by Kansas fulltime 150 watt. Good pay, excellent conditions. Company college town. Box 84c, BROADCASTING.

Wanted—Chief engineer for 250 watt station in Georgia Must be able to write complete data to Box 105c, BROADCASTING.

Wanted—First class operator for WFC, Fayetteville, N. C.

Production-Programming, others

Wanted. Topflight continuity director for one of largest regional network affiliations. Must have experience in all types of copy, including farm and smart parts. Fulltime employment. Must have traffic department and have knowledge of traffic. Good pay, excellent starting salary with plenty of advancement opportunity. Complete details including references in first letter. Box 984c, BROADCASTING.

Fifty thousand watt network affiliate established must have experience in 25-25 years, wants morning man. Market over a million. Need Hooper story for at least one year. Reply, letter only, references, salary, to Box 186c. BROADCASTING.

Graduate home economist to write and broadcast daily kitchen type programs. Excellent experience in all phases of kitchen work. Offer from the Municipal Food Terminal; important and established position. Complete detail address to Box 102c. BROADCASTING.

Address replies to Box 205c, BROADCASTING.

Television

Production-Programming, others

Experienced television producer, writer, announcer and emcee. Preferably combination of two or more. Experience in all phases of television. New midwest station. State whether willing to make trip for personal interview. References. Minimum salary required. Box 201c, BROADCASTING.

Situations Wanted

Managerial

Situations Wanted (Cont'd)

General manager and part-owner of regional, fulltime, network station independent in Los Angeles, California, often called the "Rocky Mountain or Pacific Coast area." In need of a good general manager. Accomplished radio background, production, sales and management experience preferred. Must have strong technical, sales and personal qualifications. Inquiries covering CBS, WLW, KMOX and two small market regional experiences. Knowledge of national, regional and local operations and management methods. Solid business salesman. Has trained two other station managers. Careful personnel management. Recently established and run own station. Inquire in midwest small-market network outlet. Management deal with investment opportunity in small market network outlet. Excellent civic leadership capacity and heavy civic background. Must have good opportunities in four. Top character and financial references. Box 109c, BROADCASTING.

Salesman

Salesman wants position in eastern territory. Excellent knowledge and experience in sales, continuity, and announcements. Box 185c, BROADCASTING.

Announcers

Announcer. Experienced, for any network outlet. Reply to Box 109c. BROADCASTING.

Announcer—looking for position with progressive station. neat, efficient,说话 clean. Write for part-time position. Reply to Box 203c, BROADCASTING.


Hillbilly and western disc jockey desires to make change preferably in southeast or southwest. Five years experience as staff announcer and disc jockey. Box 114c, BROADCASTING.

Ambitious program director, experienced both rural and metropolitan operations. Must be able to establish and develop new program director-position combined with assistant manager and sales manager. Must have radio experience. Best personnel relations staff and most knowledgeable. Best people relations staff and most knowledgeable. Best people relations staff and most knowledgeable. Must make picture. Can produce. Prefer some airtime experience in broadcasting. Must be experienced. Presently employed. Disc. detail and references by return mail. Box 116c, BROADCASTING.

Sports director. Hillbilly and western disc jockey desires to make change preferably in southeast or southwest. Five years experience as staff announcer and disc jockey. Box 114c, BROADCASTING.

Good pay, excellent conditions. Company college town. Box 84c, BROADCASTING.

Announcers

Announcer—looking for position with progressive station. neat, efficient, speaking clean. Write for part-time position. Reply to Box 203c, BROADCASTING.


Hillbilly and western disc jockey desires to make change preferably in southeast or southwest. Five years experience as staff announcer and disc jockey. Box 114c, BROADCASTING.

Ambitious program director, experienced both rural and metropolitan operations. Must be able to establish and develop new program director-position combined with assistant manager and sales manager. Must have radio experience. Best personnel relations staff and most knowledgeable. Best people relations staff and most knowledgeable. Best people relations staff and most knowledgeable. Must make picture. Can produce. Prefer some airtime experience in broadcasting. Must be experienced. Presently employed. Disc. detail and references by return mail. Box 116c, BROADCASTING.

Sports director. Hillbilly and western disc jockey desires to make change preferably in southeast or southwest. Five years experience as staff announcer and disc jockey. Box 114c, BROADCASTING.

Good pay, excellent conditions. Company college town. Box 84c, BROADCASTING.

Announcer—looking for position with progressive station. neat, efficient, speaking clean. Write for part-time position. Reply to Box 203c, BROADCASTING.


Hillbilly and western disc jockey desires to make change preferably in southeast or southwest. Five years experience as staff announcer and disc jockey. Box 114c, BROADCASTING.

Ambitious program director, experienced both rural and metropolitan operations. Must be able to establish and develop new program director-position combined with assistant manager and sales manager. Must have radio experience. Best personnel relations staff and most knowledgeable. Best people relations staff and most knowledgeable. Best people relations staff and most knowledgeable. Must make picture. Can produce. Prefer some airtime experience in broadcasting. Must be experienced. Presently employed. Disc. detail and references by return mail. Box 116c, BROADCASTING.

Sports director. Hillbilly and western disc jockey desires to make change preferably in southeast or southwest. Five years experience as staff announcer and disc jockey. Box 114c, BROADCASTING.

Good pay, excellent conditions. Company college town. Box 84c, BROADCASTING.

Announcer—looking for position with progressive station. neat, efficient, speaking clean. Write for part-time position. Reply to Box 203c, BROADCASTING.
**Situation Wanted (Cont’d)**

Top-flight announcer. Former program director and
shooting off the line. Single, best of references.
Box 225c, BROADCASTING.

Versatile announcer wants change to New England and
southern stations. Desires metropolitan area.
Personality, will audition in person.
Box 227e, BROADCASTING.

Hillyard disc jockey. 3 years experience,
single. Desires work in the West.
Box 280e, BROADCASTING.

Hold it! Young, single, experienced announcer,
top DJ and newscaster.
Qualifies completely. Desires residence and
continuity. Prefer N.E. but will consider all
vacancy. Excellent personality, requests all
details. Arnold Brooks, 70 Sherman St.,
Palo Alto, Calif.

Staff announcer, 24. Single, reliable.
college BA in speech. 11/2 years inde-
pendent experience in broadcasting.
Desires position with college station.
WGU, Box 6925, New York 1125, N.Y.

Sports director, highest recommenda-
tion from station and best adver-
ses, sports authorities, news services.
Play-by-play baseball, direct or
relay, basketball, football, other
sports. Single, announcing top early
morning radio and television shows.
Assists with sports and available events. Steady.
marrried and available. Available September
1.
NEWSMAN WANTED

A top-rated, Ohio regional station, operating a livewire news department, is looking for a topflight newsman. He must be able to prepare and present network caliber newscasts, be aggressive and have creative ability. Preference will be given to the applicant with local news reporting experience and a newspaper background or journalism training will be helpful. Five years similar experience necessary. Excellent compensation and bright future available to proper person. Personal interviews arranged in New York City August 15-16, inclusive. Bring addition reference, references, etc. Contact Weed and Company, 336 Madison Avenue, New York-Vanderbilt 6-4042, for appointment.

CAMPUS STATIONS

Proposed Ban Opposed

PROPOSED rules changes relating to carrier current and other presently unlicensed radio operations have been divided into four parts by FCC in an effort to simplify its consideration of the complex problem.

The action was believed encouraged by the scores of complaints received at the Commission to the proposed limitation or ban of college "wireless" broadcast stations which now operate throughout the country without FCC authorization. FCC's proposal, first announced in April, concerned classification of carrier current systems, radio control devices and other apparatus which generate radio frequency waves (BROADCASTING, April 25).

The Commission divided the case into four categories: Incidental radiation devices, such as laboratory signal generators, heat frequency audio oscillators and other oscillators; carrier current communications systems, such as power companies, mines, telephone companies and railroads employ for internal communication; devices which operate above 1000 kc, such as garage door openers, model aircraft controls and other remote controls; college campus broadcasting systems and radio phonograph oscillators.

FCC indicated it considered each category separately when data and comments were received without awaiting completion of the other groupings. If hearings or further investigations in any classification were necessary, FCC said, this would not delay action on other groups.

The scores of complaints on college campus stations were received from all types of educational institutions as well as from students, parents and even commercial broadcasters. Many of the complaints were filed to FCC by Congressmen, Senators and state governors. Principal objections to any limitations on campus stations were based on the views that these institutions provide a training ground for commercial broadcasting; most institutions could not afford low-power FM outlets now being charged educational use; most students do not have the money and couldn't afford FM receivers anyway.

RADIO NEWS

Clinic at Minn. U. Sept. 2

CLINIC for university teachers of radio news courses will be a follow-feat of the annual meeting of three journalism teachers' associations at U. of Minnesota Sept. 2.

Clinic, arranged by the Council on Radio Journalism, will be an all-day session devoted to discussions of the problems of training university students for work in radio and television newsrooms. Chairman of arrangements committee is Basketball of Media Campus School of Journalism, Northwestern U.

Prof. Mitchell V. Charnley of Minnesota School of Journalism, GRJ chairman, says the clinic has been planned because of rapid expansion of radio news training and the need of teachers new to the field gaining know-how through experience-sharing.

Program includes three round-tables: laboratory and teaching facilities, Mr. M. Roselle, chairman, Edward Lambert of Missouri U. and Olaf Blue of Montana State U.; curricula-planning, Floyd Basket of Emory U., chairman, Kenneth Brown of South Dakota State, Don Brown of U. of Illinois and Harry Heath, Iowa State; teaching methods, Paul Wagner of Ohio St., Mr. Charnley and Arthur M. Barnes, U. of Iowa.

Arthur Stringer of NAB will be a luncheon speaker and Dr. Wilbur Schramm, director of Institute of Communications Research, U. of Illinois, will speak on research in radio news.

Comments of annual three-day conventions of American Assn. of Teachers of Journalism, Assn. of Accredited Schools and Departments of Journalism and the American Society of Journalism School of Administrators.

WFDR, AFRA Sign

WFDR (FM) New York, International Ladies' Garment Workers' Union station, has signed a contract for staff announcers with AFRA providing for $70 base salary. AFRA said terms of contract were excellent for the FM field.
'AIR BAEDEKER'

Travel Series Planned

NEW SERIES of transcribed public service programs, The Bae德eker of the Air, has been announced by Ted Hudes Radio Productions, New York. The 15-minute programs will be presented on 900 stations from coast to coast, giving information, suggestions and advice relative to winter and summer travel in some of the Western Europe countries, the firm announced.

Program will be presented as public service, free of charge to the stations, but open for local sponsorship. They will be ready before start of the 1950 vacation season. For further information, write firm at 17 East 42nd Street, New York 17, or call Ted Hudes, Murray Hill 9-5440.

--

RADIO WRITERS, Fort Worth, Tex., organization offering complete radio writing service, has been formed with Virginia Fenwick as executive director.

ELSIE KOOLEIAN, formerly copy director for Hirtshay-Faxon, Detroit, and industrial editor for Brooks, Smith, French & Dorrance, same city, has been named editor of Detroit Daily Hamy Organization, Detroit producer of filmed commercials.

DONALD ZAHNER, son of OSCAR ZAHNER, senior vice president of Ruthrauff & Ryan, New York, named account executive of Harry S. Goodwin TV and FM receivers will represent the concern in Missouri, Iowa and Kansas.

Equipment

JOHN J. DOYLE has been appointed manager of electronic tube sales for Westinghouse Lamp Div., Bloomfield, N. J. Mr. Doyle joined Westinghouse in 1926 and acted as manager of electronic tube sales to distributors for past 14 years.

CHARLES VAN MAENEN has been appointed vice president of J. G. Gilmore Co., Boston, distributor for Andrew sharp-focus TV sets. Mr. Van Maen was previously sales manager for J. H. Burke Co., Boston and Eastern Co., Cambridge, Mass. He also was vice president of R. U. Lynch Co., Providence, R. I., Columbia Records distributor in that area.

SOUTH RIVER METAL PROD. Co., South River, N. J., announces availability of three new products which are used in installation of TV and FM receivers: Antenna mast stand-offs fitting all size masts up to two inches; nail-ins in three and three-quarters inch lengths with wing tips to prevent turning after installation, and screw type insulators designed to accommodate both round and flat 300 ohm lines.

TECHNICAL SERVICE Inc., Plymouth, Mich., announces its latest model movie suitcase-projector which contains integral screen, magazine, amplifier and speaker, yet weighs only 40 lbs.

EMERSON RADIO & PHONOGRAPH Corp. has introduced three additions to its 1950 TV receiver line: seven-inch set priced at $129.95, lowest priced set in company's video line; 10-inch set at $199.50, and 12-inch set at $249.50. Company claims 10-inch set in only TV set with wood cabinet to retail for less than $200.

TRANSVISION Inc., New Rochelle, N. Y., announces master amplified antenna system for apartment houses, hotels, hospitals and other establishments where large numbers of sets are desired. Master antenna serves all sets in building.

SPECIAL TRIBUTE was paid to KMO Cut-in, KTB and KTNT (FM) all Tacoma; KIRO KJR KOMO Seattle, and KPUG Bellingham, Wash., in vote of appreciation to Washington's radio stations made by Washington Assn. for Social Welfare. Tribute was due stations' sponsoring of association's 43rd annual conference in Tacoma this spring.

CONTROL CONSOLE

RCA Builds Unit for WPJ

FIRST all-metal master control room console for broadcast studios to be built by RCA soon, will be delivered to the Providence (R.I.) Journal's FM station, WPJB. The equipment, custom built, contains three sections, forming a wide "U," and is of especially low construction, affording the operator a clear view of the studio, according to RCA. The left section supports equipment for Studio B, a ring-down panel, and remote lines; the right section controls the announcer booth and Studios C and D; and the center section contains facilities for master control switching and the network relays.

Studio A has its own special console with self-contained racks of equipment. There are provisions for feeding four outgoing channels and the console controls 10 input circuits, with facilities for remote and network lines. Complete monitoring facilities for all inputs and 4 outputs are provided. The new, all-metal desk measures 119 inches long, 55% inches deep and 39 inches high.

--

In Altoona, Pa., It's

ROY F. THOMPSON

and

WRTA

A prize radio combination in the rich industrial market of Central Pennsylvania.

Represented by ROBERT MEKER ASSOCIATES

---

GATES RADIO COMPANY

QUINCY, ILLINOIS, U.S.A.

BROADCASTING  •  Telecasting
August 5 Applications

**ACCEPTED FOR FILING**

AM—1600 kc.

KIIF Idaho Falls, Idaho—CP to change frequency from 1600 kc. to 1600 kc. 10 kc. AM-AN.

WEAW Cheyenne, Wyo.—CP to change frequency from 1500 kc. to 1500 kc. AM-AN.

Reinstatement of CP

WEAW Charleston, W. Va.—CP to change frequency from 1600 kc. to 1600 kc. AM-AN.

AUGUST 8 Applications

**ACCEPTED FOR FILING**

Modification of CP

WBUI Reading, Pa.—Mod. CP new AM station to change, by reason of operation etc. for extension of completion date.

License Renewal

WCTW New Castle, Ind.—Request for license renewal.

License for CP

WDUQ Pittsburgh, Pa.—License for CP new FM non-commercial educational station.

TENDERED FOR FILING

WXGC Chico, Calif.—Mod. CP to change frequency from 1 kw to 1 kw to 1 kw.

APPLICATION DISMISSED

Public Service Btstg. Co., Seattle Wash.—DISMISSED Aug. 4 Application new AM station on 1250 kc. 1 kw.

AUGUST 9 Decisions

**BY THE SECRETARY**

WABY-FM Mobile, Ala.—Granted license new FM station; Channel 271 (51.2 mc.) 5 kw; 250 ft.

WRFS-FM Alexander City, Ala.—Granted mod. CP change type of trans. from K4 to Fort Worth, Texas.—Granted mod. CP to change type of trans. and specify studio location.

Following were granted mod. CPs for extension of completion dates as shown: WLAQ Columbus, Ga. to 3-1-49; WSGN-FM Birmingham, Ala. to 3-1-49; WQON-AM Conway, Ark. to 3-1-49; WSTI St. Charles, Ill. to 3-1-49; WJXK-AM San Diego, Calif. to 3-1-49; WLBW Dayton, Ohio to 3-1-49; KHOWA-AM Atlanta, Ga. to 3-1-49; WHIB Knoxville, Tenn. to 3-1-49; WHEL San Francisco, Calif. to 3-1-49; WDEI-TV Wilmington, Del. to 3-3-49; WBKB Chicago to 3-14-49 on condition that it will take with respect to outstanding authorizations or applications of grantees in light of decisions of Supreme Court of United States v. Paramount Pictures, Inc. et al. 334 U.S. 131; WASH Washington, D. C. to 3-3-49; WTBO-FM Cumber- land, Md. to 3-1-49; WACE-FM Chico, Calv. to 3-1-49; WNAM-FM Chicago to 3-1-49; WHFR Knoxville, Tenn. to 3-1-49; KNO-FM Des Moines, Iowa to 3-1-49; WSPA-FM Spartanburg, S. C. to 3-1-49; WFBM-Columbus, Ga. to 3-1-49; KTKO-FM Oklahoma City, Okla. to 3-1-49; KGMI Denver, Col. to 3-1-49; WSRB Chicago—Granted mod. CP for extension of completion date to 12-1-49 on condition that it is without prejudice to any action Commission may take with respect to outstanding authorizations or applications of grantees in light of decision of Supreme Court in United States v. Paramount Pictures, Inc. et al. U. S. C. 334 U.S. 131; WOHC Washington, D. C. to 11-1-49; WCXU Cleveland, Ohio to 3-1-49; KROW Oakland, Calif. to 2-24-49; WSNW Fort Worth, Texas to 3-1-49; WSPD-TV Toledo, Ohio to 3-1-49; WAGA-TV Atlanta, Ga. to 2-25-49; WNAC-TV Boston, Mass. to 1-14-49.

AUGUST 9 Applications

**ACCEPTED FOR FILING**

Modification of CP

WABA Aquadilla, P. R.—Mod. CP new FM station to change ERIP to 28 kw. 200 ft. to 28 kw. 200 ft.

WPRA Maysville, P. R.—Mod. CP new FM station to increase power 2 kw to 2 kw.

APPLICATION DISMISSED

Orange Belt Station, Redlands, Calif.—DISMISSED Aug. 3 Application for new AM station on 1410 kc. 500 w. D.

KAPLOW IN EUROPE

Will Interview AAF Units

STAFF ANNOUNCER Herb Kapult of WCTC New Brunswick, N. J., last Aug. 2 for Washington, D. C., on first stop enroute to make a series of recorded interviews with U. S. Army Airforce personnel from New Jersey, now stationed with AAF units in the occupied countries of Europe.

Recorded interviews will be used for a series of programs being prepared and broadcast in cooperation with the New Jersey Assn. of Broadcasters and the AAF. Series will be broadcast sometime in the fall over WCTC and the other 17 member stations of the New Jersey Assn.

Mr. Kaplow’s itinerary includes Newfoundland, Paris, to New Brunswick via southern route about Sept. 1 after visiting AAF installations in occupied countries.

By Examiner Johnson

TERRELL Broadcast Corp., Terrell, Tex.—Granted petition for leave to amend application to change ant. array.

By Examiner Hutchison


By Examiner Resnik


By Examiner Cooper

WMAW Milwaukee—Granted petition to continue hearing on applications for license and for consent to involuntary transfer of control; hearing continued indefinitely.

By Examiner Resnik

Kaplow broadcast new AM station in Mexico as part of his series of radio programs being prepared and broadcast in cooperation with the New Jersey Assn. of Broadcasters and the AAF. Series will be broadcast sometime in the fall over WCTC and the other 17 member stations of the New Jersey Assn. of Broadcasters.

Mr. Kaplow’s itinerary includes Newfoundland, Paris, to New Brunswick via southern route about Sept. 1 after visiting AAF installations in occupied countries.

By Examiner Johnson

TERRELL Broadcast Corp., Terrell, Tex.—Granted petition for leave to amend application to change ant. array.

By Examiner Hutchison


By Examiner Resnik


By Examiner Cooper

WMAW Milwaukee—Granted petition to continue hearing on applications for license and for consent to involuntary transfer of control; hearing continued indefinitely.

By Examiner Resnik

Kaplow broadcast new AM station in Mexico as part of his series of radio programs being prepared and broadcast in cooperation with the New Jersey Assn. of Broadcasters and the AAF. Series will be broadcast sometime in the fall over WCTC and the other 17 member stations of the New Jersey Assn. of Broadcasters.

Mr. Kaplow’s itinerary includes Newfoundland, Paris, to New Brunswick via southern route about Sept. 1 after visiting AAF installations in occupied countries.

By Examiner Johnson

TERRELL Broadcast Corp., Terrell, Tex.—Granted petition for leave to amend application to change ant. array.

By Examiner Hutchison


By Examiner Resnik


By Examiner Cooper

WMAW Milwaukee—Granted petition to continue hearing on applications for license and for consent to involuntary transfer of control; hearing continued indefinitely.

By Examiner Resnik

Kaplow broadcast new AM station in Mexico as part of his series of radio programs being prepared and broadcast in cooperation with the New Jersey Assn. of Broadcasters and the AAF. Series will be broadcast sometime in the fall over WCTC and the other 17 member stations of the New Jersey Assn. of Broadcasters.

Mr. Kaplow’s itinerary includes Newfoundland, Paris, to New Brunswick via southern route about Sept. 1 after visiting AAF installations in occupied countries.
**For today's broadcast power needs...**

**RECTIFIER TUBES**

- **PACEMAKERS IN DESIGN**
- **SERVICE-PROVED**
- **AVAILABLE IN A WIDE RANGE OF CAPACITIES**

**Modulation, amplification, final output, all need d-c power...** continuous, dependable if off-the-air periods are to be avoided. Your rectifier tubes are basic; good rectifier tubes make for good broadcasting. So buy General Electric—buy the best!

Design improvement is constant, with G-E rectifier types ever-new in their efficiency. For example, the new straight-side bulbs of Types GL-8008 and GL-673 give an increased temperature margin of safety; their slim contour also makes the tubes easier to handle, better to install.

Future AM-FM-TV power requirement possibilities are matched by new G-E designs, such as the GL-5630 ignitor for a-c to d-c conversion. With this high-capacity tube it is possible to supply—economically, reliably—direct current in large amounts to broadcast transmitters.

If you build or design equipment, phone your nearby G-E electronics office for expert assistance in selecting the right G-E rectifier types. There are more than a dozen from which to choose. If a station operator needing tubes for replacement, your local G-E tube distributor will be glad to serve you promptly, efficiently, out of ample stocks on hand.

Electronic Department, General Electric Company, Schenectady 5, N. Y.

---

**Table of Rectifier Types**

<table>
<thead>
<tr>
<th>Type</th>
<th>Cathode voltage</th>
<th>Cathode current</th>
<th>Anode peak voltage</th>
<th>Anode peak current</th>
<th>Anode avg current</th>
</tr>
</thead>
<tbody>
<tr>
<td>GL-866-A</td>
<td>2.5 v</td>
<td>5 amp</td>
<td>10,000 v</td>
<td>1 amp</td>
<td>0.25 amp</td>
</tr>
<tr>
<td>GL-8008</td>
<td>5 v</td>
<td>7.5 amp</td>
<td>10,000 v</td>
<td>5 amp</td>
<td>1.25 amp</td>
</tr>
<tr>
<td>GL-673</td>
<td>5 v</td>
<td>10 amp</td>
<td>15,000 v</td>
<td>6 amp</td>
<td>1.5 amp</td>
</tr>
<tr>
<td>GL-869-B</td>
<td>5 v</td>
<td>19 amp</td>
<td>20,000 v</td>
<td>10 amp</td>
<td>2.5 amp</td>
</tr>
<tr>
<td>GL-857-B</td>
<td>5 v</td>
<td>30 amp</td>
<td>22,000 v</td>
<td>40 amp</td>
<td>10 amp ( Quadrature operation)</td>
</tr>
</tbody>
</table>

---

*Also supplied with 50-watt base as Type GL-872-A*

---

*Also supplied with 50-watt base as Type GL-575-A*

---
FREE to New Subscribers until September 15

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
COUNTY, STATE FIGURES
MARKETBOOK SPOT RATE FINDER
AM FM TV STATION DATA
MARKETBOOK SPOT RATE FINDER
SERVICE FOR A YEAR
MARKETBOOK SPOT RATE FINDER
SINGLE COPIES $1.00
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

$7.00 1 Yr. $12.00 2 Yrs.

I enclose $

PLEASE BILL ME

BROADCASTING  TELECASTING

Special WXYZ Studio

SPECIAL studio for tape-recording of shows and handling of delayed broadcasts has been completed at WXYZ (ABC) Detroit. Known as Studio F, the room has a variety of modern equipment. Each show is recorded and played-back twice, it was reported by Chief Engineer Charles Kotcher.

NARBA CHANGES

Listed For Mexico By FCC

CHANGES in assignment of existing stations and provisions for new outlets in Mexico were reported by FCC last week upon notification from that country under the provisions of the North American Regional Broadcasting Agreement. Changes and new stations include following:

XEN: Tuxtla Gutierrez, Chi.;—Granted switch from 1360 kc to 1 kw day on 200 kc, XEDS Mazatlan, Sin.—Granted power boost from 500 w to 1 kw day, 500 w night, on 1420 kc. XDGX Salzahuayo, Mich.—Granted power boost from 100 w to 1000 w, on 1500 kc. New station grants—Agua Prieta, Son., 1 kw day, 500 w night, 1060 kc, Queretaro, Gto., 1 kw day, 1570 kc.

NARBA CHANGES
Listed For Mexico By FCC

CHANGES in assignment of existing stations and provisions for new outlets in Mexico were reported by FCC last week upon notification from that country under the provisions of the North American Regional Broadcasting Agreement. Changes and new stations include following:

XEN: Tuxtla Gutierrez, Chi.;—Granted switch from 1360 kc to 1 kw day on 200 kc, XEDS Mazatlan, Sin.—Granted power boost from 500 w to 1 kw day, 500 w night, on 1420 kc. XDGX Salzahuayo, Mich.—Granted power boost from 100 w to 1000 w, on 1500 kc. New station grants—Agua Prieta, Son., 1 kw day, 500 w night, 1060 kc, Queretaro, Gto., 1 kw day, 1570 kc.

A WEEKEND CHAIN

Andrew F. Hickey Jr., formerly with news staff of WPJB Providence, R. I., has been named chief of news room at WNEB Worcester, Mass.

JIMMIE WILLISON, formerly of WMKB New Orleans, La., has joined WPBQ Jacksonville, Fla., as news assistant.

CHUCK BUIR, formerly staff announcer with WGBD Niagara Falls, N. Y., has joined WXXA Buffalo as sportscaster. Previously, Mr. Buir was announcer at KMUS Moses Lake, Okla.

NICK CAMPƠOFREDA, for five years radio and TV sportscaster and m.c. on several Baltimore stations, has joined WAAM (TV) Baltimore as sportscaster on Sports Room program.

WALTER THROAN, chief of Washington bureau of Chicago Tribune, will substitute for Fulton Lewis, Jr., on MBS during latter's vacation through Aug. 19.

CLIFTON UTEY, NBC Chicago news commentator, is on six-week European tour. ELMER PETERSON, NBC Hollywood, replaces him.

CHARLES SHAW replaces Newscaster BILL HENRY on MBS, Mon.-Fri., 8:56-9 p.m., until Aug. 26, while latter takes vacation. Program sponsored by Johns-Manville through J. Walter Thompson Co., New York.

WAYNE GRIFFIN, ABC Chicago sportscaster, has been chosen favorite wrestling announcer of 1949 by east and midwest viewers in poll conducted by Wrestling As You Like It magazine.

BILL NEWELL, director of radio, Public Information Office, Fort Ord., Calif., has been awarded Army Certificate of Achievement for his work in organizing and supervising radio section of Fort Ord's PJO. Mr. Newell was formerly head of Vancouver (B.C.) Sun radio department and also was on staff of KOMO Seattle as news announcer and writer.

MILWAUKEE Common Council has cited WTMJ and WTMJ-FM for assisting "the cause of civic betterment" by donating time for Mr. Milwaukee every other Saturday.

HR + LC + 50,000 WP = RESULTS

WHAT IS IT?

See Centerspread. This Issue

ON THE AIR EVERYWHERE 24 HOURS A DAY

L. B. WILSON

WCKY

CINCINNATI

50,000 WATTS OF SELLING POWER

BROADCASTING  TELECASTING

Page 66  August 15, 1949
compromise would give a local club veto power over local broadcasts of other games only at times when the local club is playing at home or having an away-from-home game broadcast or telecast at home.

This idea was breached by the baseball arbitrators in the conference. They felt it would remove most of the legal objections to Rule 1(d) as it now stands and that the degree of interference which would remain would be upheld by the courts as "reasonable." Justice authorities apparently agreed, at least in part— as indicated by their submission on the 1st day of the 3-day conference. They reportedly reserved opinion on the "reasonableness" of the remaining restraint.

There was nothing reserved about WISR Butler's comments on the plan, however. In a letter by Seymour Krieger of Courtney, Krieger & Jorgensen, Washington counsel, the station replied that it "would be impossible to put a condition on the operating authority of the Pennsylvania Railroad to operate trains between Washington and New York, the Pennsylvania Railroad could not carry passengers on those days when any given bus line desired to haul passengers between those two points."

Mr. Krieger's Feeling

Mr. Krieger in his letter, dated Aug. 1, maintained that "a consent decree would be null because there is no comparable restraint in the baseball case and the baseball owners are not engaged."

The Justice spokesmen made plain in their letter that Commissioner Chandler's representatives that they regard baseball broadcast and telecasts as interstate commerce, irrespective of the 1922 Supreme Court decision which held that baseball itself is not.

Counsel for the commissioner argued that baseball is essentially a sport, not a business. On this ground they contended that the legal analogies drawn by the Justice officials—such as their claim that 1(d) as it now stands, affects a pooling of the control of news comparable to the pooling of patents in other fields—were largely inapplicable and improper.

The baseball representatives insisted it is in the public interest as well as baseball's to protect minor league clubs against the competition of major league broadcasts and telecasts. Accordingly they contend the courts would uphold the 1(d) as it now stands and that the degree of interference which would remain would be upheld by the courts as "reasonable." Justice authorities apparently agreed, at least in part— as indicated by their submission on the 1st day of the 3-day conference. They reportedly reserved opinion on the "reasonableness" of the remaining restraint.

There was nothing reserved about WISR Butler's comments on the plan, however. In a letter by Seymour Krieger of Courtney, Krieger & Jorgensen, Washington counsel, the station replied that it "would be impossible to put a condition on the operating authority of the Pennsylvania Railroad to operate trains between Washington and New York, the Pennsylvania Railroad could not carry passengers on those days when any given bus line desired to haul passengers between those two points."

Mr. Krieger's Feeling

Mr. Krieger in his letter, dated Aug. 1, maintained that "a consent decree would be null because there is no comparable restraint in the baseball case and the baseball owners are not engaged."

The Justice spokesmen made plain in their letter that Commissioner Chandler's representatives that they regard baseball broadcast and telecasts as interstate commerce, irrespective of the 1922 Supreme Court decision which held that baseball itself is not.

Counsel for the commissioner argued that baseball is essentially a sport, not a business. On this ground they contended that the legal analogies drawn by the Justice officials—such as their claim that 1(d) as it now stands, affects a pooling of the control of news comparable to the pooling of patents in other fields—were largely inapplicable and improper.

The baseball representatives insisted it is in the public interest as well as baseball's to protect minor league clubs against the competition of major league broadcasts and telecasts. Accordingly they contend the courts would uphold the 1(d) as it now stands and that the degree of interference which would remain would be upheld by the courts as "reasonable." Justice authorities apparently agreed, at least in part— as indicated by their submission on the 1st day of the 3-day conference. They reportedly reserved opinion on the "reasonableness" of the remaining restraint.

There was nothing reserved about WISR Butler's comments on the plan, however. In a letter by Seymour Krieger of Courtney, Krieger & Jorgensen, Washington counsel, the station replied that it "would be impossible to put a condition on the operating authority of the Pennsylvania Railroad to operate trains between Washington and New York, the Pennsylvania Railroad could not carry passengers on those days when any given bus line desired to haul passengers between those two points."

Mr. Krieger's Feeling

Mr. Krieger in his letter, dated Aug. 1, maintained that "a consent decree would be null because there is no comparable restraint in the baseball case and the baseball owners are not engaged."

The Justice spokesmen made plain in their letter that Commissioner Chandler's representatives that they regard baseball broadcast and telecasts as interstate commerce, irrespective of the 1922 Supreme Court decision which held that baseball itself is not.

Counsel for the commissioner argued that baseball is essentially a sport, not a business. On this ground they contended that the legal analogies drawn by the Justice officials—such as their claim that 1(d) as it now stands, affects a pooling of the control of news comparable to the pooling of patents in other fields—were largely inapplicable and improper.

The baseball representatives insisted it is in the public interest as well as baseball's to protect minor league clubs against the competition of major league broadcasts and telecasts. Accordingly they contend the courts would uphold the 1(d) as it now stands and that the degree of interference which would remain would be upheld by the courts as "reasonable." Justice authorities apparently agreed, at least in part— as indicated by their submission on the 1st day of the 3-day conference. They reportedly reserved opinion on the "reasonableness" of the remaining restraint.

There was nothing reserved about WISR Butler's comments on the plan, however. In a letter by Seymour Krieger of Courtney, Krieger & Jorgensen, Washington counsel, the station replied that it "would be impossible to put a condition on the operating authority of the Pennsylvania Railroad to operate trains between Washington and New York, the Pennsylvania Railroad could not carry passengers on those days when any given bus line desired to haul passengers between those two points."

Mr. Krieger's Feeling

Mr. Krieger in his letter, dated Aug. 1, maintained that "a consent decree would be null because there is no comparable restraint in the baseball case and the baseball owners are not engaged."

The Justice spokesmen made plain in their letter that Commissioner Chandler's representatives that they regard baseball broadcast and telecasts as interstate commerce, irrespective of the 1922 Supreme Court decision which held that baseball itself is not.

Counsel for the commissioner argued that baseball is essentially a sport, not a business. On this ground they contended that the legal analogies drawn by the Justice officials—such as their claim that 1(d) as it now stands, affects a pooling of the control of news comparable to the pooling of patents in other fields—were largely inapplicable and improper.

The baseball representatives insisted it is in the public interest as well as baseball's to protect minor league clubs against the competition of major league broadcasts and telecasts. Accordingly they contend the courts would uphold the 1(d) as it now stands and that the degree of interference which would remain would be upheld by the courts as "reasonable." Justice authorities apparently agreed, at least in part— as indicated by their submission on the 1st day of the 3-day conference. They reportedly reserved opinion on the "reasonableness" of the remaining restraint.
### FCC Actions

**August 11 Decisions**

**BY COMMISSION EN BANC**

**Hearing Designated**

Lakeview Btv., Inc., Dallas—Designated for hearing application for authority to operate an AM station at Dallas, Tex., on 650 kc., with an antenna change of greater than 50% of the total. Grant is denied.

**WABY—WWMK**

Wade Dept. Store, Co. Raleigh, N. C.—Designated for hearing application for authority to operate a FM station at Raleigh, N. C., on 94.7 mc., with an antenna change of greater than 50% of the total. Grant is denied.

**WFLD**

WFLD, Chicago, Ill.—Request for hearing to extend the date of the completion of Class D FM station operations, revised to Dec. 31, 1949, subject to approval of the commission, is denied.

**CEC**

C ircuits, Inc., Decatur, Ill.—Application for approval for the extension of the time for the completion of Class D FM station operations, revised to Dec. 31, 1949, subject to approval of the commission, is granted.

### FCC ROUNDUP

**New Grants Transfers, Changes, Applications**

**Summary to August 11**

**Box Score**

**Summary of Authorizations, Applications, New Station Requests, Ownership**

<table>
<thead>
<tr>
<th>Class</th>
<th>Total Licenses</th>
<th>Licensed</th>
<th>CPs</th>
<th>Condills</th>
<th>Grants Pending Hearing</th>
</tr>
</thead>
<tbody>
<tr>
<td>AM</td>
<td>2,028</td>
<td>1,977</td>
<td>211</td>
<td>129</td>
<td>375</td>
</tr>
<tr>
<td>FM</td>
<td>758</td>
<td>394</td>
<td>17</td>
<td>12</td>
<td>47</td>
</tr>
<tr>
<td>TV</td>
<td>63</td>
<td>1</td>
<td>101</td>
<td></td>
<td>36</td>
</tr>
</tbody>
</table>

**Foundation**

- **Grants Pending Hearing**

  - **kw unlimited**
    - **DA-2**
      - Request previously set aside by Commission in DA-2.
      - Grant subject to engineering condition. Order Aug. 11.

### Docke Actions

**FINAL DECISIONS**

Corpus Christi, Texas—Original decision granting bid of Community Broadcast- ing Corp., Inc., for new AM station at Corpus Christi, Tex., kw, 100 kw unlimited. Principals in Valletta are: George B. Mclennan, 100 shares stockholder; A. Julian Slingeland, stockholder; and L. C. Smith, WFM; secretary-treasurer 330 ft. on 1st. by Tom B. Smith, retail druggist. Completing application of T. J. DeCanter to erect WCF, Corpus Christi, Tex., kw unlimited. Order Aug. 11.

### Non-Docke Actions

**FM GRANT**


**AM GRANT**

Broken Bow, Oklahoma—Custer County Broadcasting Co., granted new AM station for service to Broken Bow, Okla., kw, 50 kw unlimited. Estimated cost $14,346. Principals are: L. S. Beal, owner and engineer; and J. A. Worley, owner and manager, kw, 25 kw unlimited. Order Aug. 11.

### Non-FCC Actions

**Box Score**

**SUMMARY TO AUGUST 11**

**DOCKE ACTIONS**

**FINAL DECISIONS**

Corpus Christi, Texas—Original decision granting bid of Community Broadcast- ing Corp., Inc., for new AM station at Corpus Christi, Tex., kw, 100 kw unlimited. Principals in Valletta are: George B. Mclennan, 100 shares stockholder; A. Julian Slingeland, stockholder; and L. C. Smith, WFM; secretary-treasurer 330 ft. on 1st. by Tom B. Smith, retail druggist. Completing application of T. J. DeCanter to erect WCF, Corpus Christi, Tex., kw unlimited. Order Aug. 11.

**OPINIONS AND ORDERS**

Dallas, Texas—Review of the petition of Skyland Broadcasting Corp., Inc., for approval to sell a license with the condition of assignment of a license for a new FM station to be operated in Dallas, Tex., kw, 10 kw unlimited. Order Aug. 11.

**APPLICATIONS**

Waco, Texas—Granted extension of Class D FM station operations for WACO, Waco, Texas, kw, 10 kw unlimited. Order Aug. 11.

**APPLICATIONS**


**APPLICATIONS**

Cincinnati, Ohio—Application granted for WMWC, Cincinnati, Ohio, kw, 100 kw unlimited. Order Aug. 11.

**APPLICATIONS**

Tampa, Fla.—Application granted for WTBA, Tampa, Fla., kw, 30 kw unlimited. Order Aug. 11.

**APPLICATIONS**


**APPLICATIONS**

Boston, Mass.—Application granted for WATL, Boston, Mass., kw, 10 kw unlimited. Order Aug. 11.

**APPLICATIONS**

Cincinnati, Ohio—Application granted for WOC, Cincinnati, Ohio, kw, 10 kw unlimited. Order Aug. 11.

**APPLICATIONS**

Chattanooga, Tenn.—Application granted for WSPT, Chattanooga, Tenn., kw, 10 kw unlimited.

**APPLICATIONS**

Columbus, Ga.—Application granted for WHCB, Columbus, Ga., kw, 10 kw unlimited. Order Aug. 11.

**APPLICATIONS**

Wentzville, Mo.—Application granted for KSNM, Wentzville, Mo., kw, 5 kw unlimited. Order Aug. 11.

**APPLICATIONS**

Chattanooga, Tenn.—Application granted for WCTU, Chattanooga, Tenn., kw, 10 kw unlimited. Order Aug. 11.

**APPLICATIONS**

Boston, Mass.—Application granted for WNEC, Boston, Mass., kw, 10 kw unlimited. Order Aug. 11.

**APPLICATIONS**

Cincinnati, Ohio—Application granted for WOHI, Cincinnati, Ohio, kw, 10 kw unlimited. Order Aug. 11.
New Applications...

July Box Score

STATUS of broadcast station applications and authorizations

July 25

STATUS of broadcast station applications and authorizations at FCC as of July 25 follows:

<table>
<thead>
<tr>
<th>AM</th>
<th>FM</th>
<th>TV</th>
</tr>
</thead>
<tbody>
<tr>
<td>103</td>
<td>135</td>
<td>515</td>
</tr>
</tbody>
</table>

Total authorized...

Total on the air...

Construction permits...

Total applications pending...

Requests to change existing facilities...

Deletion of licensed stations in July...

Deletion of construction permits...

July 25

BROADCASTING • Telecasting

Weas Increases

Now Operates with 10kw WEAS DECATUR, Ga., has increased power from 1 kw daytime to 10 kw daytime through new RCA-type BTA-10-F transmitter installed under supervision of Chief Engineer W. H. Keller. Assistance in the work were Engineers Bill Parris and Elmo Lee.

Station, now listed as second most powerful stations in Georgia, is owned by E. D. Rivers, Jr. and maintains studios at 217 Ponce de Leon Ave., Decatur.

'PRO FORMA' CASES

FCC Secretary To Handle

In a NEW MOVE to speed action on its workload, FCC last Thursday relived itself of the burden of passing upon so-called "pro forma" transfer and assignment cases by empowering the Secretary to pass upon them.

These are cases involving no substantial changes in ownership, as established by the Commission a few weeks ago [broadcasting, July 11]. To the latter list "pro forma" cases—in which the new single-sheet form 316 may be used—The Commission last week added 16 cases involving less than a controlling interest in a partnership.

Farny Named

Will Head Policy Board

WILLIAM T. FARNY, president of the Assn. of American Railroads, large buyer of time from ABC, was named Aug. 5 as chairman of the American Components Policy Board by Defense Secretary Louis Johnson. Mr. Farny's appointment came soon after President Truman signed legislation transferring the new Department of Defense. Mr. Farny is a 65-year-old veteran of World War I.

Plans 'Ham' Week

A NATIONAL Amateur Radio Week, designed to stimulate interest in "ham" operations in the U. S., would be set aside each year under provisions of a Senate Joint Resolution proposed last Monday by Sen. Raymond E. Baldwin (R. Conn.). The President would be authorized to designate a certain week each year, and to issue a proclamation inviting the American public to observe it with appropriate exercises. The resolution (S. J. Res. 123) was referred to the Senate Judiciary Committee.

Don Logan

DON LOGAN, 86, formerly photo editor of ABC Hollywood publicity department, died Aug. 5 in Los Angeles. Prior to joining ABC he was in KROW Oakland, Calif., publicity department and with Erwin, Wasey & Co., San Francisco.

Besides his wife Leora, he leaves a five-year-old daughter.

August 15, 1949 • Page 9
ENGINEERING HANDBOOK COMPLETED BY NAB

1949 EDITION of NAB Engineering Handbook has gone to press and will be sent to engineers about Sept. 5, according to Neal McNaughton, director, NAB Engineering Dept.

Revised and enlarged, handbook has 675 pages and contains FCC rules and regulations, standards of good engineering practice, design data, material on television, FM, AM, audio engineering and a "wealth of information of constant daily usefulness." Handbook will be sent free to all NAB members offered for sale at $17.50 in limited edition.

NAB has again asked all operating TV stations for comments on FCC's proposed rule making TV auxiliary broadcast stations, consequent to FCC's extension of comment deadline to Oct. 8.

KECA-TV LOS ANGELES PLANS SEPT. 16 DEBUT

KECA-TV Los Angeles which debuts Sept. 16 with first of UCLA-USC home games, will operate initially with 17 hours of programming weekly, Frank Samuels, ABC Western Division exclaimed.

Mr. Samuels said ABC Board Chairman Edward J. Noble, President Mark Woods and Executive Vice President Robert E. Kintner would be on hand for KECA's debut. Station's key personnel includes Phil Booth, program director, formerly with KTLA Hollywood, and Richard J. Gogglin, senior television director.

ALLEN BROWN JOINS WLOF

J. ALLEN BROWN, sales director of WPIK Alexandria, Va., Sept. 1 becomes executive vice president and general manager of WLOF, 5 kw MBS outlet on 950 kc in Orlando, Fla., succeeding Victor Buisset, resigned. Mr. Brown has bought out a third interest in WLOF from co-owners, William Joe Sears Jr., president, and Walter C. Shea, secretary-treasurer.

Prior to joining WPIK early in 1949 Mr. Brown was in a business of his own in Northern Virginia. This is his second trip into the Orlando market as he has been with WLOF before it was affiliated with ABC.

BALLANTINE TO AIR FIGHT

P. BALLANTINE & SONS (beer and ale) through J. Walter Thompson, New York, will sponsor CBS broadcast of Ray Robinson-Steve Belboise fight at Yankee Stadium, New York, Aug. 24. Fight will not be telecast.

HOPE LOSES TAPE FIGHT

BOB HOPE lost arbitration fight for right to broadcast via tape, in decision handed down in Los Angeles. Decision supports Lever Bros. claim contract calls for live performance.

RITTER APPOINTS LORE

BOB LORE, newly appointed sales manager of P. J. Ritter Co., sponsor of Betty Clark Sings Sundays on ABC, has taken over supervision of firm's radio activities.

Y&R PROMOTES TWO

ROLAND GILLETTE, television supervisor, and Fred S. Serenigan, manager of art department, for Young & Rubicam, named vice presidents.

At Deadline...

WGBG GREENSBORO, N. C. TO ACQUIRE WHGR FACILITY

PLANS announced Friday for acquisition of Guilford Broadcasting Co., granted by WHGR Greensboro, N. C. (1400 kc, 250 w, fulltime), by WGBG, 1-kw Greensboro daytimer on 980 kc. Transfer, subject to FCC approval, stems from decision of Gilbert M. Hutchinson, owner of WHGR, trustee firm, to remain in present post as general manager of WBIG Greensboro.

WGBG, owned and headed by Ralph M. Lambeth, would use WHGR fulltime facilities with WGBG call letters, and station would drop out of WRBB Burlington, N. C., for 950 kc with 1 kw fulltime. WGBG motion to withdraw 950 kc bid was filed with FCC Friday. Mr. Hutchinson, who won grant for WGR in late July (BROADCASTING, Aug. 1), would be reimbursed by WGBG for out-of-pocket expenses in prosecuting application.

'NEW' WJBW TO OPEN

FIVE-YEAR-OLD FCC case involving WJBW New Orleans finally terminated. Operation by Charles C. Carlson, who founded station in 1926, slated to cease at midnight last night (Sunday) by FCC order, with "new WJBW" to take to air late Monday night. Carlson stated on air Sunday night, that station will be a 10 kw outlet with 1 kw power.

Mrs. Carlson, one of South's first women announcers, will be general manager of new WJBW, which has entirely new plant and will have new studios. She helped Mr. Carlson establish WJBW, served as announcer and program director prior to their divorce in 1942. When FCC denied her renewal bid following extended hearing ending to Oct. 14, 1944, she went to U. S. Court of Appeals and Supreme Court in unsuccessful attempt to get reversal.

UHF TV OUTLET TO WCTC

EXPERIMENTAL UHF TV outlet granted WCTC New Brunswick, N. J. Finally the battle is over. Fleischman & Co. said for years that it was going to file petition to overturn FCC decision but has now sworn off.

TAYLOR APPOINTED

EXECUTIVE vice president of Ray Robinson-Fight of the Century.
SOLD BY MORE THAN 600 LOCAL STATIONS ...

during 7 thrill-packed seasons

TOUCHDOWN TIPS

with Sam Hayes

available now
for

the Fall of '49

Cheers:

"... show well received here, particularly since Hayes predicted on-the-nose score of Denver U's first game of the season with Colorado Mines. Everybody—sponsor, listeners, etc.—happy."

KLL... Denver, Colo.

"... certainly have enjoyed carrying this program, which has met with splendid reception in the Central Florida area... considered an outstanding program by the sponsor... feel sure the coming football season will bring a highly successful presentation by Sam Hayes."

WDSO... Orlando, Fla.

"... sold program few hours after signing contract with you... present client wanted this show all through this past season. It is a real pleasure to have this feature on our station."

KFW... Fort Smith, Ark.

TOUCHDOWN TIPS—now in its 8th great season—features Sam Hayes, one of America's outstanding sports commentators, and his amazingly accurate score predictions for 30 to 40 major college and professional football contests each week... based on the tried and tested All-American Gridiron Index.

Sam Hayes records TOUCHDOWN TIPS weekly at NBC's Hollywood studios... and the transcriptions are air-expressed to subscribers in time for local broadcast before the following week's games.

TOUCHDOWN TIPS, rapidly paced with sound effects and Hayes' brisk authoritative delivery, has met with overwhelming listener and advertiser success.

TOUCHDOWN TIPS '49 line-up...

In the backfield:

★ concise, inside facts about rival squads
★ exciting sectional highlights across the nation
★ salute to a "team of the week" on every program
★ "Gridiron Grins"—the week's zaniest pigskin tale

On the line:

★ 13 action-crammed quarter-hours
★ Two big bonus programs
★ One complete emergency program
★ Local college prediction service
★ Advance listing of score forecasts
★ Merchandising and Promotion Kit
★ Specially produced preview program

FIRST BROADCAST: SEPTEMBER 16...

Wire, phone or write for audition today!

...Radio-Recording Division

RCA Building, Radio City, New York • Chicago • Hollywood
YOU CAN BE SURE... IF IT'S Westinghouse

Every major operating cost, plus installation cost, is significantly reduced with the "SYMMETRON", the new Westinghouse 50-kw FM amplifier.

1. TUBES: Lightweight, plug-in triodes identical with those in Westinghouse 10-kw driver. Save better than 50% on initial tube cost and replacements!

2. POWER: High efficiency "SYMMETRON" reduces your power bill. Saves you up to $1,000 a year.

3. INSTALLATION: Low-voltage, air-cooled components eliminate need for fireproof vault and high-voltage enclosure. Reduce transmitter building costs.


Get all the facts if you are going to 50-kw operation. Call your local Westinghouse representative today, or write Westinghouse Electric Corporation, P. O. Box 868, Pittsburgh 30, Pa.