SUCCESS STORY: This summer WLEE promoted the sale of portable radios with jingles like: "So easy to pack—have it going and coming back—take a portable with you." All the major radio distributors bought spots plugging their individual brands.

Result: "a substantial increase in the sale of portable radios this summer over last."  
*The only difference in promotion this year was the campaign on WLEE.*

Richmond merchants are used to results like this on WLEE. More and more national advertisers are following their lead. If WLEE isn't on your list, call in your Forjoe man and get the whole story.

WLEE  
MUTUAL IN RICHMOND

TOM TINSLEY, President  
IRVIN G. ABELOFF, General Manager  
FORJEO & CO., Representatives
Magazines, newspapers, department stores, news reels—everywhere you see SQUARE DANCING! Today's favorite! WLS takes special interest because we have been known for 25 years as the home of square dancing and folk music—the originator of the WLS National Barn Dance. For more facts about the quarter-century-old Barn Dance or any of the friendly programs on "the square dance station," see your John Blair man or Sales Manager, WLS, Chicago 7.
GOOD NEWS FROM HOLLYWOOD

starring George Murphy

A star's view of what goes on in the film capital... "Name" guests... unusual listener features each day!

15 Minutes... 3 Times A Week

"M-G-M THEATER OF THE AIR"

Hollywood's most glamorous stars—including Marlene Dietrich, Deborah Kerr, John Garfield, Fredric March, Margaret Sullivan, and Brian Aherne. Thrilling adaptations of top films. A full hour show each week.

Available for YOUR SPONSORSHIP ON WMGM

starting September 12

At Astonishingly Low Cost!

IN PRODUCTION

(available soon)

"THE ADVENTURES OF DR. KILDARE"

Starring LEW AYRES and LIONEL BARRYMORE—as Dr. Kildare and Dr. Gillespie—more exciting than ever! On the air for the first time in these famous film stories.

A Half Hour, once a week

"CRIME DOES NOT PAY"

A tense, thrilling dramatic series based on the outstanding M-G-M short subjects that won an Academy Award. Featuring popular "name" players.

A Half Hour, once a week

"JUDGE HARDY'S FAMILY"

Starring MICKEY ROONEY as ANDY HARDY... LEWIS STONE as JUDGE HARDY—America's favorite father... and FAY HOLDEN as "MA" HARDY. Together again in the wonderful Hardy stories millions love. Never before on the air!

A Half Hour, once a week

"MAISIE"

Starring ANN SOTHERN in brand new and hilarious adaptations of the gay and giddy adventures that won Maisie millions of friends.

A Half Hour, once a week

WMGM

50,000 WATTS CLEAR CHANNEL
1050 ON YOUR DIAL—100.3 MEG.—F.M.
711 FIFTH AVENUE, NEW YORK

FIRST COME—FIRST SERVED!

CALL NOW!—MU 8-1000

Published every Monday, 53rd issue (Year Book Number) published in February by Broadcasting Publications, Inc., 870 National Press Building, Washington 4, D. C.

Entered as second class matter March 14, 1933, at Post Office at Washington, D. C., under act of March 3, 1879.
Closed Circuit

SUMMARY FCC action banning giveaways caught Dept. of Justice by surprise. Criminal Division, it's learned, was poised to sue unidentified Midwest station for alleged violation of Criminal Code anti-lottery provision. While it's now inferred Department hadn't made up its mind on suit, question naturally arose whether FCC acted precipitately (with only four of seven members present) to get drop on DOJ.

WHILE ABC Vice President Robert H. Hinckley observed "no quote" rule after his half-hour conference with President Truman last Wednesday, it's reasoned he at least broached FCC's anti-lottery crackdown which would strike innermost reaches of ABC money pocket. As a member of public advisory board of ECA, he left Saturday for one-month tour of Europe and his Presidential date was for primary purpose of discussing that trip.

EX-U.S. SENATOR W. Lee O'Daniel's interest in hillybilly talent and inquiries at WBAP Fort Worth's new radio-TV center have lent strength to reports he will run for Texas governorship. "Pappy" O'Daniel was launched originally into state and national politics by way of his Lighten' Up Doughboys program.

VIRGINIA DARE Wine through Rathrauff & Ryan, New York, currently preparing extensive announcement campaign for fall placement.

WITHIN HOURS of RCA's announcement of new 6-me color TV system, WMAR-TV Baltimore Sunpapers station, through its director, former RCA Comms. E. K. Jeff, offered to demonstrate system over 35-mile transmission path to Washington. RCA will use NBC's Washington outlet, WNBW, for color demonstrations next month. Jeff offer would parallel highly successful test of CBS color preceding week. Baltimore-to-Washington test, Mr. Jeff advised, would reveal quality of color transmission within normal contour (30 -50 miles) of VHF station.

YOU CAN still jot down as "shrouded in mystery" plans of FCC Chairman Wayne Coy, who returned to Washington ten days ago after three-month assignment in Europe on communications matters. He hasn't reassumed chairmanship and is noncommittal as to whether (1) he'll stay or (2) he'll resign to return to private enterprise.

WHATEVER HAPPENS to now moribund McFarland Bill (S-1973) to reorganize FCC, it's regarded as certain that House-passed measure (HR-1698) to increase salary of FCC members from $10,000 to $16,000 per annum and that of chairman to $18,000 will be pushed by Senate Democratic leadership prior to adjournment. Its passage might result in designation of Chairman Wayne Coy to remain.

LARGE-SCALE promotion campaign cur-
(Continued on page 78)

Upcoming

Aug. 30-Sept. 1: Institute of Radio Engineers western regional meeting, and Pacific Electronics Exhibit, Civic Auditorium, San Francisco.
Sept. 7-11: NBC Affiliates Convention, Greenbrier Hotel, White Sulphur Springs, W. Va., Sept. 8-9: First of series of NAB district meetings (district 7), Terrace Plaza Hotel, Cincinnati.
Sept. 13: Third NARBA conference convenes, Windsor Hotel, Montreal.
(Other Upcomings on page 31)

Bulletins

CHARLES C. BARRY, ABC vice president in charge of television, Friday appointed vice president in charge of programs for both radio and television, and J. Donald Wilson, formerly vice president in charge of network's radio programs, appointed vice president and national director of network programs. Mr. Wilson will report to Mr. Barry, and both will work on radio and television.

FCC, CBS Session; Color Speed Urged

FOLLOWING 1½-hour conference Friday with CBS officials, headed by President Frank Stanton, FCC decided to call on all manufacturers or experimenters equipped to produce color TV receivers or adapters to get them out with greatest possible speed to assist in field-testing of color systems preparatory to Sept. 26 all-inclusive TV allocations proceedings.

It was understood that such companies as RCA, CBS, Color Television Inc., and other manufacturers had been given invitations to cooperate to make tests as conclusive as possible. RCA previously had announced it will publicly demonstrate its electronic color system next month in Washington via NBC's WNBW (TV) as one that it claims will eliminate all of major technical and economic problems that have been changeover from black-and-white (see page 18).

Conference with CBS, called by Acting Chairman Paul Walker following release by Chairman Johnson (D-Col.) of Senate Interstate Commerce Committee of correspondence on CBS color status, was for primary purpose of exploring availability of receivers and adapters to test CBS system, since CBS itself has no set manufacturing facilities.

Conr. Robert F. Jones, who had spear-headed color TV speed-up, Friday night answered Mr. Stanton on matter of field-testing of its equipment.

Conr. Jones in sharp letter sent last Tuesday to Mr. Stanton, said he was "amazed" CBS had not offered color receivers or converters, suggested that while CBS is "anxious to transmit color television it is reluctant to permit others to operate color television receivers to appraise what you have transmitted."

Business Briefly

Lorillard Switch • P. Lorillard Co., New York, switching telecast of Original Amateur Hour for Old Gold cigarettes from DuMont to NBC-TV, effective Oct. 4. Program to be aired Tuesday, 10-11 p.m., thereby selling out network's 7 to 11 p.m. line-up for that night. Agency, Lennen & Mitchell, N. Y.
Football Rights • Tidewater-Associated Oil Co., with exclusive right to telescan Stanford's eight home football games, to place them on KGO-TV San Francisco. Agency, Buchanan & Co., San Francisco.

Participating in session for FCC, in addition to Messrs. Walker and Jones were:

Comrs. Frieda B. Henneock and E. M. Webster, General Counsel Ben Cottone and Acting Chief Law Bureau TV branch; Curtis B. Plummer, chief, Engineering Bureau TV broadcast division; Edward W. Chapin, chief laboratory division; Laurel, Md., FCC, in addition to President Stanton, tourism Adm. Murphy, vice president and general executive, and Dr. Peter Goldmark, director of research and development, and inventor of CBS color system, and Richard Sanderson, chief, Engineering Bureau.

In letter written Friday to FCC Conr. Robert F. Jones, Mr. Stanton asked Commission to specify kind of field tests it will accept as adequate for approval of CBS color TV system. Noting that "under one set of specifications test could be quite simple, but under another gargantuan," Mr. Stanton stated: "Our past experience has convinced us that we are simply not able to decide on commitments for field testing until we have some official specification of what will be considered adequate.

"As a matter of fact," he declared, "the design and construction of equipment for the kind of field test I assume you are seeking could not, in any event, be accomplished between the time of the Commission's notice of hearing of July 11, 1949 (for the public notice of May 26, 1949), and the hearing originally set for Aug. 29."

Implications made by Conr. Jones during his talk with Mr. Stanton and his letter Aug. 19 "that CBS has not done its proper part in color television" are "entirely unfounded and unfair," Mr. Stanton wrote. "The contrary is the fact." He said CBS had created "virtually the entire art of color television," had contributed "more to color television than all the

(Continued on page 78)
you

Need

these two
rich markets

WGAL-TV, Lancaster, Penna.

Initial TV service in this area. Your first opportunity to present your product with combined eye and ear appeal to these listeners. Audience amazingly large and growing because of local shows and NBC, ABC, CBS and DuMont programs. Use this sales impact.

Operated by WGAL, Inc., Established 1922

WDEL-TV, Wilmington, Del.

The only TV station located in this vital market. A clearer picture for viewers—NBC, DuMont and other network shows, plus local programming assure advertisers a fast growing audience. Too important to overlook in your TV sales plans.

Operated by WDEL, Inc., Established 1922

Represented by

ROBERT MEEKER ASSOCIATES

New York  San Francisco  Chicago  Los Angeles

STEINMAN STATIONS

BROADCASTING • Telecasting

August 29, 1949 • Page 5
THE CASE OF THE PURLOINED PLANE

(A MELLOW-DRAMA IN ONE QUICK ACT)

- Of all things, a private passenger airplane was stolen from the Flint airport the other day! Slick job, too. The thief merely rolled the plane onto the field, got help in starting the engine and took off before anyone realized he was a thief. Soon, though, the theft was reported to WFDF and the story was carried on the station's 8:45 A.M. newscast, including the registration number and description of the plane. Then things began to happen! Before the news program was off the air (it's on for ten minutes) WFDF got a long distance call from Clio, Michigan, reporting that the missing plane was parked near Clio's airfield. The police were notified, the owner got his plane back, and WFDF's case of the Purloined Plane was closed.

WFDF's extensive and exclusive local news coverage accounts, in part, for the station's unusual domination of Flint's listening audience.

910 Kilocycles

WFDF

FLINT MICH.

AMERICAN BROADCASTING COMPANY

REPRESENTED BY THE KATZ AGENCY

Associated with: WOOD Grand Rapids—WFBM Indianapolis—WEOA Evansville
something new has been added
to radio and television research

RECENTLY a number of the men who buy and use radio and television audience surveys were asked to name the qualities they most desired in such reports.

The answers ran like this:

1. ACCURATE records of all listening or viewing inside and outside the home.
2. COMPLETE information on all program audiences.
3. FAST delivery of reports to subscribers.
4. ECONOMICAL operation to reduce excessive costs.

This month...

the American Research Bureau has introduced a new and different approach to audience research in Washington, Baltimore, and Philadelphia offering for the first time a service delivering all of the elements noted above. Reports for these cities are now in the hands of subscribers and studies in several additional cities are to follow. Operations are under the supervision of James Seiler, former Director of Research for NBC in Washington, who leaves the network to manage the Bureau.

At present...

the following radio and television studies are available. All of them employ our newly developed techniques which produce detailed and highly accurate audience measurements with unusual swiftness and economy.

Radio

Improvements of real significance in listener diary studies which report all listening of all members of a population both inside and outside the home. Surveys based on area samples of advanced design which permit results to be given in actual number of persons listening in addition to conventional ratings. Program audiences shown for each quarter hour around the clock by income, sex, race, age, and other factors, with complete audience flow data. (Sample data sheets available from completed studies.) Coincidental telephone and roster-type surveys also available by special contract.

Television

TV Viewer Diary studies conducted using methods which make the diary one of the most accurate television measurements available. Complete results furnished within ten days based on nearly 500 television homes per quarter hour. Probability samples, newly made for each study, eliminate bias inherent in most industry lists.

Naturally no radio or television program should be bought or sold on the basis of listener data alone. However, we believe that today, up-to-date, complete information on program audiences is an absolute essential to intelligent and profitable time-buying. It is the aim of the American Research Bureau to set a new standard for accuracy, speed and economy in conducting broadcast audience studies. We invite you to compare.

AMERICAN RESEARCH BUREAU

Broadcast Audience Division

920 L Street, Northwest

Washington 1, D. C.
**Feature of the Week**

PROMOTER of public service, Bob Jones, WBIG Greensboro, N.C., who spins an early morning show Tuesday through Saturday, added another feather to his cap early this month. He turned the tables on a proposed public hearing on rent control in his city by broadcasting his own viewpoints and asking for audience response.

Mr. Jones, 5 kw CBS outlet, was overwhelmed. The hearing, ordered by Greensboro Mayor Benjamin Cone and scheduled for Aug. 18, was called off ten days in advance. A Greensboro newspaper credited Mr. Jones with the prodding that did the trick.

Bob Jones is the announcer who raised over $55,000 last year to help build a hospital in Greensboro for victims of poliomyelitis and conducted that city's "most handsome man" contest which resulted in more than 500,000 pieces of mail. However, his rent control battle was unique in that, unlike the other service features, this one centered about a controversial issue.

Hearing that the Greensboro Real Estate Board planned to appear before the City Council to ask for the removal of rent controls, Mr. Jones obtained permission from WBIG management to air his personal views on his early-bird show (6:30-8:30 a.m.).

Result was a deluge of letters and telephone calls from listeners asking for the retention of rent controls. Mr. Jones, following the station's policy of offering free time to each side of all controversial public issues, invited anyone in favor of decontrol to come to WBIG and promised to turn the mike over to any individual who wished to give his side of the picture. Nobody appeared.

Sentiment expressed by the listeners against lifting of controls, because of an existing lack of housing.

(Continued on page 48)

**On All Accounts**

It was a Southern Army man who reduced warfare logic to the provincial admonition to get there "fastest with the mostest", but it remained for a Northern Navy man to apply the prescription in a latter day to television selling.

Halsey Barrett, cooperative spot sales manager for DuMont Television Network, was the first man to sell a daytime television show—the Kathi Norris program for Automatic Mop Wringer. He brought the Great Atlantic and Pacific Tea Co. into the medium for its initial venture, sponsoring television participations, and Mr. Barrett was the salesman who convinced Cushman Bakeries to enter video using $30,000 worth of weather spots.

Acknowledgedly one of television's foremost salesmen, Mr. Barrett was born on Jan. 17, 1915, and was educated at Hamilton College and Harvard Business School.

Upon departure from Harvard and after a few months in Wall Street with a brokerage firm, Mr. Barrett turned to radio, joining WOR New York in its sales promotion department. Two years later he moved to WNEW New York as promotion manager, and in 1940 joined Tide magazine in its sales department.

On the fateful Dec. 7, 1941, Mr. Barrett joined the Navy where he served as a lieutenant. On D-Day, during the channel crossing for the Normandy invasion, Lt. Barrett's ship was the first to be sunk by the Germans. When the shell struck, he was navigating with the aid of a cathode-ray tube which blew up in his face. Obviously, however, he has resisted successfully this German attempt to discourage his interest in television.

After a period in the hospital and service with the Army-Navy Munitions Board in Washington, Mr. Barrett left the service to join the staff of the Armed Forces Magazine in Washington. In 1947 he joined CBS-TV as sales promotion manager, and in '48 he moved to his present affiliation.

The Barrett's have been married for seven years. She is the former Janet McDonald, daughter of James G. McDonald, first and current ambassador to Israel. They have one child, Donald Vail Barrett, born July 25.

The family lives in Bronxville, New York.
Every day is Labor Day for Jamison...  
...and he loves it.

According to our man Jamison, a good radio and television representative is a fellow who makes things easier, more efficient and more profitable for other people. And, of course, the types of other people he is particularly interested in are:

1) broadcast advertisers... and
2) broadcasting stations.

"We representatives," he often says, "are in business for just one thing... TO GIVE SERVICE. National Spot Broadcasting is an exceedingly complex medium... often involving hundreds of different stations, each on a separate contract. Few advertisers, and even fewer stations, are equipped to make all their own arrangements. But firms like Weed and Company, with offices in every major time buying center across the nation, are in a position to render a unique and valuable two-way service.

"Performing this service expertly requires hard work and plenty of it... which undoubtedly accounts for my own personal success, as well as the outstanding position of Weed and Company in the field."

Weed and Company
radio and television station representatives

new york • boston • chicago • detroit
san francisco • atlanta • hollywood
W B I G

"The Prestige Station of the Carolinas"

HOOPER STATION AUDIENCE INDEX
WINTER, 1949 CITY ZONE Greensboro, N. C.

WBIG

Monday thru Friday 8:00 AM—12 N 46.0
Monday thru Friday 12:00 N—6:00 PM 41.2
Sunday thru Saturday 6:00 PM—10:00 PM 59.8

columbia affiliate
5000 w. day & nite

Greensboro, North Carolina represented by hollingerby

Page 10 • August 29, 1949

Agencies

PETER J. McKENNA elected a vice president of Deutsch & Shea Inc., New York, effective Sept. 1. He has been in real estate merchandising and advertising for more than 25 years.

FRANK A. KEARNY, executive staff member of W. Earl Bothwell Inc., New York, elected a vice president of agency. Before joining Bothwell in 1946, Mr. Kearney was with Calkins & Holden and Dancer-Fitzgerald-Sample Inc., both New York, in contact and executive capacities.

J. T. DAWSON, art director for Doyne Adv., Nashville, Tenn., named vice president in charge of production. Mr. Dawson has been with firm since 1946. M. C. SMITH, formerly mem-

ber Katz Co., New York, and advertising department of Atlanta (Ga.) Constitution, joins Doyne as account executive.

ROGER JOHNSTONE, formerly with Don Harway & Co., San Francisco, appointed San Francisco manager of Ralph Harker & Assoc., effective Sept. 15.

HERBERT L. BALDWIN, director of research and merchandising for Fletcher D. Richards Inc., New York, appointed a vice president of agency.

ROBERT L. CARVER, formerly of Alley & Richards Inc., New York, as account executive, joins Lynn Baker, same city, in similar capacity. Mr. Garver was sales manager of WZZ New York prior to association with agency, and is author of Successful Radio Advertising with Sponsor Participation Programs, which will be published Aug. 29 by Prentice-Hall Inc.

W. E. BENEDICT, formerly head of his own agency, appointed to creative staff of Alfred J. Silberstein, Bert Goldsmith Inc., New York. Mr. Benedict also has been advertising manager of Nashua division of Teutron Inc. and Callaway Mills Inc., both New York.

PAUL V. JOHNSON has opened his own agency, Johnson & Johnson Adver-

tising, 636 Church St., Evanston, Ill. He was formerly with Montgomery, Ward and Co., Chicago. His brother, N. L. JOHNSON, is partner.

W. B. STUART-BULLOCK, for past nine years with Young & Rubicam, New York, as copy supervisor, joins Robert W. Orr & Assoc., New York.

GENE FRANKE, formerly head of Advertising and Sales Consultants Agency, Los Angeles, joins Western Adv., same city, as director of marketing.

BARRETT F. WELCH, with Foote, Cone & Belding since 1947, appointed director of research for New York office.

New Business

EMPIRE TRADE SCHOOL, New York, appoints Arthur Pine Assoc., same city, to handle publicity. Radio will be used.

DURLACQUE Mfg. Co., St. Louis (household cleaner), appoints Warner, Shulenburg, Todd & Assoc., same city, to handle advertising. Radio will be used in midwestern markets.

MORTON Mfg. Co., Chicago (Swow White Products), appoints Warren Wade Agency, New York, to handle its advertising. Radio spot campaign will be used starting in September.


GRIESEDECK BROS. BREWERY, St. Louis, plans use of 30-second and one minute transcriptions to run regionally in the Midwest after the baseball season for an indefinite period. Main purpose is to teach public pronunciation of firm's name. Agency: Ruthrauff & Ryan, Chicago.

MONARCH BREWING Co., Chicago, which recently named C. Wendel Muench, same city, to handle account, planning to use radio in the near future for Monarch beer. WELDON O. YOCUM is account executive.

PONTIAC DEALERS of Southern California through Taggart & Young, Los Angeles, planning television campaign in Los Angeles area about Sept. 1. Both programs and spots will be used. Budget not disclosed.

(Continued on page 48)
The Patroon Becomes a GIANT

NOW a powerful 50,000 watt giant

A dominating influence in the RICH Northeastern U.S. market

WPTR

ALBANY - SCHENECTADY - TROY
50,000 Watts - Night & Day
REPRESENTED BY RAMBEAU
Scores at Polsky's
EDITOR, Broadcasting:
Congratulations to Broadcasting for the series on "This Business of Broadcasting." Please send me a reprint of the Kobak article, Aug. 15 issue. It was a humdinger that hit the nail on the head.

Meg Zahrt
Polsky's of Akron
Akron, Ohio

Laud Marketbook
EDITOR, Broadcasting:
Just want to let you know we think your 1949 Marketbook is the finest thing we've ever seen. Mutually yours in Tucson.
Wayne Sanders
General Manager
KONA Tucson, Ariz.

EDITOR, Broadcasting:
Received copy of the Market-

Open Mike

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

Open Mike!

Again Broadcasting has done an excellent job.
Charles E. Seiferd, Mgr.
KICK Springfield, Mo.

EDITOR, Broadcasting:
Congratulations on your 1949 Marketbook! Once again Broadcasting rates tops for a job well done.
H. W. Maschmeyer,
Prog. Dir.
WPTR Albany, N.Y.

'Hungry Salesman'
EDITOR, Broadcasting:
Had no idea that when I wrote the "Buyers' Market" story I have to give to my brother broadcasters a definition of a "hungry salesman." ... A hungry salesman is a man who is extremely ambitious and desires to get ahead in life, looking forward to being a manager or owner some future day.

Jack Dempsey, when youthful, had a hunger and an ambition to become heavyweight champion of the world; Gene Tunney likewise. ... Harold Fellows, now manager of New England operations of CBS and general manager of WEEI (in my estimation one of the best broadcasters in the business), is still another example. Likewise, Linus Travers, general manager of the Yankee Network, another topnotcher, started out with the same burning desire.

I cannot understand Mr. Pitman's part [Open Mike, Aug. 22] part of the story when he states that hungry men breed communism. This great Republic was built by hungry, ambitious Americans and America would not be what it is today had it not been for them.

George Lasker
Vice President
WBMS Boston

Cites Diamond Ads
EDITOR, Broadcasting:
I have just read where the Diamond Match Co. will start it's first substantial consumer advertising in 7 years next month using:

Newspapers in 101 cities
Life magazine
Trade Publications

Since radio was completely ignored, I am sure this will come as good news to the hundreds of radio stations (of which WHM is one) that have bought millions of books of Diamond Matches in the past several years! PHOOEY!!

Patt McDonald
General Manager
WHM Memphis

Series Proves Asset
EDITOR, Broadcasting:
... The seven articles on "How the Buyers' Market Can Mean Business for Broadcasting" have been of great help to me in selling, not only radio selling, but in all advertising media.

Frank S. Wilson
420 North St.
Portsmouth, Va.

More on Ratings
EDITOR, Broadcasting:
Your editorial, "The Rating Season," vividly points to the greatest weakness in radio today—program "ratings." Hooper-happy broadcasters and rating-rabid timebuyers have combined to reduce broadcasting from a great advertising and entertainment medium to a cheap "buco game"—for the benefit of few thousand telephone calls in some 30-odd cities.

No wonder advertisers who are interested in selling merchandise are turning to other media. What listener, intent on guessing the name of a movie or the title of a song knows—or cares—who is sponsoring this wonderful game of chance. None!

I don't agree with you that a committee of broadcasters, even of the good men you mention, is the answer. The problem can be solved by such editorials as "The Rating Season" and news articles in the columns of the trade papers pointing out the utterly fallacious concept of most rating systems, and then a committee of broad-

(Continued on page 44)
MEMO TO:
WORLD - Station
Affiliates Only!

Another Sensational
WORLD 1st Will Be
Sent You on...
...September 2nd!

WATCH FOR IT!
NORTH CAROLINA IS THE SOUTH'S NUMBER ONE STATE

AND NORTH CAROLINA'S No. 1 SALESMAN IS

50,000 WATTS 680 KC NBC AFFILIATE

RALEIGH, N. C.
FREE & PETERS, INC.
NATIONAL REPRESENTATIVE
RCA Color TV Ready

AGITATION over color television culminated last week in a trans-continental announcement by RCA that it is ready to go with a completely compatible electronic color system that can be integrated into the existing black-and-white low-band allocations.

RCA's revelation climaxed a week of unparalleled activity, both at the FCC and at the Senate Interstate & Foreign Commerce Committee, relating to the emergence of color, intermingled with charges and counter-charges of suppression of color. RCA said it would demonstrate its system in Washington next month.

RCA advised the FCC that its system requires no change in transmission standards; that it operates on the prescribed 6mc channel; that existing black-and-white receivers can pick up color programs in monochrome without modification of existing sets, which, however, can be adapted to color. Only slight changes would be entailed in transmitters to convert to color.

CBS, which for several years has been in the forefront of color research and development, welcomed the RCA announcement, expressing greater interest in the progress of color TV than in any technique it is evident that Chairman Ed C. Johnson of the Senate Commitee, who had been involved in FCC and RCA matters in the color issue, felt that his committee and FCC Commissioner Robert F. Jones, had smoked out the leading radio entities on the status of color.

There was concern that the developments might result in a "wait-and-see" approach by consumers. The Radio Mfrs. Assn.—prior to the RCA announcement—had informed the FCC it will take several years to develop and distribute color TV sets.

CBS and RCA-NBC thus again will become the principal participants in the FCC hearings to get under way Sept. 26. CBS has been turned down two-and-one-half years ago on its then existing color system, which would have required a 16mc band. Details of its new and vastly improved 6mc system, along with that of RCA and other researchers, will be unfolded to the FCC.

Predicts No Upheaval; CBS Welcomes It

All in all, it was a big week for proponents of color television in general. And it adds up to one or more exciting weeks when all industry elements come before the FCC Sept. 26 for hearings on both VHF and UHF television allocations. Friday was the final day for filing of briefs preparatory to the hearings.

Last week's developments follow:

- CBS announced a color converter and charged set-makers won't turn out equipment for FCC field tests.
- Sen. Johnson lauded CBS color system, after having viewed a demonstration the preceding week.

Three Networks Challenge

GIVEAWAY FIGHT

THREE of the four major networks, NBC, CBS and ABC, will challenge FCC's anti-give-away ruling in Federal court suits, Broadcasting learned last week.

Although acting independently, ABC, CBS and NBC will file injunctive actions charging the FCC was mistaken in its legal rights in the "anti-give-away" decrees.


RCA is ready to start immediate mass production of its color TV system, as soon as the FCC gives the go-ahead, it was learned [CLOSED CIRCUIT, Aug. 22]. The plan is officially described as compatible with present FCC standards and no changes are proposed.

Estimates of the cost of adapters or converters so black-and-white sets can receive color could not be obtained but it was indicated costs would be "nominal." Only slight changes would be required in existing TV transmitters to permit color transmission, it was indicated, and these would not be expensive.

RCA sources say the system is "RCA all the way" and was developed in its own laboratories, without acquisition of patents from others working on electronic color. The new system differs materially, it was indicated, from that described at the FCC's color television hearings over two years ago.

(Continued on page 18)

By EDWIN H. JAMES

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(Continued on page 18)
THREE-FOURTHS of NAB member stations showed a profit last year but rising operating costs continued to cut down industry profits, according to an analysis completed last week by NAB, [Broadcasting, May 30].

Ratio of operating expenses to station revenue was 82% in 1948, rising from 79% in 1947 and 78.5% in 1946, the study showed. The Employee-Employer and Research Depts. of NAB jointly conducted the study. Extensive data breaking down costs by regions and types of station will be ready for the annual series of NAB district meetings starting Sept. 8.

Richard P. Doherty, NAB employee-relations director, who analyzed the Research Dept. figures, said that station profits on sale of time, before taxes, declined from 26.5% of station revenue in 1946 to 21% in 1947 and 18% in 1948.

This does not represent actual profit to station operators since federal excess profit taxes run 38% in the case of high-income stations. On top of this must be added the state and other local taxes of the same type.

Applies to Sale of Time

Mr. Doherty said the profit data apply to sale of time and are not to be confused with the profit on investment, which would be lower in many cases.

All the profit figures in the study relate to the 75 of stations that operated in the black last year, he said. Inclusion of figures from stations losing money would bring down the profit ratios.

A separate study of stations that lost money in 1948 is not yet complete, according to Mr. Doherty.

Definite cost-income patterns vary through the nation according to such factors as size of broadcast income, areas, affiliation or non-affiliation, with networks, time on the air, and metropolitan or non-metropolitan areas, he said. Breakdowns will be made available to those who attend the NAB district meetings.

All stations tended to show lower ratios of operating expenses to income as the volume of income increased, taking the country as a whole, the survey shows. In the case of stations doing less than $50,000 worth of business, operating ratios were highest, or 88.7%. Stations billing over $1 million enjoyed the lowest operating costs.

Average-per-station income rose progressively from small stations to medium or large stations. Lowest relative cost of doing business in large stations with powers from 10 kw to 50 kw, located in cities under $50,000.

Largest single cost item in all classes of stations consisted of wages and salaries, the study showed. About half (47.36%) of the average outlet's income dollar was paid out to staff and administrative personnel among all types of stations, adding up to 58% of whole operating expenses.

Mr. Doherty said the solution to the problem of many stations is "clearly that of obtaining added revenue while maintaining the normal break-even point. However, in a great many stations, the need goes even deeper and requires careful analysis of all items of cost."

At the district meetings, opening Sept. 8 in Cincinnati when District 7 convenes at the Terrace Plaza Hotel, and continuing to mid-December, Mr. Doherty will discuss the survey with special attention to the needs of each area. He will stress methods of analyzing and controlling the operating costs of stations.

ARMED FORCES

Frye Initiates Study Of Ad Budget

A STUDY of the advertising picture for the joint armed forces—Army, Air Force, Navy and Coast Guard—in view of utilization and recruiting needs was initiated last week by William Frye, director of the Defense Dept.'s Office of Public Information, with a view to re-allocation of ad expenditures for the remainder of the current fiscal year. Outlays for radio are included in the sum.

The present contract, which will be terminated effective Oct. 31 by the National Military Establishment [Broadcasting, Aug. 8], is handled by Gardner Ad. Co., through its Washington office. Actually, signing of the contract for the period from July 1, beginning of the new fiscal year, to Oct. 31 has been deferred pending clearance by Congress of the military appropriations bill. The measure (HR 4146), passed by the House, was scheduled for action by the Senate last week, but had not been taken up late Thursday.

The Army-Air Force ad contract is valued in excess of $1,850,000, with a considerable portion allocated in the past to radio programs and spots. When the current study is completed, recommendations will be made as to type of media to be used—if the Defense Dept. decides to advertise its recruiting campaign.

Rhodes Signs Heather

RHODES PHARMACAL Co., Cleveland, maker of Emdrmy tablets for the relief of rheumatism and arthritis, will sponsor Gabriel Heather over 150 Mutual stations April Thursday for 52 weeks effective Sept. 20. The company has never before used radio. Show will be heard 7:30-7:45 p.m. EDT in Eastern and Central time zones and 9-9:15 p.m. PT in the Mountain and Pacific time zones. O'Neill, Larson & McMahon, Chicago, is the agency.

LOrellARD RENews

Signs 'Amateur Hour' on ABC

P. LORILLARD Co., New York (Old Gold cigarettes), has signed with ABC for renewal of the Original Amateur Hour, effective Sept. 29, the network announced last week.

The program, aired Thursday 9-10 p.m. from 188 ABC stations, was contracted for through Lennen & Mitchell Inc., New York, the Old Gold agency.

CITATION from U. S. Treasury for radio's special effort in putting the Savings Bond drive over the top in southern California is received by William J. Beaton (II), manager, KKKW Pasadena, and president of Southern California Broadcasters' Assn. J. B. Messick, California state director of Treasury Savings Bonds Div., makes the presentation.

JOHN SANDBERG

Named Pepsonod Ad Head

JOHN V. SANDBERG joins the Pepsonod Div. of Lever Bros. Sept. 15 as vice president in charge of advertising, president Henry F. Woulfe announced in Chicago last week. Mr. Sandberg currently is advertising and sales promotion manager for Kraft Foods, also Chicago.

He joined Kraft as assistant director of advertising in 1946, assuming his present post in September of 1948. Mr. Sandberg was associated from 1931 to 1937 with the Chicago Tribune, the Stack-Globe Advertising Agency, Chicago and NBC. He joined the advertising staff of Swift & Co. in 1937, becoming assistant advertising manager in 1940.

Leaving Swift in 1941 to enter the Marine Corp, he held the commission of major, was liaison and public information officer on the staff of Admiral Chester W. Nimitz, and was aboard the battleship Missouri at the Japanese surrender signing.

LANE PROMOTED

Succeeds Coulter at M-E

THOMAS H. LANE, vice president of McCann-Erickson, New York, effective immediately will be responsible for all of the agency's radio and television activities, succeeding Lloyd O. Coulter, former vice-president in charge of radio and television, who has resigned [Broadcasting, Aug. 22].

Mr. Lane, prior to joining McCann-Erickson, was with Rextall Drug Co., Los Angeles, as a vice president.

Page 16  *  August 29, 1949
NARROWER CHANNEL THREAT

By J. FRANK BEATY

THE 10 kc broadcast channel, standard for a quarter century, will be in peril when the third NARBA convenes in Montreal next month. Narrowing of the channel to 9 kc, or even as little as 6 kc, is being discussed among Latin broadcasters. up today (Monday) when the joint U. S. preparatory NARBA com-

mittee meets in Washington [BROADCASTING, Aug. 15].

The implications of band nar-
rowing are so serious, with re-
quirement of reallocation of
station assignments, that it
may become the main issue at
the Montreal treaty session, which
opens Sept. 15.

Moreover, the subject conceiv-
ably could lead to an impasse, or
at best a long delay while the
qualities of narrow-band broadcast
signals in Europe are investigated.

Judging by reports from south
of the border, Latin broadcasters
have several versions of channel
narrowing they are planning to
throw into the Montreal convention
in an effort to solve the pro-
blems of the campaigns by
narrowing. They have carefully
refrained from submitting their
demands in advance, though Canada
as a last resort had requested this
material by early May to permit
orderly study of proposals prior to
the treaty sessions.

The Latins are believed to be...

Mexican, Cuban Aims

Mexico and Cuba are known to be desirous of obtaining more fac-

ilities, particularly under 1000 kc.

Loss of even a single channel to the

United States could cause

severe upheavals in the industry.

And loss of several channels would lead to

industry nightmares horrible to
tcontemplate.

A number of channel-narrowing
plans are being discussed by
Latinas. One plan, to cite an
example, would narrow the channels
between 700 and 800 kc to 9 kc

width, and the channels under 700

to 8 kc width. This would open

four new channels in the broadcast
band.

Other ideas are more extreme.

Some Cuban broadcasters are
understood to favor 6 kc separation,
arguing that it works in Europe.

Just what extent of chan-
nel-narrowing in this country is a
question difficult to answer pending
an actual reallocation, judging by
comments of engineers. The
idea has been discussed within the
FCC from time to time, but always
the Commission has felt the bene-
fits received from addition of chan-
nels would be outweighed by de-
terioration of service.

AD COUNCIL

$15 Million in Free Time

MORE than 14½ billion listener

impressions representing an esti-

mated $15 million in time and
talent were contributed by the
radio industry to the campaigns of
the Advertising Council Inc. for
the year ending March 28, 1949,
according to the group's seventh an-

nual report, issued last week.

During the 12 months covered by
the report, most of the council's
mass information campaigns were
designed to be directly or indirectly
coupled with "cold war," and
with the Marshall Plan.

Stuart Peabody, assistant Vice
President of The Borden Co., is
chairman of the Radio and Televi-
sion Committee, and Gordon C.
Kinney is the Ad Council's director
of radio.

Broken down, the major cam-
paigns, and radio's part in them,
were as follows:

The campaigns for the better un-
derstanding of the U. S. economic
system, conducted at the request
of the Joint Committee of the Assn.
of National Advertisers, and the
American Associated of Broadcast-

ers, produced a total of 1,154,000,000 listener impressions
during its first half year. Each of the four major networks pledged
half-hour special programs on eco-

nomic education. Total value of
all contributed time plus space,
amOUNTED to $2 million.

The American Heritage cam-
paign was conducted to raise the
level of active citizenship, in co-

operation with The American Her-
itage Foundation, sponsor, with the

improved engineering and closer
adherence to standards that mark
our broadcasting. Listeners south
of the border, like those in Europe,
are said to be accustomed to sig-

nals far inferior to those delivered
by the American audience. Therefore
they would not suffer noticeably
any degradation that might occur because of channel-narrow-
ning.

Engineering views on channel
width are apparent from results of
the technical conference held at
Havana in late 1947 and the high-
frequency conference at
Mexico City last winter. The tech-
nical group recommended a 10
channel separation after careful study.

A U. S. subcommittee of the
joint government-industry group
that meets today has gone into all
aspects of the problem and will
have a report ready to submit to
FCC Commissioner Rosel Hyde,
chairman of the full U. S. prepara-
tory committee.

While opposition of U. S. engi-
eers to channel-narrowing seems
rather general, judging by infor-
mal expressions, it might be better
than having 150 kw Mexican sta-
tions operating all over the low half
of the broadcast band.

The first NARBA adopted a
decade ago, and the 1946 extension
which expired March 28, speci-
fied 10 kc channel width, with 2-1
ratio of desired-to-undesired sig-

nal on adjacent channels. The
FCC's interference ratio is 1-1.

The interference problem from
a 9 kc channel worries those who
deal with technical aspects of
broadcasting. They especially fear
the type of interference known as
"monkey chattering" on the lower
side of the band.

Stalemate Possible

In any case, the channel-width
problem will be a knotty one at
Montreal, engineers fear the
meeting may reach an impasse
after several months of wrangling
over the problem. Certainly, some
of the objections will be ex-
pected to demand a careful study
of European narrow-channel
broadcasting by experienced engi-
eers should the problem stall the
whole treaty-making procedure.

American engineers say costs
of channel juggling would be
tremendous, despite the belief that
many stations would be free from
perhaps 4 kc to 8 kc. Transmitter
and crystal problems are cited, with
the antenna difficulties almost stagg-
ering when directional array chan-
gers are considered.

The FCC could expect a flood
of applications for new and improved
facilities unless it set up some sort
of a barrier to prevent the on-
slaught. Push-button receivers
would require adjustment, and it is
suggested cheap sets might not work as well as 9 kc channels.

All who have thought about the
subject concede that it involves en-
geineering and allocation headaches
frightening to contemplate.

871,380,000 were secured by the
council for the Joint Armed Forces
Prestige campaign, conducted to
raise the prestige of men and wom-

795,385,000 listener impressions.

BROADCASTING • Telecasting

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795,385,000 listener impressions.

CARE Campaign

The campaign to promote sales
of CARE packages, continued through
1948-1949 as a result of state-
ments by government officials that
the packages constitute a diplo-
matic and political weapon, as
well as needed American aid,
reaped more than 955,385,000 lis-
tener impressions.

The campaign for $185 million
for the nation's community chests
was handled by the Community
Chests of America working direct-
ly with the Ad Council's volunteer
agency, BBDO. The Council gave

(Continued on page 31)

Mr. Peabody

Mr. Kinney

U. S. Attorney General, of the
Freedom Train Tour. Listener
impressions secured through the Ad
Council's radio allocations plan
and through local stations participat-
ing in reedication activities,
totaled more than six billion.

Listener impressions totaling

20, 1949 • Page 17
RCA Color TV Ready
(Continued from page 15)

CBS kept in the color foreground last week, as it had the week before [BROADCASTING, Aug. 22], by formally announcing that it had a practical converter for its scanning system: by becoming embroiled in a Washington argument involving merits of its system and the attitude of other industry elements; by commenting on RCA's new announced color system, and by appearing at an informal FCC conference Friday afternoon. CBS executives, led by President Frank Stanton, were called in by Acting Chairman Paul Walker for an FCC discussion growing out of a statement by Conr. Jones attributing to CBS the claim that manufacturers would not produce receivers or converters for its system.

After reading RCA's announcement, CBS executives were asked his network was more interested in the progress of color TV than any special technique. His statement followed:

"We have read with interest of the RCA announcement. Columbia's position on color television has always been very clear. We have contacted all the color sets as the ultimate service in television, and it is more important to us as broadcasters to have color television come quickly by the best available system than that the CBS system be adopted. CBS color television has been proved through numerous tests and demonstrations in the past, and we will look forward to studying similar tests and demonstrations of the latest RCA system."

Sen. Johnson, who has steadfastly pressed FCC and other quarters for action looking toward early commercialization of color television, commended RCA for a "tremendous forward stride in the TV art" and noted it had "spent a great deal of time and a vast fortune" in necessary research. He told Senate colleagues that "free enterprise has triumphed again" and contended that color TV is "over the hill now." His remarks were inserted in the Congressional Record.

Obviously gratified by RCA's announcement, Sen. Johnson told BROADCASTING he is especially pleased that the company's new all-electronic system enables black-and-white receivers or converters to pick up color programs in monochrome without modification of present sets and any adapter.

"This has been a source of worry to many of us and those in industry," he noted. "We thought present sets might be outdated with the advent of color. The impact of such a situation is less now that color can come in on standard black-and-white sets without change in transmission standards."

Earlier in the week Sen. Johnson had charged in a letter to FCC Acting Chairman Walker that the FCC is "too active in advancing color television "suddenly have become very cold to further efforts in this direction" (see story, page 53).

Radio Mfrs. Assn. filed a statement warning that it will take manufacturers several years to develop and distribute color television equipment and urging the FCC to protect 2,000,000 TV set owners so they can get the service at a reasonable additional cost [BROADCASTING, Aug. 22].

RMA reminded that manufacturers have expenditures in research but the association wants introduction of color "to be orderly and to carry the assurance of satisfactory technical quality at a reasonable cost." Considerable technical data on color will be introduced at the FCC hearing.

RMA: President Raymond C. Congrove, Avo Mfg. Corp., will be chief association spokesman at the FCC TV hearing. Supporting him will be Dr. W. R. G. Baker, General Electric Co., RCA Engineering Dept. director, and other technical witnesses.

As to UHF allocation, RMA said the plan to add 42 6-mc channels was also an agreement with recommendation it made to the FCC last February. At that time the association urged that the TV freeze be promptly as practically as possible and that there be minimum overlap of UHF and VHF stations in any given area. RMA concurs with the FCC's objection of creating a "truly nationwide TV service on a competitive basis" but feels detailed allocations should be worked out with both the broadcasters concerned.

RMA's chief interest in allocation (Continued on page 40)

RCA PLAN

COMpletely compatible color TV system, entirely electronic, was announced Thursday by RCA in a written statement to the FCC. Based on years of research, the plan requires no change in transmission standards of present black-and-white, RCA claimed, and enables present sets to receive color programs in monochrome without any change.

The letter, signed by C. B. Jolliffe, executive vice president in charge of the color division, was addressed to T. J. Slowie, FCC secretary, in advance of the FCC's Sept. 26 allocation hearings.

Full text of the letter follows:

In compliance with paragraph 14(a) of the Notice of the Commission in the above proceedings issued July 11, 1949, Radio Corporation of America hereby submits the following comments:

1. CHANGES IN TRANSMISSION STANDARDS LOOKING TOWARD COLOR TELEVISION. RCA has developed a new color television system which does not require any changes in present transmission standards.

This new color system is all electronic and high-definition, and operates entirely within a 6 megacycle channel. It accomplishes this in a 6 mc channel without any degradation of picture quality.

Our new system is a completely compatible system. It enables present television sets to receive color programs in monochrome without any modification whatever and without any converter or adapter.

Demonstrations will show that when a television transmitter shifts from black-and-white transmission to color transmission on this system, the viewer of an existing black-and-white receiver will be unaware of the shift. On the other hand, by means of this new system, a viewer of a color set receiving programs in color will, when the station changes from color to black-and-white transmission, see black-and-white pictures without making any changes in his receiver.

Thus, with this new RCA color system, the transmitting station can change at will, either from color to black-and-white or the reverse, without disturbing the viewers of either the existing receivers or color receivers, without making any changes in either type of receiver and, therefore, without any loss of audience.

Our new color system is also an adaptable system. Color programs can be viewed either as single color receivers or on existing receivers equipped with a color adapter.

This new RCA color system is the fruit of years of research and development. During the last decade RCA has carried on much research and development work looking toward a practical system of color television. During this period our engineers have investigated many systems and studied their advantages and disadvantages. It has become our objective to develop a high-definition color system which could be integrated into the existing black-and-white systems without obsoleting present transmitters and receivers.

During the hearing in Docket No. 796 held in 1946-1947, RCA demonstrated a simultaneous color system which the Federal Communications Commission recognized as having considerable merit. This system, however, needed further development and the Commission has been impressed at intervals of our progress.

The simultaneous system which we first demonstrated in 1946 requires a minimum of 12 mc of TV transmission and, because of problems of frequency allocation, it was necessary that this system be developed for operation only at ultra-high frequencies.

In 1947 and 1948, RCA conducted extensive transmission tests at UHF, among which were the UHF tests in Washington, D. C., during the fall of 1948. Full information on these tests is in the files of the Commission. The result of the propagation tests showed that much more work was needed in the UHF band before reliable public service could be given in that band.

This necessarily involved delay in bringing high-definition color television service to the public in the UHF band, not for reasons connected with color, but because of propagation difficulties. At that time the Commission was concerned because the VHF 6 mc channel did not provide color television without degrading the quality of the picture.

Therefore, even before our Wash-
MULTIPLE-SET HOMES

IMPORTANT radio audience not shown in usual surveys is available to advertisers in multiple-set homes.

Extent of this audience, described field of radio research, is revealed by Dr. Forrest R. Whan, U. of Wisconsin, 12-year consecutive study of Iowa radio listening conducted for WHO Des Moines.

Extra listening of more than an hour a day was found in homes having more than one radio set (45.7% of all Iowa homes).

Equally important is the discovery that two-thirds of the time the receivers in multiple-set homes are tuned to competing programs.

For the first time the Iowa study also gives data on radio ownership for farms and tractors, as well as barns, use of radio in milking and amount of time auto sets are used.

Set ownership in the state is near saturation, survey shows. In 1940 96.5% of urban homes had one or more radios compared to 98.9% in 1949; 89.9% of village homes had sets compared to 97.8% this year; farm homes, 86% to 98.6%.

Along with this trend has come a sharp rise in number of homes with two or more sets. In 1940, 8.1% of radio homes had only one set, 13.8% two sets, and 4.4% three or more. In 1949, 54.3% had only one set, 33.3% had two, and 12.4% had three or more.

Location of Multiple-Set Homes

Breaking down the multiple-set homes, the survey comes up with these relative figures: 47.5% of urban homes have only one set, 66.4% in villages, 74.5% on farms; 35.8% of urban homes have two sets, 29.5% in villages, 32.6% on farms; 12.2% of urban homes have three sets, 7.6% in villages, 6.8% on farms; 41.7% of urban homes have four or more sets; 2.5% in villages, 1.8% on farms.

Having shown the extent of multiple-set ownership, Dr. Whan’s Iowa study describes just what happens in these homes. He had found in 1948 that one of four homes reported simultaneous use quite often in the evening, with one of 14 using the sets nearly every day or quite often in the daytime.

Going deeper into this subject, the 1948 study shows that the greater the number of sets owned, the greater the probability of the family using sets simultaneously on an average weekday, with one of 14 using the sets nearly every day or quite often in the daytime.

When used simultaneously, sets usually tuned by all families questioned carry the same program in 29% of cases and in 71% have different programs. In two-set homes, 30.7% are tuned to the same program, 69.3% to different programs; three-set homes, 25.4% same program, 74.6% different; four-or-more, 23.7% same program, 76.3% different.

In urban homes, 29.8% hear the same program, 70.2% different programs; village homes, 31.6% same program, 68.4% different; farm homes, 26.2% same program, 73.8% different.

Listening habits in multiple-set homes are shown by half-hour periods from 6 a.m. to midnight in two-set, three-set and four-or-more set families.

Location of sets in radio homes is analyzed by Dr. Whan. The living room, as expected, is the most frequently radio-equipped portion of the home. Location of sets in living room: All homes 68%; urban, 78.6%; village 70.1%; farm, 54.2%.

Kitchen: All homes 36.2%; urban, 32%; village 31.7%; farm, 45.7%.

Bedroom: All homes 21.2%; urban, 28.3%; village 17.3%; farm, 15.2%.

Dining room: All homes 20.8%; urban, 16.4%; village 19.6%; farm, 26.6%.

Between 2% and 3% move the radio about the house and 3.6% have sets in other rooms.

42% Have Car Radios

Going into auto radios, the survey shows that 42% of all Iowa families have cars equipped with radios (38.7% of urban families, 43.9% village, 52% farm). It disclosed that 51.9% of car owners have auto radios (54.3% of urban families, 46.7% village, 50.1% farm).

For truck owners, 8.7% are radio equipped (13.7% urban families, 15.2% village, 7.8% farm). In the case of tractors, 0.4% are radio equipped.

It was found that 12.5% of barns are radio-equipped.

The survey measured FM sets in Iowa homes, finding 7.7% of all families have sets capable of receiving FM (8.9% of urban families, 6.9% village, 6.8% farm). A few listeners asked to see the set in each case to avoid confusion of duplicated programs over AM-FM stations.

Out-of-home listening is increasing in Iowa, Dr. Whan’s survey shows. In 1948, 13.4% of families reported regularly using non-auto sets outside the home, but in 1949 the figure rose to 15.5%.

Detailed findings are presented on the use of auto radios by the 51.9% of car owners having receivers. Daily listening shown in comparison to pre-war years when relatively few Iowa families had radio-equipped cars.

The findings are summarized as follows:

Better than half of the women and approximately three-fourths of the men (in families owning cars equipped with radios) ride in those cars each weekday.

Men are more likely to ride than women; farm owners more likely to ride than urban owners.

Approximately half of both men and women ride use are radio only days while driving, with younger riders more likely than older to use the car radio.

About one-third of all riders use the car radio within the first five miles. More than half of all riders use the car radio within the first 15 miles.

Better than two of three riders use the car radio within the first 30 miles of a given day.

Comparing data on stations to which the family listens most to figures in heard-regularly ratings, the survey shows that the latter provide “an excellent check” on the latter five stations; but do not give a reliable index to amount of listening. In general, listeners were found to spend about six hours of listening to their “listened to most” station in Iowa for every hour they spend with another station “heard regularly.”

Multiple-set ownership increases the amount of listening per adult, it was found, amounting to a 21.4% increase in listening-time in all homes, 30.8% in urban homes, 40.6% village, 25.9% farm. Taking the four-hour period just preceding the time of interview as a basis, a 9.1% increase in amount of adult listening is caused by multiple-set ownership (1.9% in urban homes, 3.9% village, 3.9% farm).

Builds Audience Total

Furthermore, it was found that the number who listen is increased by multiple-set ownership. Taking the same four-hour test, 60.8% of respondents had listened during the period in one-family sets compared to 68.2% in multiple-set homes.

Broken down, the increase in number of listeners is shown as follows: 19.8% listened more than 12 hours in four-hour test period in one-family homes compared to 63.2% in multiple-set homes; village, 59.2% listened in one-family homes compared to 70% in multiple-set homes; farm, 64.5% in one-family homes, 74.2% in multiple-set homes.

Audience-flow data disclose that after 9 p.m. the greatest amount (Continued on page 22)
Giveaway Fight
(Continued from page 15)

contained in Section 316 of the Communications Act, but removed from the latter by Congressional action a year or so ago, it was pointed out.

In an official statement announcing that CBS would seek court relief from the FCC's ruling, Frank Stanton, CBS president, charged that the FCC exceeded its authority in the giveaway action.

"Not only do the rules go far beyond the central statutes relating to lotteries and fight enterprises," Mr. Stanton said, "but the authority and jurisdiction of the Commission to impose an absolute prohibi-
tion upon a particular type of program is open to serious question under the law which contemplates that broadcasters themselves shall determine what programs will be broadcast, consistent with the needs and desires of listeners."

CBS, said Mr. Stanton, "has only two or three approved network programs which appear to be affected by the recent FCC rules relating to giveaway programs." (Although Mr. Stanton did not identify the two programs he referred to, it is understood he was referring to "Hit the Jackpot," sponsored by DeSoto-Plymouth Dealers, and "It Again," which has been bought by Carter's Products to advertise Arrid, an underarm deodorant.)

Stanton, in his statement, omitted mention of other CBS giveaways which do not embrace either telephone or letter-writing contests and which, by his inference, he did not believe subject to the FCC rules.

The only network which intended to take no action against the FCC ruling, however, was the sudden abatement of sponsor interest in new giveaways. In at least one instance, it became known, an advertiser who had been on the brink of buying a giveaway quiz the ne-
gotiations with the explanation he would want to wait for the dust to settle in the tiff between the networks and the FCC.

Of the 39 total giveaways on the four networks, 21 are sponsored two of them cooperatively. By networks they are:

ABC: Betty Crocker Magazine of the Air—General Mills; Break the Bank—Bristol-Myers; Bride & Groom—Sterling Drug Co.; Chance of a Lifetime—Briner Ritter Co.; Name the Movie—Re-
vere Camera Co. and Stop the Music—P. Lorillard, Eversharp Inc., and Spiedel Corp.

CBS: Hit the Jackpot—DeSoto-Plymouth Dealers; Sing It Again—Carter's Products (after Oct. 1); Grand Slam—Continental Bak-
ing Co.; Bob Hawk's Show—R. J. Reynolds Tobacco Co., and Give & Take—Toni Co.

MBS: Queen for a Day—Phil Morris Co. and Miles Labs Inc.; Fishing & Hunting Club of the Air—
cooporative; Tell Your Neighbor—cooporative; Man on the Farm—Quaker Oats, and Give-
ations—Ronson Art Metal Works.

NBC: Hollywood Calling—Gunn Watch Co.; Take It or Leave It—Eversharp; Quiz Kids—Miles Labs; Welcome Travelers—

UP TO HIS car in letters is Wilson Don, an of KSOD-San Diego, Time to Win. KSOD Account Execu-
tives Norman Kay (l) and Fred Stubbins assist him. Eighteen months old, the five weekly giveaway pro-
grams has been constant successful for participating sponsors.

So far as could be learned, no sponsor of a giveaway on any network had indicated a desire to can-
cel his show. Networks had given agencies and sponsors private as-
surances, it was learned, that they intended to prosecute to the hilt legal action against the ruling and that perhaps as long as a year might pass before final adjudica-
tion.

Advise Clients
In the meantime, the networks were said to have advised their clients, giveaways were virtually assured of remaining on the air.

One result of the FCC ruling, however, was the sudden abatement of sponsor interest in new giveaways. In at least one instance, as mentioned above, an advertiser who had been on the brink of buying a giveaway quiz the ne-
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vere Camera Co. and Stop the Music—P. Lorillard, Eversharp Inc., and Spiedel Corp.

CBS: Hit the Jackpot—DeSoto-Plymouth Dealers; Sing It Again—Carter's Products (after Oct. 1); Grand Slam—Continental Bak-
ing Co.; Bob Hawk's Show—R. J. Reynolds Tobacco Co., and Give & Take—Toni Co.

MBS: Queen for a Day—Phil Morris Co. and Miles Labs Inc.; Fishing & Hunting Club of the Air—
cooporative; Tell Your Neighbor—cooporative; Man on the Farm—Quaker Oats, and Give-
ations—Ronson Art Metal Works.

NBC: Hollywood Calling—Gunn Watch Co.; Take It or Leave It—Eversharp; Quiz Kids—Miles Labs; Welcome Travelers—

ever, that he believed MBS give-
aways were safe from the FCC ac-
tion because none currently con-
tains a telephone element.

By LARRY CHRISTOPHER
RADIO giveaways are not new. In fact this type of program has been used for more than two decades.

The FCC's rule banning virtually all giveaway shows effective Oct. 1 (see stories pages 15 and 21), would have amended the Radio Act of 1927 to forbid broadcasting of lotteries and to prohibit the use of profane language.

1929
One of the first bills to prohibi-

tion was filed Oct. 3, 1929, as HR 4499. The bill was not passed but it would have amended the Radio Act of 1927 to forbid broadcasting of lotteries and to prohibit the use of profane language.

1930
The Federal Radio Com-
mission, in a letter made public Dec. 15, 1930, announced that any station's use of its fa-
cilities for in-person or telephone lotteries and "weigh heavily against it at re-
newal time in view of the 'legis-
lative policy of Congress against the dissemination of lottery infor-
mation' as approved by the several statutes prohibiting the in-

Procter & Gamble; Dr. I. Q.—Mars Inc.; Double or Nothing—Camp-
bell Soup Co.; Truth or Con-
sequences—Procter & Gamble.

Each of these programs distributes prizes in cash or merchandise or both to listeners or participants, although not all involve telephone calls or letter writing.

As lawyers were drawing their tactical plans for attacking the FCC's ruling, the man who started it all was taking the cataclysm in stride. Edwards, the former Radio Commission lawyer, who had been drafted to be a "huffon on Truth or Consequences and the inventor of the fabulous jackpot, was readying a new meth-

Mr. Edwards, who offered radio's first—monstrous booby jackpot in his "Miss Hush" contest several years ago, had a new idea which was to be introduced on his broad-

Mr. Edwards was going to have a celebrity, dressed as a deliveryman, talk with a common citizen "somewhere in the United States, a few days before the Christmas season. He would then be telephoned by Mr. Edwards and be given $2,500 cash if he could identify the disguised celebrity who had conversed with him.

"The emphasis will still be on the stunt rather than on the prize," Mr. Edwards was quoted by his press agent as explaining. Some how he expected that to be legal.

Two Decades of Radio Giveaways

1931
Several bills were intro-
duced in Congress on lotter-
ies proposing, without ultimate success, including the Dill-White bill which sought multiple revi-
sions of the 1927 law. The Ameri-
can Telephone and Telegraph Co. at its annual convention in New York on April 23, 1931, adopted a resolution endorsing government control of radio lotteries. It endorsed efforts of its committee on Federal laws to impose on radio the same restrictions on lottery advertising which apply to news-
papers. It also endorsed in principle an amendment to a pending radio bill which would make broadcasting of lottery information or similar schemes a Federal offense and place station licenses in position for possible revocation. On May 4, 1931, the FRC denied ANPA's petition for an order banning "lottery and gift-type programs." FRC took the position that the question of prohibiting lottery advertising by radio was a legislative matter. At that time an FRC Law Division memo-
randum on the subject was quoted as stating:

"While Congress can and does confer upon administrative bodies of its crea-
tion the power to enact rules and regulations, these rules are not for the government of such bodies but for the administration of the laws that do cover them. Congress has indicated its will by appropriate legislation it can give to those who are authorized to act under the law in question, the jurisdiction to enforce such laws. Whether the law is one prohibiting the use of such legislation to cover matters now elsewise within the power of Congress is a different question."

In this spirit, FRC on May 7, 1931, issued the following public notice:

Upon frequent occasions there have been brought to the attention of the Federal Communications Commission complaints against radio programs containing material encouraging lotteries, games of chance, gift enter-
ings, contests, prizes, or similar schemes. Some of these programs offer prizes dependent in whole or in part upon the operation of a lottery or similar scheme.

The Commission has to say: There are some radio programs which are on the air at the present time, which are in the public interest. Complaints have been received from a considerable number of listeners against any broadcast station which is sending such programs will result in

(Continued on page 28)

BROADCASTING • Telecast
A MAJORITY of newspapers feel the FCC overstepped its authority in handing down a decision defining certain types of giveaway programs as violating the criminal lottery laws and in effect banning such programs from the air [BROADCASTING, Aug. 22].

Perusal of editorials indicates over two-thirds of newspapers are critical of the FCC action though many are also critical of giveaway programs.

Sen. Edwin C. Johnson (D-Col.), chairman of the Senate Interstate & Foreign Commerce Committee, agreed with an editorial in the Aug. 23 Washington Post (WTOP) which contended the FCC had ample power for its action. In comment accompanying his insertion of the editorial in the Congressional Record, Sen. Johnson praised the three members who voted for the halt "on this insane giveaway fad," regretting that all seven Commissioners had not joined "as a unit in abolishing this cheap clap-trap which lowers the standing of radio." Sen. Johnson said "Radio licenses were not granted to cultivate and appeal to base emotions. Radio broadcasting has a finer service to offer than that." Pyramid clubs, giveaway programs and lotteries may have strong audience appeal, but it is not an appeal worthy of consideration by the station owner and instructor—the radio."

'Should Welcome' Ruling

The Post suggested broadcasters "ought to welcome this ruling as a salutary policing measure that will protect them from the competitive pressure of a debasing form of entertainment appealing to the cupidity and gambling instincts of mass humanity." It said that if broadcasters don't justify belief in the private system of private ownership, an aroused public will demand "increasingly drastic regulatory action and possibly Government suppression of private companies."

On the other hand the New York Herald Tribune holds that Comr. Frieda B. Hennek "quite properly" questioned whether FCC is usurping powers of the Dept. of Justice and Congress. It adds, "Technically a quarrel was present, but in a case of this magnitude the Commission owes it to the public to act with assurance or not at all."

The Herald Tribune argues that questioning of the FCC's powers is a legitimate exercise of the duty of examining for themselves whether the giveaway programs constitute a thoroughly desirable form of broadcasting."

Columnist John Crosby, in the same paper, commented, "If the FCC is upheld, a national lunacy like midget golf and marathon dancing will have passed into folklore... . This ruling will have an especially happy effect on television...

... which was beginning to be saddled with giveaways right in infancy and might have been crippled for life."

The Washington News, Scripps-Howard, hit hard at FCC. "We don't have a policy limiting our programs in any wise," it asserted. "We do have bureaucrats who write their own laws when the laws passed by Congress do not satisfy their whims for power. That is moving toward dictatorship through a back door. ... That's censorship by fiat—three men telling millions of Americans what they may hear on their radio sets."

The Rochester (N. Y.) Times-Union (WHEC) commented, "The FCC has banned giveaway shows on the radio. This just about eliminates competition with government in the giveaway business. To renew its license every radio station is going to have to compete with the government grab-bag. So you won't have to shoo away all visitors on Sunday evening now."

FCC Overstepped in Ban

Or go down to Radio City to get in the chips. Washington will be the best giveaway left. Do you want a deep-freeze unit? Don't expect it from radio. Find a friend of a friend of a 5 per cent who knows where there are some factory rejects."

The Roanoke (Va.) World-News (WDBJ) sympathized with the FCC's horror of giveaways but contended it overstepped authority.

The paper said giveaways have gone a long way toward real entertainment on the air and have cut audiences of good educational shows almost to zero. It concludes: "This is a sad commentary on the American mind, but it's true and there you are. If anybody is to do anything about it, Congress and the courts, rather than FCC, appear to be the proper authorities. FCC probably is due for a slap-down."

The Baltimore Sun (WMAR) pointed out that "only last week broadcasting, the weekly organ of the industry, carried a strong editorial protesting against the whole idea of giveaways and calling on the leaders to adhere to better standards." The Sun calls the giveaway in its "most extreme form" a "vulgar appeal to cupidity," but says some of the programs "are delightful to see or listen to."

Concluding, the Sun says: "It would be far better to persuade individuals who control the various chains and stations to make their own selections between the acceptable and the reprehensible than to leave the policing to a government (Continued on page 28).

ROUNDUP OF LEGAL VIEWS ON GIVEAWAY RULING

LOUIS G. CALDWELL
Kirkland, Fleming, Green, Martin & Ellis
(First General Counsel, Federal Radio Commission)
I agree with the dissenting opinion of Comr. Hennock.

SEN. EDWIN C. JOHNSON (D-COL.)
Chairman, Senate Interstate and Foreign Commerce Committee
Certainly I want to pat on the back the three members of the Commission for their courageous action in calling a halt on the insane "giveaway" fad which has swept radio. The chance to win on these programs is said to be less than one in eight million and by an infinitesimal number can take much of a financial loss in their elimination.

Only the advertiser gets something for nothing out of these medicine men radio shows. I regret that fail to satisfy the federal court's granting of a temporary restraining order in the pyramid case. "Giveaway" programs and lotteries may have strong appeal and it is not an appeal worthy of our greatest entertainer and instructor—the radio.

PHILIP G. LOUCKS
Loucks, Zias, Young & Jansky
(Former Managing Director, NAB)

Broadcasting of a lottery, gift enterprise or similar scheme is a crime punishable by fine or imprisonment. Either the sponsor or the licensee, or both, may be prosecuted for such broadcasts under the statute. Each is subject to a trial by jury.

Under the new regulations it is conceivable that the Commission might refuse to renew a license for a broadcast which a jury, after trial, might find not to be in violation of the statute. Under such circumstances the acquitted licensee probably will not feel very happy about being forced out of business because of his innocence.

Congress intended that criminal punishment and not exercise of the Commission's licensing power should be the deterrent against the wrongdoing proscribed by Sec. 1304 of the U. S. Criminal Code.

W. THEODORE PIERSON
Piersen & Ball

The Commission's report and order in my opinion offends both legal and constitutional principles. It seeks to restrain programs that are not proscribed by the statute. It ignores judicial specifications of the element of consideration and completely reverses previous legal concepts in this regard.

In the last paragraph of its report the Commission, in effect, states that consideration sufficient to support condemnation as a lottery is conclusively presumed in any case where a giveaway program is designed to attract listeners and benefit the broadcaster and the sponsor, which merely describes all giveaway programs.

By paraphrasing the statute's proscription of the element of lot or chance, the Commission's order ambiguously broadens the prohibitions of the statute. Since the report and the administrative fiat previously re-stated programs which under present judicial authority are not condemned by the Criminal Code, the Commission's action is censorship and an interference with the right of free speech by radio and, therefore, beyond its statutory and constitutional authority.

It is hoped that the general and broad statements of principles made (Continued on page 38).

ANALYZING chemicals while on a personal tour of Phillips Petroleum Co. in Eerie Smith, KMBC-KFKF-Kansas City news editor, subject of a four-page spread in the company's national magazine. This summer marks the 10th anniversary of Phillips' television studio under Mr. Smith's direction. Present evening newscasts, a record for KMBC of more than 2,000 consecutive broadcasts of uninterrupted sponsorship. In August, 1949, the company renewed its contract to one more 11th year in news programming.

August 29, 1949 • Page 21
REMARKS of more football sponsorships [Broadcasting, Aug. 22] last week included signing of Sinclair Gasoline's Southern Wisconsin dealers with U. of Wisconsin for games to be aired by WKOW Madison. Twenty-one Sinclair dealers banded together to make possible broadcasts of the complete nine-game schedule.

Also in the Midwest, WNBK (TV) Cleveland will televise all 15 Cleveland Browns' football games sponsored by Leisy Brewing Co. of Cleveland. WNBK will show previous weeks' games on Saturday, thus helping to avoid an adverse effect on attendance. Series started Aug. 20 with the Browns-Chicago Hornet contest.

James P. Clark, president of the Philadelphia Eagles, National Pro League champions, announced Aug. 23 that several of the games his team will play in other cities will be teledcast to Philadelphia. As was previously reported, none of the Eagles' home games in Philadelphia will be teledcast.

Breakdown of others include: WLBW (TV) Columbus will present two additional football programs to the Ohio State U. home schedule already contracted. The programs are Football Preliminary Football and Thanksgiving. WSBI Atlanta will carry the annual Atlantic Journal all-star high school football game. Again this year, WSBI-TV men will focus on the action for television viewers.

World's Tallest Tower, Ill. will carry U. of Illinois games and feed to Illinois and out-of-state stations. O. R. Nunnely, manager of the Illinois Sports Network, has decided to teletall both the all-university's basketball games and Friday night games. WAAF Chicago, WFAX Springfield, and WKID, have signed for the basketball games early last week with seven other Illinois stations giving tentative authorizations.

In Indiana, WCSI (FM) Columbus has signed Westhein Electric Dealers of southern Ind. for sponsorship of the Chicago Cardinals games, home and away.

WMJ-TV Milwaukee will televise five to eight Wisconsin Intercollegiate Marquette U. home games sponsored by the Milwaukee Journal. Milwaukee will be the first year for the bank sponsorship of U. Wisconsin. National Network contracts last year for Marquette contests.

Play-by-play descriptions of Notre Dame football games are to be carried by WKRE-AM-FM Cleveland with the games also to be shown on WANE 5 kw out of Youngstown in the early season. The station announced last week that a schedule runs from Sept. 24 through Dec. 3.

CHEST APPEALS

WHQM New York has especially transcribed Communications Chests of America fund appeals in Spanish, Italian, German and Polish for distribution to foreign-language stations all over the country by the Community Chest's radio committee.

Transcriptions are based on material supplied by the organization and are being heard by about four million listeners in the Greater New York area alone, according to Fortune Pope, executive vice president and general manager of WHQM.

BELIEF that two heads can do a better job than one has spurred a broadcasting group to operate a cooperative venture, called "Comparison Network," to boost sales and promotion.

Idea of the "network," a nonprofit organization boasting five members, is to inter-change individual and creative ability on programs, sales and promotion.

Leading the movement is Bill Sinor, sales manager of KGVO Missoula, Mont., 5 kw affiliate of CBS. Participating stations in addition to KGVO include, with more expected: KKO El Centro, Calif. 250 kw MBS; KOLT Scottsbluff, Neb. 5 kw CBS affiliate; KTMS Santa Barbara, Calif. 1 kw ABC outlet and KOAT Albuquerque, N. M. 250 kw affiliate of ABC.

The "network" tapes those shows in which each station has particular pride and shuttles them among the participating stations, so that by comparison, each outlet can improve its programming structure and utilize new ideas. Thus the benefit is two-fold, to the sponsor: He receives the best program produced by the station's sales and programming departments and he gains the finished result of the combined network effort.

When a participating station needs a farm program, sports show, or a new twist on a weather forecast, a request is sent to Mr. Sinor's office. From there a memo is sent out to all members.

Each station takes an air check of its quality show in the particular category and bundles it off to the requesting station. With all of the member shows on tap, the requesting station then can pick the good ideas from each and produce its own, polished for the pitch of its sales department.

Multiple-Set Homes

(Continued from page 19)

of switching from station to station takes place on the hour; no more than 10% to 15% of the audience at any period has come from other stations; the great majority of listeners at any given quarter-hour had been listening to the same station during the preceding quarter-hour; the greatest number of "new listeners" tune in during the first quarter-hour of each clock-hour, with second largest group tuning in on the half-hour.

About 10% of Iowa farmers use the radio in the barn while milking, it was found, with two-thirds of the women and three-fourths of the men believing radio is "a help" at milking time. Seventeen percent of those with radio in the barn believe use of radio at milking time results in an increased amount of milk.

Extensive data on program and station preferences are given in the Iowa study, which is based on 9,169 families questioned in late March and early April. These were carefully selected and response weighted. The random sample reached 1 in 76 homes in the state. Prof. W. R. Underhill, of Iowa State College, personally supervised the interviewers.

Mr. Pischke was with Louis G. Caldwell, of the firm of Kirkland, Fleming, Ellis, from 1944 to 1946, leaving to become associated with former Assistant Attorney General Norman Littman, who joined NAB last year. Before graduating from Notre Dame with B.A. and L.L.B. degrees, he was active in radio production. In 1944 he won the annual ASCAP award for a composition on radio copyright law. He is a member of the Indiana, District of Columbia and Supreme Court bar as well as the D. C. and Federal Communications Bar Assn.
COST THEORY Would Aid Smaller Stations

By JAMES D. McTIGHE
RADIO DIRECTOR
Olmsted & Foley, Minneapolis

At last. A simple method by which the radio station consistently located at the bottom of the Hooper ratings (or Conlan's or diaries or any recognized rating methods) can argue effectively against the "power-houses," by showing its comparative cost per listener. Here's the way I did it.

I was convinced that my client could use the lowest-rated station in the market because this station has a record of selling merchandise to a small, loyal audience. Also, this station had proved that it could pull a rating, though rarely, if the programming were strong enough. I felt that I had a strong program.

Period studied

The period I was considering was a weekday full hour, Class B. The cost for that particular hour on each of five stations was the first constant. (This constant could also consist of the cost of a chainbreak, minute, quarter-hour or any comparable period.)

The second constant in my analysis was the average share of audience for the four consecutive quarter hours according to the latest Hooper ratings. Instead of working for cost-per-Hooper point or cost-per-thousand listeners, I took a left turn and calculated the cost-per-one per cent of share of audience.

Here's the arithmetic. Station A is the one I recommended. Round figures are used to simplify the example.

Cost Per Class "B" Hour, One Time

<table>
<thead>
<tr>
<th>Station</th>
<th>A</th>
<th>B</th>
<th>C</th>
<th>D</th>
<th>E</th>
<th>Other</th>
</tr>
</thead>
<tbody>
<tr>
<td>$100</td>
<td>$250</td>
<td>$300</td>
<td>$125</td>
<td>$150</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

Average Share of Audience

<table>
<thead>
<tr>
<th>Station</th>
<th>A</th>
<th>B</th>
<th>C</th>
<th>D</th>
<th>E</th>
<th>Other</th>
</tr>
</thead>
<tbody>
<tr>
<td>12.5%</td>
<td>27.1%</td>
<td>31.4%</td>
<td>10.3%</td>
<td>17.5%</td>
<td>.2%</td>
<td></td>
</tr>
</tbody>
</table>

Now, by dividing the share of audience figure into the cost per hour figure, I arrived at the cost-per-one per cent of share of audience. Like this:

Station A is actually a better buy at this particular hour than any other station in the line-up. This formula can also be applied to any unit of time with any reliable rating method that gives a share of audience. This method has been figure since the factors used in the arithmetic are constant and none of them is absolute... that is, they show comparisons only. The final cost per one-per cent of share of audience must not be construed as cost per hundred or thousand listeners.

Explains to Others

Since I first used this analysis several weeks ago (and it convinced the client, by the way) I have explained it to time salesmen, radio representatives and other time-buyers, and all of them feel it is valid. That's why I'm putting it in print.

If any readers can point out an error in the reasoning or limitations of the theory itself, I'd like to know about it. And if anyone has used this method before, I'll be glad to move over and share the credit for what I consider a new and valuable technique for timebuyers.

ALL-RADIO FILM Committee Approves Script

ALL-RADIO Presentation Committee on Thursday gave final approval to the shooting script of the industry-wide promotion film which will dramatize actual radio result stories proving that at all levels, radio advertising can produce maximum results for advertisers most economically and quickly.

Script will be submitted to film producers for bids this week. Committee hopes to have filming under way by September, with completed picture ready for use by Jan. 1, 1950.

Film will run 40 to 50 minutes, with black-and-white prints of both 35mm and 16mm available. Filming will be done documentary fashion, shot on location in various parts of the country. Ben Gradus, film consultant, whose report also was approved by the committee, has completed an inspection tour of a half-dozen sites offering dramatic evidence of radio's potential in producing power and has already roughed out shooting schedules for this part of the picture.

Will Show Effects

In addition to the commercial story of radio, the film also will show the effect of broadcasting on the lives of the American people and its effect throughout the nation. These two aspects will be segregated in shorter—30 minutes—films, one dealing with radio's commercial impact for use in showings to advertisers, the other summarizing radio's role as a social force for showing service clubs, PTA groups and similar organizations.

Approval of the script marks the close of the second phase of the All-Radio Presentation project. First was the financing campaign, which enlisted the support of 510 stations, contributing $79,130 and three networks—ABC, CBS, NBC.

Mr. McTIGHE

BROADCASTING • Telecasting

NAB Mailing

Gives District Meets Data

The NAB is sending information to members and non-members in 17 districts throughout the country on details of the series of NAB district meetings which begin early next month and continue through mid-December.

First mailing to the District 7, which meets Sept. 8-9 at Cincinnati, was devoted to sales sessions to be conducted by Maurice B. Mitchell, director of the NAB's Broadcasting Advertising Bureau. The folder features dealer cooperative advertising, national spot business, BAB sales aids, retail advertising, sales techniques of other media and other sales department subjects. Later mailings will cover details of operating costs control sessions to be conducted by Richard P. Doherty, director of the NAB's Employee-Employer Relations Dept., and broader aspects of broadcasting to be covered by NAB President Justin Miller.

Radio Presentation Committee was formed after the NAB Los Angeles convention in May 1948 broadened the project to permit all segments of the industry to participate. Committee was incorporated under New York State laws on April 27, 1949.

A B O U T to take off from Peoria, Ill., for a week's fishing trip at Jackson Hole, Wyo., are entourage of New York advertising executives and their host, Manager Fred Mueller of WEEK Peoria. They are (1 to r): Standing—Bill Kerr, Oklahoma City; Charles Hotchkiss and Gordon Johnson of Dancer-Fitzgerald-Sample; C. C. Slabough, Way-Fay; Milt Silvernail, BDDO; Brownie Akers, Oklahoma City; Edward Hits, NBC; Harry Hobbs, Ted Bates Inc.; Frank Headley, Headley-Reed Co.; Carlos Franco, Young & Rubicam; front row—Mr. Mueller; Raymond C. Simms, Erwin, Wasey & Co.; W. Doty Edwards; Badger & Browning & Hassky; Edward Whitley, McCunn-Erickson; J. D. McCarty, Oklahoma City; Tom McDermott, N. W. Ayer & Son.

MR. McTIGHE here describes an unusual but simple survey technique by which he believes the smaller station can compete rating-wise with "power-houses" of the industry. It is an interesting departure from the traditional analysis method, and may prove helpful to timebuyers. Mr. McTighe has been radio director at Olmstead & Foley, Minneapolis, since August 1946. He was named an associate agency partner last September. Previously he had served with KDAL Duluth and Campbell-Mithun, Minneapolis, as copywriter.
Crawford Urges Radio-TV Ban

By JOHN OSBON

Hoping of the “dry” contingent, who are bent on keeping all liquor advertising from the nation’s airwaves and ban the sale of liquor to wines and beers, received another shot in the arm on Capitol Hill last Wednesday when Rep. Fred L. Crawford (R-Mich.), avowed foe of “wet” radio, urged legislation expressly forbidding use of either radio or television facilities for such advertising.

He told House colleagues he was pushing for “early consideration,” but at week’s end spokesman for the House Interstate & Foreign Commerce Committee, to which the bill was referred, indicated it had not been discussed.

Rep. Crawford’s measure (HR 6043) was one of the first of several bills from other legislation introduced earlier this year in Congress in that it specifically singles out the radio and television media. And whereas other legislators in the past have tried to spur action through the Federal Trade Commission...

SPIRITS ADS

Bishop, Congressman Oppose

FURTHER remonstrations against the liquor and alcoholic beverage industries and against the use of radio and television as advertising media were voiced on other fronts last week—by a prominent Congressman and a high official of the Methodist Church.

In Philadelphia Rep. Joseph Bryson (D-S.C.), author of one of three bills to outlaw all such advertising in the District of Columbia (see story this page), told the Women’s Christian Temperance Union at its 75th anniversary convention that broadcasters “frequently have ‘declared’ to give the ‘dry’ forces radio time, although they do not hesitate to carry programs sponsored by breweries and distilleries.” The latter industries have gone “far beyond good taste,” he added.

Meanwhile, Bishop Wilbur Ham- macker, executive president of the board of temperance of the Methodist Church, said that whisky advertisers, headed by Schenley Distillers Inc., are bawling to a policy of “get the business,” despite the Distilled Spirits Institute’s 13-year self-imposed ban on radio ads. He termed it an “arrogant procedure” and said the practice involves “jeopardy” for radio and television broadcasters.

“It would be as unseemly for the broadcasting industry to be so well paid as it would be for the distillers to give it. . . . Distillers and broadcasters had better ‘stop, look, listen’,” he warned. Bishop Hammaker supported Sen. Estes K. Cotjohn (D-Col.), chairman of the Senate Commerce Committee in his stand against liquor advertising.

McFARLAND BILL

House Delay Indicated Due to Recess

FURTHER delay in consideration bill was indicated last week as the three-day recess until Sept. 21 ended. The House Interstate & Foreign Commerce Committee, to which the FCC reorganization bill was referred, said that the FCC-PTC-SEC subcommittee, headed by Rep. George Sadowski (D-Mich.), may defer its proposed meeting to discuss the measure until Sept. 21, date the House reconvenes en masse. Congressman Sadowski originally had slated the meeting, authored by Sen. Ernest W. McFarland (D-Ariz.), for consideration Sept. 7 or 8 [Broadcasting, Aug. 1, 8, 15].

Specifically, but in different ways, it is directed at some 200 stations contemplating acceptance of the ads, and at Schenley Distillers Inc., which is now studying the possibility of using radio and video [Broadcasting, Aug. 1, 8, 15]. In his statement, Rep. Crawford scored Schenley for “intent to flaunt established policy of the majority of distillers” and stations who “are sufficiently hungry that they are willing to grab the revenue from whisky programs.” The measure would put “the burden of initiative on advertisers, not stations, however, within the Alcohol Act.”

Would Amend Act

Essentially, Congressman Crawford would amend the Act to prohibit use of such ads on radio or TV. Whereas the present law broadly prohibits any advertising in all media if they conform to certain provisions of the Act. In effect, then, the committee bill would narrow the law’s reach by prohibiting only broadcast media, without comparable allusion to printed media. It would “thereby not only hard liquor, but wine and beer as well,” Rep. Crawford said.

Furthermore, it would bring the Schenley firm to account for violation of the Federal Alcohol Act as amended, should the company go ahead with its plan to invade the radio field. Schenley is not a member of the Distilled Spirits Institute, and “in effect the FCC Act has taken it to task.”

Concerning enforcement, Rep. Crawford pointed out that the Alcohol Tax Unit already has admitted “its hands are tied” and that FCC “has only a weak wranch in the form of ‘license renewal’.”

Citing the Beverage Barons’ “architects break the precedent and get onto the airwaves . . . .” he then will inch their way onto the television screens.”

With respect to Schenley he added: “That fact is that now a law-abiding industry does not mean it can go as far as it pleases. It is compelling the citizens of the country never had in mind that this industry would operate uncontrolled by appropriate restrictions. Schenley’s may claim discrimination as a defense. If Schenley’s officials are wise enough to over- look that fact and set its “discriminatory” law up to for trial, that it is backed up by public opinion, that the Government and the Commerce Department will move aggressively to prevent liquor dispensing establishments are properly ‘discriminated against’ with respect to their situation. Under the prohibition laws, liquor stores, grocers, druggists and others must open a business without much difficulty as to location. However, a few citizens have seen fit to provide legal controls governing location of whiskey sales places with respect to proximity to schools and churches. There are other re- strictions—tax laws, liquor laws, industry might claim are ‘discriminatory.’”

The legislator said that “both Schenley and these 200 or more licit, bootlegging stations against ignoring the considered judgment of the minds of the two industries.”

He included quotes by Howard T. Jones, executive secretary of Distilled Spirits Institute, and editorial comment by Broadcasting, and said he would press for action since FCC and the Tax Unit “are powerless to keep whiskey off the air.”

Congressman Crawford has been an active member of the “dry” forces in his Congressional tenure during which he has enjoyed the support of the Christian Temperance Union and prohibition- ist groups. In April 1948 before the Senate Interstate & Foreign Commerce Committee, where he testified on behalf of anti-liquor ad measures.

Other Bills Pending

Two other bills currently are pending in Congress—one in each house—to prohibit liquor ads in all media, including the broadcasting field. Rep. Bayless of West Virginia, a proven sponsor of anti-liquor legislation, each would make it unlawful for station operators to accept such advertising, where Rep. Crawford’s bill extends it to distillers subject to Tax Unit jurisdiction. The measures (HR 2428 and S 1847) were introduced by Rep. Joseph Bryson (D-S.C.) and Sen. William Langer (R-N.D.).

Hearings on the Langer bill have been slated for next January by the Senate Commerce Committee, headed by Sen. Edwin C. Johnson, prime- mover behind the “dry” movement to ban liquor ads. Sen. Johnson reportedly had communicated with FCC, and was considered the question at license renewal time, and Treasury Secretary Snyder’s Tax Unit, urging it to use “moral” pressure on the industry. If the measure passed, Sen. Johnson-Greenbusher’s amendment, which would break the voluntary ban. FCC agreed while acknowledging its lack of authority [Broadcasting, Aug. 22].

LIQUOR & LAWS

Can’t Stop Ads—Capehart

LIQUOR advertising frequently has exceeded the bounds of good judgment, but no legislation can be enacted to prohibit sale through radio or print the product is legal and conforms to fair trade practices, says Homer E. Capehart (R-Ind.) and informed a segment of the “dry” forces.

The legislator’s views were confirmed by letter to the Grant County Woman’s Christian Temperance Unit of Marion, Ind., and inserted in the Congressional Record. The county organization previously urged on a petition signed by 2,621 citizens protesting against advertising of alcoholic beverages by radio and transporta- tion of liquor to other advertising within interstate commerce.

A member of the Senate Interstate & Foreign Commerce Committee which will hold hearings on the measure on November 30, Rep. Capehart pointed out in reply to the Grant County director, Anna Nancy Thomas, that a sub-committee of the 80th Congress last year heard hearings and that it was advised Congress had no constitutional power to deny advertisement of any legal product. (In the course of the fair trade regulations was added, he noted, with no violations de-
The Iowa Radio Audience Survey is a complete study of radio listening habits in Iowa. The new 1949 Edition even tells how many Iowa barns are equipped with radio—how many Iowa men and women feel that radio helps with their milking—how many think that radio makes their cows produce more milk!

In addition to much new data, the Twelfth Edition gives up-to-date information on station and program preferences, time of most listening, amount of listening outside the home, multiple-set ownership, etc. The Survey gives the complete radio picture for Iowa as a whole, as well as for each of the State's 99 counties.

This important and authoritative Survey is now on the presses. Write today to reserve your free copy!
Press Reaction
(Continued from page 21)
agency. The free system has worked pretty well with other American activities. It will probably work with the ether waves, too, in the long run."

"What will detract from the wide gratification which an end of the giveaway era might cause is the manner in which it is being attempted," writes the New York Sun, which carried a photo of a Stop the Music winner on the first page of the same edition.

It is not the job of any Federal bureau to enact law," the Sun contends, concluding, "But few will gripe if, after proper legal formalities, the giveaway madness is brought to an end."

The Washington Star (WMAL) joshes the giveaway trend, and then whimsically asks, "If that is to be stopped in America, whither, indeed, are we heading? What about our culture? What about our future? What about our social security? Where are our civil rights? Up and at 'em, radio industry! Let not dat ole Debbie Communications take the bread right out of our mouths! Fight 'til the last ditch! Give us giveaways, or give us death!"

"Times' Views"
The New York Times (WQXR) finds most thoughtful listeners would welcome "a respite" from giveaways, and says broadcasters long ago should have halted the debasement of their facilities and recognized that a high Hooper rating is not a substitute for adult judgment in radio programming."

Nevertheless, because only three commission members approved the ban, it continues, "broadcasters have a right to know where the full commission stands."

On the lighter side, the Chicago Daily Tribune (WGN) broke out with: "The radio hucksters found that the get rich quick appeal, even at one chance in a million, out-weighed not only bum comedians but good ones too. Fred Allen and Mrs. Nussbaum found themselves sunk to 27th in the Hooperatings when someone moved in across the the street from them offering free washing machines, ton-sillectomies and trips to Ruanda-Urundi . . . ."

The Chicago Sun-Times (WJJD) has this to say, "The FCC could have saved itself a lot of trouble by just standing aloof and letting the giveaway programs expire of their own inherent weaknesses . . . if the fickleness of the public taste doesn't sweep them into the ashcan before long, other things will . . . electric brains are being invented almost as fast as new radio schemes."

Holding that the FCC is doing what radio "should have done voluntarily," The Catholic Review said: "The NAB has issued a statement charging the FCC with overstepping its authority. Evidently the NAB forgot that less than two years ago its president, Justin Miller, called on radio to clean its own backyard or face stricter Government control. Well, here it is!" Radio, it went on, thinks "in terms of cash dividends rather than human equations. The industry wants freedom, but has done little to protect that freedom."

A solution, suggested the Review, perhaps would be "a Legion of Decency for Radio" and until that is done "we can expect more and more Government control over what should be a free enterprise."

Embarrassed in "defending anything so obnoxious as the radio giveaway programs," the Chicago Daily News (part-owner WIND), comments: "As an occasional dial twister, we would applaud any constitutional device that would regulate 'People Are Stupid' to oblivion . . . . But we seriously doubt that any appointed commission of seven bureaucrats has authority to tell the radio audience and the radio industry that people can't be stupid if they enjoy it. We are reasonably certain that three members . . . haven't that power."

SCHOOL STATIONS
Tyler, Humphrey Hit Limits

FCC should abandon its present policy of limiting educational radio stations to daytime operation and provide unlimited time in the interest of state education, according to Tracy F. Tyler, president of the Minnesota Radio Council and associate professor of education at the U. of Minnesota.

Mr. Tyler's views were expressed in the September issue of the Assn. for Education by Radio Journal of which he is editor. The editorial was inserted in the Congressional Record Aug. 23 by Sen. Hubert H. Humphrey (D-Minn.).

Many state educational institutions which desire radio facilities have "generally been pushed aside in favor of others who use publicly owned radio frequencies for private profit," Mr. Tyler noted. WOI, Iowa State College, and KUOM, U. of Minnesota, are two stations which share clear channel assignments with commercial stations, and engineering studies show they do not interfere but are required to leave the air at sunset "when the largest potential audiences are available," he stated. Many states need AM coverage particularly, he added.

FCC, Mr. Tyler noted, went the old Federal Radio Commission one better when it allocated educational channels in the FM band, but there is danger now "that some FCC members . . . may reassign these frequencies to commercial use merely because they think the states have been too slow in using them." He said that in time most states will be ready also to enter the TV field and asked if FCC would set aside UHF TV frequencies for education as advocated by Comr. Frieda B. Henness. "So far the majority of the Commission does not agree with her," he said.
WJAC-TV
Johnstown, Pennsylvania

announces the appointment of

HEADLEY-REED COMPANY

as its

National Representative

effective immediately

WJAC-TV begins telecasting September 15 on Channel 13
affiliated with NBC, CBS, ABC and Dumont television networks.

HEADLEY-REED COMPANY
New York  •  Chicago  •  Detroit  •  Atlanta  •  San Francisco  •  Hollywood
(REPRESENTING RADIO AND TELEVISION STATIONS EXCLUSIVELY)
THREE MEMBERS of the seven-man FCC have indulged in the biggest gamble in radio history by attempting to outlaw giveaway programs as lotteries.

They yielded to theouting of the FCC's lawyers. And thus, perhaps unknownst to themselves, they tripped with the Constitution, the courts, the Dept. of Justice, the Post Office Dept., and the will of the people. Two of the Commissioners—Sterling and Webster —with round-the-clock legal assistance, won a ragged and dirty victory in Oklahoma related almost exclusively to common carriers. This Threesome promulgated rules closer to "thought control" than anything that's ever emanated from a U. S. Government agency in peacetime.

The rules invoke program censorship. The rules say one thing; the accompanying majority opinion another. The tortured definition of "consideration," as a necessary ingredient in establishing lottery, is sufficiently lacking authority to interpret the criminal statutes. She proposed the matter be referred to Congress and the Dept. of Justice.

And, we wonder, why all the rush? The lottery question had languished for more than a year from the date the proposed rules were released. Only three of the FCC were in Washington the week of Aug. 15.

Acting Chairman Walker insisted upon action that week. This despite the fact that Chairman Coy was on a foray to Europe, where he had headed U. S. delegations to two international conferences, and was to land the following day. Comr. Hyde, a former general counsel, who had tackled many a giveaway and lottery problem in his seven years with the FCC and its predecessor, FCC, was in Idaho because of illness in his family.

Calls went out for Comr. Sterling, vacationing in Maine, and Comr. Jones, on leave in Ohio. A quorum of four was essential. The meeting scheduled for Thursday, Aug. 18, was held up several hours because Comr. Sterling's plane was unable to land. Comr. Jones was confined to his home by illness.

How would the FCC have voted if all seven members had been present? Comr. Jones had prepared a strong dissent. That would have made the vote 3-2. How Chairman Coy and Comr. Hyde would have voted we don't profess to know.

Simple mathematics, however, show that the decision could have gone 4-3 against that which has been perpetrated.

Certainly public and broadcaster alike are entitled to a clear-cut determination by an actual voting majority of the entire Commission. This is particularly so since the FCC, which also is under mandate to serve "in the public interest," hasn't been besiegéd with complaints from listeners over giveaways. The only griping has emanated from within the ranks of the radio industry, which has a family fight, in the interest of good radio and good business. No one has called a cop.

Programming provides the editorial content of radio. It is forbidden territory. To trespass is to censor. That is in contravention of the First Amendment.

If there are lotteries on the air, let the Dept. of Justice move. The courts will decide and the FCC can set its lust appearing IP there are convictions and IF the courts concur.

We have no doubt that a federal court upon appropriate petition from network, station or program producer, will grant injunction relief and restrain the FCC from invoking its vicious rules. Even the Threesome must have sensed that, because the language of the opinion finally ladled out by the bright young legal lights falls far short of being an invitation to test the FCC's authority.

ABC, within hours of the FCC's pronouncement, served notice that it will fight to the finish. It promptly won other networks over, because it clearly extended beyond giveaways and goes to program control. Beyond that lies oblivion for a free radio.

But before court action becomes necessary it behooves the full FCC, in the interests of fairness, to review the action of the Threesome, vacate the rules and set down the proceeding for reargument.

Our Respects To —

WILLIAM HAROLD ESSEX

RAPID RISE for Harold Essex as a top radio executive has only served to whet his appetite for what is new in the industry. Proof of the pudding will be the celebration next month of his 10th anniversary with The Montgomery Publishing Co. in Winston-Salem, N. C.

Vice president in charge of radio for Piedmont, which operates WJSJ and WJSJ-FM Winston-Salem, Mr. Essex will turn into his second decade with the company ready for the arrival and development of TV in his home city.

It is widely held that a successful man must win his spurs at the bottom of the ladder. This radio executive can look back at 24 years of high pressure work and promotional vigor.

William Harold Essex was born Sept. 26, 1904, in Stokes County, N. C. He lived there only a short time, moving with his family when he was about four years old to Madison, N. C., where his father operated a jewelry store. When Young Harold was 11 years old, his father made another move which this time took the family to Hickory, N. C., where he finished high school.

In 1924-25 he attended the U. of North Carolina, taking a course aimed at electrical engineering. Another member of this same class who also was later to receive recognition in radio was Bandleader Kay Kyser.

Returning to Hickory, Mr. Essex became the entire news department of a local semi-weekly newspaper. After a six-month indoc- trination in printers ink, he joined the new staff of the Hickory Daily Record and a year later traveled about the country promoting circulation for a number of newspapers.

Editorial work beckoned him to Greensboro, N. C., where he worked as telegraph editor of the Record, his performance winning him the position of managing editor.

Greensboro can be considered the marker in Mr. Essex's career. In that metropolis he first became acquainted with radio. Greensboro also is important in Mr. Essex's personal life for it was there that he married Margaret Tegue of Lenoir, N. C., on Oct. 18, 1927.

The jump into radio came about when WSGC (now WBT of Greensboro) and it was Mr. Essex who pioneered with presenting news via the air waves. In 1927 radio had growing pains and this capable newspaperman decided to nurse them along.

His first challenge was to get the mike and an audience, too, occurred when he stood by a chattering teletype in the Record newsroom.

(Continued on page 50)
day and night, programs of 50,000-watt WOAI cascade through the great Southwest! Music, news, drama, quiz, market reports, public interest features...all and more provide entertainment, information and relaxation to western millions!

Blanketing 67 primary counties in South Texas alone while the sun is shining...the dominant appeal of "The Famous Brand Station" grows even more intense when the moon rises...showering service into 142 primary counties in 6 states --- Arizona, Colorado, Louisiana, Oklahoma, New Mexico and Texas! (Based on BMB Study No. 1)

Sales Management has compiled late facts on the people who make up this vast WOAI market...how many there are, what they earn, what they do with their $$$.

Boiled down from 33 full-sized ledger pages, the total figures tell this astounding story:

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Represented by EDWARD PETRY & CO., INC. - New York, Chicago, Los Angeles, Detroit, St. Louis, Dallas San Francisco, Atlanta, Boston

BROADCASTING • Telecasting
Respects

(Continued from page 28)

and broadcast a play-by-play of the World Series to a crowd outside of the building as well as to the audience inside.

But the pendulum of circumstance whispered Mr. Essex out of North Carolina in 1930 and into Chicago where he helped to sell the WGN network. A Division was newly established by the Greensboro News Co., which also had owned the Record.

Presented with the task of circulation, editorial and advertising promotion, the man from North Caroli- 

nian was out to sell the Times to the public. As he put it, "we contested that town to death."

In the Windy City, Mr. Essex was more formally introduced to radio when the Times secured an affiliation with WBBM Chicago to promote its interests and to serve the public with news programs.

The venture turned into a mammoth promotion job. There were spelling bees, shows for the kiddies and a program called Heli-Box, a "March of Time" type of show giving the news of the day in capsule form.

Spearheads Shows

Spearheading these shows was Harold Essex whose voice became so well-known that a fan wrote in his favorite newscasts as Mr. Essex and Lowell Thomas. Mr. Essex always signed his newscasts "thirty," the familiar news symbol. The practice stirred a deluge of let- ters asking what it meant. Mr. Essex, recognizing the power of the man with the mike made up a leaflet giving eight accepted ver-

sions of the "thirty" symbol and mailed it to thousands of inter-

ested listeners. Result of his enter-

prise was prominent notice in the Chicago newspapers.

A summer of 1939 the Tar

Heel state called its wandering son home. W. K. Hoyt, general man-

ager of the Piedmont Publishing Co., whose Mr. Essex met while in Greensboro, asked him to join the company as sales manager of WSJS.

This was the start of a climb to the top. On April 16, 1942, Harold Essex was named manager of WSJS. When WSJS-FM came into being, he supervised its development and inauguration. He had already acquired the deft finger-tip knowledge of frequency-modulation through his work with WMIT (FM) Winston-Salem, a pioneer FM station. He was ap-

pointed manager of WSJS by Secretary of the Army Gordon Gray, who also is president and publisher of Piedmont Publishing Co., in 1942, a position he still holds.

In January 1946, Mr. Essex was promoted to vice president in charge of radio and last October was elected to the board of direc-

tors of the company.

The word now is "We're eagerly looking forward to serving our public with television." He recent-

ly supervised the filing of an application for TV by Piedmont.

A home-towner by instinct and interest, Mr. Essex is a community supporter. He is first vice presi-

dent of the Lions Club of the Ardmore Community Club, and a member of the board of di- 

rectors of the Chamber of Com-

merce for his third year. He also is a member of both the Forsyth Country Club and the T'win City Club.

As a radio executive, his affilia-

tions score this way: Serving his second consecutive term as presi-

dent of the North Carolina Assn.

of Broadcasters, member of the Executive Committee of the NAB, and secretary of the Stations' Planning and Advisory Committee of NBC. WSJS is an NBC affiliate.

Among his favorite leisure-time activities is golf. Mr. and Mrs. Essex have no children. They make their home on Fairway Drive in Winston-Salem.

LEBHR NAMED

Appointed WMGM Director

BERTRAM LEBHR Jr., director of sales for the past 10 years at WMGM New York (formerly WIN), has been appointed di-

rector of the station.

Announcement came last Thurs-

day from WMGM executive Will-

iam McCluskey, former

director of the station.

Mr. Petey's resignation was di-

rector after 12 years in the post was announced a fortnight ago [Broadcasting, Aug. 22].

Mr. Lebhr, known as sports-

caster Bert Lebhr on the air, attended Cornell U. and New York Law School. He trained in radio sales at CBS, joined WOR New York for four years and later served as vice-president of WMCA New York for four years.

Cleveland Poll

Lists WGAR at Top

TOP honors held by the Cleveland Press of local shows and talent, went to WGAR Cleveland (CBS) for the third year in a row, according to results announced Aug. 18. WGAR had 177 points with the runner-up, WSSR Cleveland, an indepen-

dent, totaling 146. The other Cleveland outlets scores were: WTAM 40; WHK ( Mutual) 43; WCP (ABC) 25% and WMJO (independent) 18.

WGAR placed in every category and WSSR placed in all but four. WJW took first place in 1946.

The net result was that your television will not be separat-

ed from radio in the poll thus allowing "video to fight it out with radio."

Among television programs, the Cleveland Indians telecasts of WEWS (TV) was voted first.
Ad Council
(Continued from page 17)

direct support only in radio, which industry contributed 808,650,000
listener impressions during the month of October, and, in addition
to network shows, local stations cooperated from coast to coast.

The U. S. Forest Service and other conservation groups cooperated
in the campaign for forest fire prevention, which drew 637,-
605,000 listener impressions. In addition, 1,200 radio transcriptions
were supplied to independent stations.

More than 1,560,940,000 listener impressions were secured by the
council's radio allocations plan for the American Red Cross campaign.

The third annual Stop Accidents campaign, conducted in coopera-
tion with the National Safety Council, reaped a total of 1,550,-
000,000 listener impressions.

A total of $1,614,150,000 listener impressions were obtained for the
1948 Student Nurse Recruitment campaign, conducted in cooperation
with the American Hospital Assn.

The Council's radio allocations plan resulted in more than 942,-
660,000 listener impressions for the United America Campaign, con-
ducted to combat group prejudice. Many national and local groups
cooperated in this drive.

The U. S. Savings Bond drive, estimated by the Treasury Dept.
to represent a donation of $45 mil-

lion, was the biggest advertising program of all time, according to the
Ad Council report, and resulted in 1,466,900,000 listener impres-
sions.

The report mentioned that tele-
vision started experimenting with Ad Council material during the
year, but video's contributions to the
campaigns were not reported.

DECCA
Plans 33 1/3 r.p.m. Albums

DECCA Records Inc., one of the four largest recording firms, an-
nounced last week that it will pro-
duce record albums at 33 1/3 r.p.m.
The first such recording is due to
appear Sept. 5.

Decca's action completed the
lineup of the record-speed battle of the leading manufacturers. Co-
lumbia introduced the 33 1/3 speed
records in June 1948 and the 45
r.p.m. was released by RCA-
Victor last April. Capitol Records
previously has offered the 45 r.p.m.
and then added 33 1/3 for its clas-
sical recordings.

Milton Rackmll, Decca president,
stated Decca albums would be pro-
duced on both 78 and 33 1/3 r.p.m.
and that shorter records will be 78
r.p.m. only. It was further declared by Decca that the current decision
does not rule out the possibility of
that company producing 45 r.p.m.
recordings.

All of the big four companies have continued to produce standard
discs at 78 r.p.m. along with the
other speeds.

FM PREFERRED

WH A Surveys Set Owners

OWNERS of FM receivers in
Madison, W. is., have "a definite
preference for this new system of
broadcasting and four out of five
who do not now own FM receivers
say that they will insist on FM
when they buy new sets," according
to a study just completed in the
area by WHA Madison.

Supervised by Assistant Station
Director H. A. Engel, the survey
was made in July and early
Aguist on basis of 1,000 completed
telephone interviews. Of the thou-
sand, 991, or 99%, had radio rece-
vers of one kind or another.

Nearly one in five homes (18.4%)
reported owning FM sets.

BROADCASTING • Telecasting
Two Decades

(Continued from page 20)

the stations' application for renewal of its license being denied.

1932 Renewed Congressional effort to provide a specific statute forbidding lottery programs. The Dill-Davis bill of 1932, like the Dill-White bill of 1931, sought to amend the law in a number of ways. It was not enacted.

1934 With approval of the Communications Act of 1934 on June 19, establishing the present FCC the law was made explicit on lottery programs. Sec. 316 of the Act stated in substance that:

No person shall broadcast by means of any radio station for which a license is required... any advertisement or information concerning any lottery, gift enterprise, or scheme, offering prizes dependent in whole or in part upon lot or chance, unless such person obtaining any provision of this section... shall, upon conviction thereof, be fined not more than $1,000 or imprisoned not more than one year, or for both and each day during which such offense occurs.

No rules or regulations interpreting this provision of the law were promulgated at the time.

1936 First interpretation of Sec. 316 of the Communications Act of 1934 by FCC came June 12, 1936, when the Commission granted license renewal to WRBL Columbus, Ga., after finding that certain programs had violated the lottery statute of Sec. 316. The renewal was granted on the finding that despite the violations the station's programs in general were "unobjectionable" and that reorganization of the WRBL management had been effected.

FCC's decision pointed out that here before neither the Commission nor the courts had rendered any opinion construing Sec. 316. The ruling found that the essential elements of a lottery are chance, prize and consideration, and that consideration exists when a chance on a prize drawing is given with the purchase of legitimate goods even though the goods are in fact priced no higher because of the issuance of the prize chance.

1937 Renewal of license also was granted by FCC to KXL Portland, Ore., with a transfer of control, on May 11, 1937, after finding that advertisements about "Prosperity Clubs" similar to the recent wave of Pyragold Clubs had been carried for only a few days. These were held to violate Sec. 316 of the Act. The decision indicated the announcement upon learning the questionable nature of the so-called "Prosperity Clubs."

1938 Metropolitan Broadcasting Corp., licensee of WMQQ Brooklyn, then a part-time outlet on 1500 kc, was denied license renewal by the Commission on the ground of violation of Sec. 316. FCC found that a local merchants' association had been giving tickets with purchase of goods and that the winners and winning numbers of the drawings were wired by WMQQ.

On June 22 of the same year, WMBC Detroit (now WJLB) was set for renewal hearing by the Commission on issues relating to whether a prize contest program it had been airing was a violation of Sec. 316. The station challenged the Commission's jurisdiction in its petition to grant the renewal without hearing and pointed out that the show had been dropped. Subsequently in early 1939 the hearing was cancelled and the renewal granted.

1939 Decree Nov. 22, in a test case in Illinois which was felt to give a green light to prize contest programs. The Post Office Dept. advised the postmaster in St. Louis that newspapers and mail bearing information and advertising about the Pot O' Gold program, sponsored on NBC's Red Network by the Kroger Grocery and Baking Co., should be acceptable since no violation of lottery statutes was evidenced.

The court decree was that of Federal Judge Joseph E. Daily of Peoria, III. It instructed WMBD Peoria to continue carrying a program titled MuSico, in accord with the terms of the contract with the Kroger Grocery and Baking Co. Show also was sponsored on WGN Chicago by National Tea Co. WMBD had declined to continue the program, which involved song identification with listeners scoring themselves on Bingo-like cards specially provided, on ground it violated Sec. 316 of the Communications Act.

The suit was brought against WMBD's owner of the show, to test legality of the program. The court ruled that MuSico did not involve consideration, directly or indirectly, and was a game of skill and not chance.

1940 Reportedly moved by complaints from Congress, theatre owners and others over the growth of radio prize contest programs, FCC on Feb. 8, transmitted to the Dept. of Justice for possible action decided information on the NBC Pot O' Gold program and several other similar shows. Justice Dept. later refused to bring suit in any of the cases on the ground that they were borderline cases and therefore unprosecutable. The Pot O' Gold show featured a spinning wheel which gave numbers for the selection of a city, phone book, and a phone number who was called for cash prize award. Show was dropped in 1941.

The extent of FCC's concern with the lottery situation was evidenced in reports that the majority of the Commission had favored the immediate setting for renewal hearing of the 1927 Act in the cases. The reference of the cases to the Dept. of Justice was said to be a compromise. The action was seen as the beginning of a new "crackdown" on FCC's part and the way to the Commission, under the chairmanship of James Lawrence Fly.

1946 The lottery question came to the fore in the complex Washington, D.C., FM proceeding. FCC at first proposed to deny one of the nine available FM channels to WWDC Washin
ton because the station planned to duplicate its AM programs which included a show called Tello-Test. On Aug. 9, 1946, in issuing its final decision the Commission ruled that the station had violated the Commission's jurisdiction in its petition to grant the renewal without hearing and pointed out that the show had been dropped. Subsequently in early 1939 the hearing was cancelled and the renewal granted.

FCC also indicated the WWDC grant should not be withheld because of Tello-Test since "this is a problem generally applicable to a number of stations which are carrying the same program as WWDC. . ." The Commission said it was in a "puzzled position" to determine the legality of programs of this type." This was said to have come about because of the mounting number of such postwar shows.

The announcement was interpreted that FCC proposed handling the problem on a general rather than individual case basis and therefore would also decline to give advisory opinion on the Pot O' Gold program to be resumed in the fall on ABC for Tums. The show was resumed but withdrawn again in early 1947.

1947-48 In the first action of its kind, FCC on Oct. 17, 1947, ordered WARL Ar-
EXCELLENCE of religious broadcasts last week earned merit citations for NBC, ABC and CBS and 21 individual stations from the U. of Chicago's fourth annual workshop in religious radio.

Following: NBC, Living 1949 Council of Churches. WJAR Providence, R. I., won the only citation among young people's programs for Bible Baseball, sponsored by Rhode Island Council of Churches. First award in the Christian family category went to KGFW Kearney, Neb., which aired Lexington Family Vesper for the Lexington (Neb.) First Presbyterian Church. Second choice was WPAM-FM St. Clair, Pa., for Life Can Be Beautiful, produced by the First Methodist Church. Same station earned the only biography citation for The Thief Was There, also sponsored by the First Methodist Church. Single agency cited for special events was the Protestant Episcopal Diocese of Central New York, which produced on WSYR Syracuse, N. Y. a bishop's consecration.

Three mentions in the church-in-action class were: WNHC New Haven, Gra-Y Documentary, Yale Divinity School; WICD Miami, Pastor's Study, Greater Miami Council of Churches, and WBIB-FM New Haven, Toward the Cross, New Haven Council of Churches.

First choice was not made among children's programs, but second and third positions, respectively, went to WAJR Morgantown, W. Va., The Kids Talk Back, produced by The Shack in Purgslowe, W. Va., and to WHAM Rochester, Children's Worship Hour, Lake Avenue Baptist Church. The only award in religious education was given to the Massachusetts Council of Churches, which aired The Christian Answer on WCPB Boston, Faith for Tomorrow on NBC a special mention to the First Congregational Church, Hollywood, Calif.

Winning programs were chosen at the close of the four-week workshop, which brought together 40 religious broadcasters from the U. S. and three foreign countries. Workshop sessions included classes in writing and production and discussion of problems and policies in religious broadcasting. These awards are made annually.

WICK'S Lion Tamer

GEORGE P. ADAIR, consulting engineer, kept hearing a strange hissing sound several days ago as he tuned the directional array of WICK Erie, Pa., about 3:30 a.m. Getting off his bunkers, he turned his flashlight beam around the barren field and caught a good-sized mountain lion in the beam. He let out a war whoop, and the big cat darted into the trees just as frightened as his intended prey.

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Open Mike
(Continued from page 12)
casters, advertisers and agency representatives together working on the problem may bring broadcast back to its rightful place in the advertising world. You are right, "there's no job more basic for the economic welfare of radio."

Martin Campbell
General Manager
WFAA Dallas

Any Ideas?
EDITOR, BROADCASTING:
I see that BROADCASTING has quit the editorials about the "P. I." accounts, but I believe that it should, or the engineers should, take up the matter of "Combo" men.
That, to a qualified engineer, leaves a much worse taste in the mouth than any P. I. could to a broadcaster. It simply means that the stations in question are trying to get something for nothing, or put another way, one salary for two jobs.
Any station that can't afford to pay a living wage for either engineering or announcing, should, in my opinion, be forced to surrender their license.
I would like to hear someone else's ideas on this matter.
C. D. Chandler
WCPX Tarboro, N. C.

Wants Sober Heroes
EDITOR, BROADCASTING:
I am no little alarmed over a situation that is becoming more and more noticeable and especially on our network shows. It seems that every "Detective" and Wild West transcription for a network show is obliged to have at least one sequence in a bar room or a cocktail lounge, and even our heroes are beginning to imbibe very frequently on the air. It would seem to me that with the liquor situation being what it is on the radio that these producers and writers would take into consideration that these shows have usually family appeal. I noticed even on the Sam Spade programs that Mr. Spade is obliged to take a drink before giving his report of his latest caper to his secretary, and my kids are beginning to notice it—and if they notice it I am sure other kids in other families are making a mental note that Mr. Spade is depending on whiskey for his stimulation. Not that these detective heroes are without their soft-speaking, cooing heroines who make love to them in every episode, and between the sex angle and the liquor angle, I am afraid we are beginning to kill the goose that is laying the golden egg, or we are at least getting her a little nauseated.
Now don't get me wrong; I like a cocktail as well as any other man, but I don't drink it on the air and neither do I allow my staff. I accept beer and wine advertising and probably if my state became wet I would accept liquor advertising, but I am going to force it on to my listeners who tune in to be entertained and not to be taken on a visit to a cocktail lounge by some inspired writer who evidently writes by the word.
E. Z. Jones
General Manager
WBBB Burlington, N. C.

Add: 'Mike & Murder'
EDITOR, BROADCASTING:
Can it be that radio too soon forgets its heroes? In your editorial of Aug. 8, entitled "Mike & Murder" you mentioned that the murder of Mr. Mason, program director of the Alice, Tex, radio station is one of the first times a radio commentator has been killed because he did his job.
In 1931 the now defunct Radio Detective featured a two-page illustrated article covering the murder and court trial of Jerry Buckley, a radio announcer at WMBC Detroit. Buckley was shot and killed on the morning of July 22nd, 1930 when three men entered the lobby of the hotel where WMBC was located. Three men were later indicted and testimony in the case was completed April 13, 1931. This trial was most unusual inasmuch as it was perhaps the first time a murder trial was broadcast word for word over a radio station. The station being of course, WMBC Detroit. The facts developed and broadcast showed that over a period of months, Jerry Buckley in his series of broadcasts had been giving a daily report of news in the form of a crusade to rid Detroit of vice, racketeering etc. Many listeners termed this campaign in words of praise as fearless. Buckley received many threats by mail and over the phone but still blasted and exposed gambling establishments which resulted in police raids.
The microphone used at the trial was the same used by Buckley during his broadcasts but in the end the accused were acquitted after 33 hours and 5 minutes deliberation of the jury consisting of eight men and four women. As far as I can determine the mystery of the murder of Jerry Buckley remains unsolved.

Dan Hyland
General Manager
WPAW Pawtucket, R. I.

Begs To Disagree
EDITOR, BROADCASTING:
As one of your keenest British subscribers and having been one since leaving the RAF in 1946 may I put pen to paper regarding your July 10 interview with Mr. Alan Whitworth, on the effectiveness of Radio Luxembourg, and Mr. Guy Bolan's letter in your July 25 issue.
May I as a humble representative of the British radio sales and servicing industry heartily endorse Mr. Bolan's remarks regarding the 'big-name' programs now being heard over Radio Luxembourg and at the same time beg to disagree with Mr. Whitworth's remarks "that Britains do little listening to other than BBC stations."
My work takes me into the homes of a wide cross section of homes here in South East England and I can state that a large number of my clients do listen to Radio Luxembourg especially on Sundays when the BBC stations air a large number of recorded repeat shows.
Radio Luxembourg is not an easy station to receive, particularly after dark, it being on the long wave and sharing a channel with one of the Soviet high power stations, also it is approximately 250 miles from London and double and triple that distance from the heavily populated Midlands and North of England.
Set customers of mine are constantly questioning me to send radio service engineers to improve their aerial antenna systems so as to receive Luxembourg more clearly and when a listener is willing to spend up to 3 to 4 pounds on anti static equipment that means they want to listen to Luxembourg. . . .
Commercial radio can never become a great advertising force in this country until commercial stations are allowed to operate here, free of control by government and BBC alike.
Until then it should be the aim of the British national advertiser, especially those with American connections who know what a selling job radio can do, to support Radio Luxembourg with consistent time-tagging and to air programs of a quality . . .
R. E. Edwards
Apple Trees
9 Park Road
Walthamstow
England

Radox 'Rates'
EDITOR, BROADCASTING:
As reading the editorial "The Rating Season" in the Aug. 15 issue of BROADCASTING, I can't help but comment on the last sentence of the editor's column: "Whoever wrote the editorial apparently hasn't heard about Radox."
Albert E. Sindlinger
President
Sindlinger & Co.
Teldos, Radox, Recordex
Hopedell, N. J.

RO Y THOMPSON
25 years of radio experience and personal participation in his community's projects and services have made Roy Thompson a household word in industrially rich Altoona. WRTA, the Roy Thompson Station, is a loyal, buying audience throughout the listening hours.

ABC 1240 KC
Altoona, Pa.

Gates Radio Company
Quincy, Illinois, U. S. A.

GATES RADIO COMPANY
100% EQUIPMENT SOURCE
Over $5000 items in stock from leading
10 KW transmitters A.M. and F.M.
Make Gates your source for all broadcasting equipment needs. Six daily air
traffic reports serve your emergency needs wherever you may be.

TELEPHONES:
QUINCY IN WASHINGTON 522, MET. 3532

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BROADCASTING * Telecasting

Represented by
ROBERT MEERER ASSOCIATES
ELOISE SMITH HANNA had the assurance of some of the best brains in radio that what she was trying to do wouldn't work. They didn't put it as politely as that.

They just said she was crazy. She went ahead anyway and now she believes a lot of big brains are going to be lodged in heads with very red faces.

Her unit set-up of an AM network being the mother to an AM network is definitely working — and has been since Feb. 14 under the name Associated Broadcasting Service.

And soon, her calculations tell her, the operation will pass the break-even point.

What Mrs. Hanna has in her native Alabama, where she also is owner of the 5 kw NBC AM station, WBRG Birmingham, is a new idea in network radio.

Its focus is on WBRC-FM, which at 546 kw is said to be the most powerful radio station in the world. From it, she radiates programs to her network, a brood of 24 AM stations in Alabama and Tennessee. These AM stations are mostly 250 watters but there are six 1 kw and one 5 kw outlets among them.

Without Land Lines

They can pick up the network programs without benefit of land lines, get credit by rebroadcasting the network's own commercials or insert their own for local sponsors.

When Mrs. Hanna first started her network operation she was running $9,000 a month in the red. Her very profitable AM operation was carrying the load. As of the end of May, the commercial business reached the point where the loss was $3,000.

Very soon she said, "I expect the network to be paying for itself. Incidentally it already is giving AM affiliates a very respectable income."

Mrs. Hanna does not take credit for the network idea.

"All the credit belongs to G. P. (Jerry) Hamann, our technical director and manager," she said.

It was Mr. Hamann, 37, who conceived the idea of an FM station of high power serving as the hub of an AM network without lines.

"I let him lead. I followed," said Mrs. Hanna.

Following, however, wasn't so easy. Radiomen, bankers and associates of hers tried to sell her off the idea.

"I had to decide whether to follow a young man with a vision or listen to all the people who said 'don't do it.'"

Mrs. Hanna, a blue-eyed, brown-haired lady of the South, is 56, born in the same 12 hours in 1893 as her friend, Mary Pickford. She felt she must lean over to be receptive to young ideas.

Mr. Hamann argued that no one ever had tried to do FM properly. No one had ever given it the chance it deserved. Mrs. Hanna decided to back him.

"Money never did mean as much to me as building something, anyway," said Mrs. Hanna.

So she put down over one-quarter of a million dollars for her FM facilities. She built a 558 feet tower atop Birmingham's Red Mountain. She ordered unprecedented kinds of equipment from RCA to build her high-powered voice.

As the building progressed, many big brains came to look the Hanna situation over. They shook their heads and predicted that she would have so much power and be up so high that her FM station would miss Birmingham completely — and it was part of the plan that she operate an FM station for Birminghamites.

Consulted Armstrong

A bit troubled by this possibility, she took the matter up with Prof. Edwin H. Armstrong, the inventor of FM. He opined that the drip of her power would give her Birmingham coverage.

When she put WBRC-FM on the air in November 1946, that proved to be the case. Its power, however, also gives an efficient signal at a 200-mile radius, she claims. But it actually has been heard as far away as Guam and the Azores, according to letters from listeners.

Shortly after WBRC-FM went on the air, Mrs. Hanna and her staff turned a big part of their attentions to launching the network. They offered reception, via FM, of such volume and clarity that it was suitable for rebroadcast by affiliates.

Advantages were these: Expense of lines eliminated; good talent, programming and news made available to small independents cheaply, some billing and sales efforts by affiliates eliminated.

Advertisers were offered two things:

First, the 24 affiliates, covering all of Alabama plus bordering counties in Georgia, Mississippi and Tennessee, with 518,440 AM radio homes according to BMB figures of September 1946.

Second, the primary coverage of WBRC-FM, the mother station, based on a mail pattern, of 67 Alabama counties plus half of Georgia, Mississippi, Tennessee and West Florida. In Alabama alone, 48,306 FM sets were sold in the past two years.

Rates were worked out to give advertisers all 24 stations plus WBRC-FM at $1,011.20 per hour, or $87.43 per spot, at all hours except between 6 to 10:30 p.m. At the later hours, when WBRC-FM and 15 of the stations are on the air, an hour's time sells for $824 and a spot for $72.83.

"We think that plan put FM into national business in a big way," said Mrs. Hanna. "Advertisers thought so, too."

Stations in the area also were receptive to the idea. Seven tried it for three weeks, dropped it for two, and then all came back and are still affiliates. Eight more stations in Mississippi are soon to be added plus some in Georgia.

With the network in operation, Mrs. Hanna and her son, M. D. Smith, III, who is her program director, went to New York to attend to details of starting her Birmingham television station, WBRG-TV.

She has a target date set for making the television station show a profit. The date isn't for publication, because she doesn't want the big brains rattling away at her again. But actually, the number of months she has projected for break-even is very few.

Mrs. Hanna intends to achieve TV profits by letting station growth follow sales, instead of vice versa.

When the network and TV operations both begin to make a profit, she intends to quit for a while and go fishing.

"I'm going, too," said her son.

"I only hope we won't be too mentally fatigued. Takes brains to catch fish."

Study FCC Pay Hike

PAY RAISE legislation affecting Commissioners of FCC and other agencies may be taken up sometime this week by the Senate. The bill (HR 1689), boosting Commissioners' pay from $10,000 to $16,000, has been reported out by Sen. Russell Long (D-La.), head of the Senate Civil Service Committee, with provisions as previously listed [BROADCASTING, Aug. 8]. The group unanimously felt that its limitation of the bill should cover only top executives "whose responsibilities included the making of policy decisions."

KFYR's coverage is terrific -- but that's only part of our sales-making impact. KFYR is the Number One station . . . in the Number One agricultural state in the union. North Dakota leads all other states in increase in per capita income since 1940 . . . a juicy 356% as against the national average of 130%.

KFYR 550 KC 5000 WATTS NBC AFFILIATE REP. JOHN BLAIR Bismarck, North Dakota
ROBERT Z. MORRISON Jr., formerly in charge of new business for WPLF, WFIL-TV Philadelphia, has joined sales department of World Broadcasting Co.'s New York office.

E. RALPH HAINES is representing the House of Television, New York, in Illinois and Wisconsin.

BERNIE ROBERTS, most recently program director of WNDR Syracuse, N. Y., has joined Inter-America Television Inc., New York, as executive assistant in charge of production.

CHARLES MORIN, formerly Columbia Pacific Network sales manager, has been appointed vice president and national sales director for Keith Kery Ltd., San Francisco celebrity commercial spot firm.

MYRTLE LAYTON, former administrative assistant at Crawford Clothes Inc., Long Island City, N. Y., has joined Wilbur-Stark-Jerry Layton Inc., New York, and TV package agency, as merchandising director of Katha Norris Television Shopper video program viewed daily on WABD (TV) New York.

CHARLES A. KENNEDY, formerly vice president and director of sales for Teleways Radio Productions Inc., Hollywood, has been named president to replace CARL KRAATZ, resigned.

HOWARD HUDSON, radio information specialist for National Planning Assn., Washington, and his wife sailed on Queen Mary Aug. 27 for month's vacation in England, Scotland and Ireland.

JAMES RAYBESS, formerly manufacturing manager for RCA Victor, has joined Capitol Records Inc., Hollywood, as production engineer.

NOCTURNE PRODUCTIONS, Hawthorne, N. J., is currently producing custom-built disc jockey shows on magnetic tape. Shows are air-expressed to subscribers, at cost fixed at 10% of air time used, with no minimum rate. Programs include music, announcer continuity, interviews designed for sponsor, contests and other audience pull features.

MUSIC CORP. OF AMERICA announces opening of radio-television department in its San Francisco office. KENNETH MORTON will supervise production activities and sales in Northern California area.

HOWARD RADIO PRODUCTIONS, Chicago, is mailing two-fold black and white brochure with trade press reprints to advertising agencies, promoting its radio and television services. Firm, owned by BERNARD HOWARD, is a year old.

BLACKBURN-HAMILTON Co., Washington, has opened Chicago office at 333 N. Michigan Ave., phone RANDolph 6-4550. HAROLD R. MURPHY is branch director.

DECCA RECORDS Inc., New York, has announced its catalog of albums will be available on 33 1/3 RPM Micro-groove, unbreakable vinylite recordings beginning Sept. 5. Firm will continue to produce 78 rpm discs also.

ATLANTA MUKAZ and WORLD WIRED MUSIC SERVICES have been merged following purchase of Mukan assets by Dixie Melody Inc., owner of World franchise in Atlanta, Ga.

J. T. FULLWATER and C. W. CHAPMAN are principals in corporation.

IT'S a happy reunion, after 11 years, as singing star Dennis Day (I) greets James T. Mahoney, program director of WLAW Lawrence, Mass. The reunion took place in Cambridge where Mr. Day's native city held a testimonial dinner to start the singer on his personal appearance tour which opened in Boston. WLAW broadcast the dinner program. Messrs. Day and Mahoney met for the first time in May 1938, when Mr. Day (then Gene McNulty), a senior at Manhattan College, reported for an audition on RCA-Victor's Campus Club. Mr. Mahoney was producer of the show for NBC.

KRAM'S QUARTERS
New Studios in Las Vegas

KRAM Las Vegas announces new housing by late September at the Hotel Flamingo fronting the resort strip. In the move, KRAM's owners, Ed Jansen and Truman Hinkle said the station will drop its makeshift headquarters in a partially constructed hotel.

Now daytime only, KRAM decided on the shift following the FCC's decision to allow it 24 hours a day programming and a simultaneous announcement that KRAM would become a Mutual outlet. It is planned to have KRAM a focal point between the Pacific Coast's Don Lee-Mutual network and the Eastern Inter-Mountain Mutual chain, station reports.
Walking Clerk
AN ACTIVE postmaster and WHOL Allentown, Pa., CBS affiliate, combined to put a retired postal clerk on the map—and before the microphones and cameras of We, the People Aug. 9. It all happened when John “Iron Legs” Stahl, who retired in 1936 after 30 years of sorting mail, walked into Henry Bausman’s dispatch office and recounted how he had walked over 10,000 miles during the past ten years, numbering in his logbook as many friends. Mr. Bausman, also a director of WHOL, referred him to Lew Windmuller, WHOL president and general manager, who in turn called CBS New York, Young & Rubicam (Gulf agency) and producers of the show. Mr. Stahl walked from Allentown to New York, where he greeted listeners and television viewers.

MULTIPLEXING
FCC to Review Advances

HEARING before the Commission en banc was designated by FCC last week for Dec. 12 to review technical advances in multiplexing of facsimile and FM broadcasting. Present rules allow multiplexing for three hours during the period 7 a.m. to midnight and no limit other hours provided there is no impairment of the FM aural signal below 10,000 cycles.

The Commission indicated it has received information from Radio Inventions Inc. on its experimentation and wishes to obtain full data on all aspects of the matter at the December hearing. The system developed by Radio Inventions is claimed to cause no impairment of the aural spectrum below 15,000 cycles.

NOTES and comments are invited by Nov. 28, FCC said.

TWO current Broadway hits, “Miss Liberty” and “South Pacific,” will be presented in RCA Victor’s initial release of revived Bluebird label.

AFRA ANTIC

ALLEGATIONS of American Federation of Radio Artists against WATL Atlanta, Ga., made in a complaint filed with FCC fortnight ago, “are completely false and contrary to all facts,” the station advised the Commission last week [Broadcasting, Aug. 1, 8].

The new petitioned the Commission for revocation of the WATL license on grounds that J. W. Woodruff, owner of the station, “has manifest a flagrant disregard for government regulations designed for public protection.” AFRA charged that the station has “chronically violated” the labor regulations and rules and regulations of FCC.

Regarding a case involving Announcer Lawrence J. Mellert before the National Labor Relations Board, WATL emphasized “that at no time in the proceeding has the licensee deliberately ignored or attempted to evade the Board’s order” and that compliance with the order “has occurred as rapidly as the circumstances permit and in fact WATL pointed out further that the current labor dispute involving AFRA and International Brotherhood of Electrical Workers is still to be decided by NLRB. WATL contended that the AFRA-IBEW strike, which began Jan 1, is improper since no notice was given according to law. Charge of secondary boycott activity also was made.

WATL indicated it believed that AFRA filed the complaint at FCC “solely for the purpose of using the good offices of this Commission to compel settlement by the licensee of his differences with AFRA and IBEW” and that AFRA “obviously attempts through unilateral pressure to accomplish favorable settlement of the WATL labor dispute.”

The reply also held “there has been no flagrant disregard by J. W. Woodruff of government regulations, nor has there been any knowing violations of federal law by WATL.” The reply outlined its program service rendered by WATL in the public interest since 1935 and the many other public service activities of the station. Technical progress and improvements over the years also were detailed.

HORSE ARRIVES
So Announcer Eats Words

MORE THAN once announcers have had to eat their words and here’s a case in point. Announcer Jerry Allen of WKAN Kankakee, Ill., happened to remark on the air that George “Cowpoke” Wells, who goes “Ridin’ the Trail” daily with Western music, was the only cowboy in radio not having a horse. About half an hour later, Business Agent Oren Floyd of the Kankakee Teamsters union came to the defense of “Cowpoke” Wells. Mr. Floyd appeared at the studio and offered his mount “Rosemary” as a horse which “Cowboy” could ride.

Then, “Rosemary” was led right into the studio, stumped over to the microphone and whinnied right into the face of startled and somewhat frightened Announcer Allen, making him eat his words.

WHAI, Greenfield, Mass., received second prize for its county agent broadcasts in recent competition held at Cornell U.

OPERATORS

REGROUPING of Classes Propose

EDITORIAL regrouping of all classes of commercial radio operator licenses, and provision for new telephone third class operator permit, was proposed by FCC last week. Changes would conform to the basic provisions of the new telephone third class operator licenses. The permit would be classed between the present restricted radiotelephone operator permit and the second class license. Third class permittees could operate 10 w low power FM educational stations among other things, FCC said.

WDBX Vote Ordered
An ELECTION to determine collective bargaining representatives for employees of WDBX Chattanooga, Tenn., has been directed by the National Labor Relations Board in a decision released last Tuesday. WDBX, a 250-w non-network affiliate is licensed to Joe V. Williams Jr.

There’s a New Look in Northeastern Ohio

IT’S A NEW LOOK because . . . 
if you compare this with previous results you’ll find today’s more conservative ad expenditures.

IT’S A BOLD LOOK because . . . 
the pattern no longer conforms to old-fashioned and outmoded traditions in time-buying.

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

1. A station 58 miles from us increased its power and therefore a station 24 miles from us lost more than half its audience in the Canton Market.

2. Another station 58 miles from us last some of its best features and therefore lost several percentage points in the Canton Market audience ratings.

3. WHBC increased its power to 5,000 watts . . . became an affiliate of ABC . . . and therefore another station 24 miles from us lost program and all its Canton Market audience.

RESULT:
WHBC Canton is now the station that completes your coverage picture in NORTHEASTERN OHIO because WHBC has gained audience while listening to all other stations has split seven ways.

Check Tveistrand’s “About” . . .

Check the new Hoopers . . .

Check the interest of least cost . . .

Check the sales of both . . .

Check the promotion that sells . . .

ASK WHBC CANTON

about the NEW BOLD LOOK in NORTHEASTERN OHIO

Broadcasting • Telecasting

August 29, 1949 • Page 37
Roundup of Legal Views

(Continued from page 21)

by the Commission in its report will be within the scope of judicial review as well as the particular proscriptions contained in its final order.

GEORGE S. SMITH
Sezal, Smith & Hennessey

In my opinion the new FCC rules on “giveaway programs” constitute censorship in direct violation of Sec. 326 of the Communications Act. As the Commission said in a letter dated Aug. 11, 1949, to Sen. Edwin C. Johnson (D-Col.)... “The Commission has no authority to censor any program or programs” and further, “The judgment (on renewal applications) which the Commission must make (with regard to liquor advertising) is one related to overall program service and the extent to which a particular licensee is rendering a well-balanced program service in the public interest in the community he serves.”

If the Commission has correctly informed Sen. Johnson (and I believe it has) the Commission cannot undertake by regulation to censor programs which are enjoyed by millions of Americans residing throughout the United States, more especially programs that are not illegal in character.

PAUL D. P. SPEARMAN
Spearman & Roberson
(Former General Counsel FCC)

Holding no brief for so-called “giveaway” programs and having no disposition or desire to defend them, I do believe that the FCC was called upon, or has legal authority to promulgate its recent order interpreting the criminal statute banning lotteries, etc., and threatening the destruction of radio stations that violate that interpretation.

If the Commission was charged with the duty or responsibility to try and punish violators of the anti-lottery statute, which I have never believed it had, it was relieved of such duty or responsibility when the Congress took that section of the law out of the Communications Act and placed it in the Criminal Code. It would indeed be hard to find more conclusive evidence of the intent of Congress. The intention of Congress was to preclude the Commission from doing exactly what it threatens in the order interpreting Sec. 326 of the Criminal Code.

It is the responsibility of the Dept. of Justice and not of the FCC to enforce the criminal statute.

The Fifth Amendment to the Constitution guarantees the right to a trial by jury in all criminal prosecutions. To say that the punishing

of offenders under this statute is not a punishment for violating a criminal law cannot be successfully argued in the instant situation for the simple reason that the Commission bases its action upon the criminal anti-lottery law.

This means that in addition to the fine and imprisonment the Congress provided, the Commission now threatens to destroy valuable property rights as additional punishment, and these property values, in some instances, would exceed by far the maximum fine a court of competent jurisdiction would have authority to impose upon one convicted of violating Sec. 1304.

Assuming that the Commission has the right to take into account the past conduct of an applicant in arriving at a conclusion as to whether “public interest, convenience or necessity” would be served by the granting of such application or the operation of the station in question, it appears to me that the consideration of such fact of violation should be after and never before a conviction in a proper U. S. District Court.

I do protest that such a violation would not warrant criminal prosecution, it is absurd to claim that the crime was so bad as to warrant the destruction of a valuable station.

The Commission promulgated its “order” under the guise of rule-making, but the fact is that the order is not a rule. It is nothing more nor less than a complex interpretation of an involved statutory rule. The interpretation apparently by-passes the well-settled principle that in interpreting a criminal statute any doubt as to its meaning or applicability to a given set of facts must be resolved against the applicability of the statute. The Commission interpretation of it overlooks this elementary rule of statutory construction, but went all the way in asserting that certain acts violate this law which... is most doubtful.

The Congress has spoken and in speaking has clearly and conclusively indicated that it did not intend that the Dept. of Justice or not the FCC should assume the responsibility and duty of enforcing Sec. 1304. I agree completely with the dissenting opinion of Comr. Hennok.

REP. RICHARD B. WIGGLESWORTH (R-MASS.)

The action of the FCC Aug. 19 in ordering giveaway programs off the air appears to be another attempt by the FCC to censor radio. Once again the Commission has arrogantly attempted to use its power to license stations as a life-or-death club toward control of what the people will be permitted to hear.

I hold no brief for or against giveaway shows as worthwhile stations. Moreover, if the FCC has any valid reason for this effort by the FCC to decide whether these programs shall or shall not be broadcast, I hope it will be stoutly resisted. Congress expressly prohibited the FCC from acting as a dictator over radio programs in Sec. 326 of the Communications Act... is crystal clear:

“Nothing in this act shall be understood to give the Commission the power of censorship over the radio communications or signals transmitted by any radio station, and no regulation or condition shall be prescribed or fixed by the Commission which shall interfere with the right of free speech by means of radio communication.”

If giveaway programs are lotteries, they are a matter for the Justice Dept. and the courts. For the FCC arrogantly to assume the role of a court, through perverted use of its licensing power, amounts to government by license, not government by law. It is all the more shocking when done on the affirmative vote of only three members of the seven-member Commission. Do 150,000,000 people wish to have their programs controlled by three people?

In the past many subtle attempts by the FCC to censor radio have been unearthed. It is by such continual chippering away that liberty is destroyed. Radio is the greatest means of public communication, and television will probably become even more important. They are a rich prize for those who seek to control the people through control of what they may be told and what they may think.

ANAN QUITS

After 5 Year Operation

AMERICAN Newspaper Advertising Network, formed in 1945, will be dissolved at the end of the year.

The dissolution of the organization, which was intended to sell newspaper advertising on a group basis, was voted by stockholders at a special meeting in New York last Tuesday.

In explaining the reasons for the collapse of the ANAN, Thomas Cochran, president and board chairman, said that the increases in cost of newspaper publishing imposed difficulties "in making a network package that would be acceptable to advertisers."
RCA Plan
(Continued from page 18)
ington UHF tests were finished, we began a concerted attack upon the widely accepted conclusion that high-definition color television could not be provided in a 6 mc channel. The objective of this attack was to develop a method of transmitting color in a 6 mc channel without any degradation of the quality of the received picture. At the same time we retained our previous requirement that the system must be completely compatible, that is, present receiving sets would need no modification for reception of color transmission in monochrome and existing transmitters would continue to be useful.

We are now glad to report the accomplishment of our objectives. We have created a new color television system which has the characteristics described above.

For the studio we utilize the same equipment as we have in previous hearings for our wide band simultaneous system. This equipment provides three signals, one for each primary color. Following this and preceding the transmitter modulator, the signals are rapidly sampled electronically in time order for each color and then combined. The resulting single channel signal is transmitted in time multiplex fashion requiring a total modulation bandwidth of only 4 mc.

The head-end radio and intermediate frequency circuits of the receiver are the same as for a current black-and-white receiver. The video signal is then fed to an electronic arrangement which is the inverse of the signal sampler at the transmitter. This results in restoring the video transmission and reconstituting the three primary color channels of green, red and blue, and these are fed in simultaneous system fashion to a three-color picture reproducing system to be viewed in a single picture.

This RCA color system has the following characteristics:

1. 6 megacycle
2. Fully compatible
3. $250 set
4. 60 fields per second
5. Field interleaved
6. Picture dot interleaved
7. 15 color pictures per second
8. Time multiplex transmission
9. Electronic

The same transmitters as are presently used by television stations can be used for the transmission of the RCA color system.

We have found the present time a sound basis for the bringing of color television service to the public, as well as full scope for the continuing development of color as the art progresses, without involving obsolescence of present-day black-and-white receivers.

During the month of September we will transfer the equipment from our Princeton laboratories to Washington, D. C., where it will be installed in the NBC station at the Warner Park Hotel. RCA will submit testimony and demonstrations to the Commission regarding this RCA color television system.

The system is entirely consistent with the "Standards of Good Engineering Practice Concerning Television Broadcasting Stations" and can be broadcast without modification of these standards. Therefore, RCA does not propose any modification of existing transmission standards.

FIELD INTENSITIES, PROPAGATION, STATION SEPARATION AND SERVICE AREAS

RCA will present evidence at the hearing regarding its experimental work on these subjects. This evidence will include the results of our work on carrier synchronization and offset carrier methods of reducing co-channel interference. Exhibits containing this information will be submitted prior to the hearing. RCA believes that these methods can be effectively used in the public interest for increasing the number of television stations as well as enlarging and improving the service areas of those which the Commission proposes to allocate.

WRTV CASE

Additional Time Not Favord

FCC does not "earmark" facilities for applicants pending their decision to proceed, Commissioner Hearing Examiner J. Fred Johnson, Jr., stated last week in his decision in the bid of Maison Blanche Co. for additional time to construct its television station WRTV New Orleans.

The ruling will become final in 40 days and effect deletion of the facility unless WRTV files exceptions and seeks oral argument. WRTV is assigned Channel 4 (672 mc).

The decision found that Maison Blanche still had not decided to begin construction of the station, although it originally had been requested by application filed in 1944 and granted in 1947, because it was concerned over the future economic and technical aspects of television. The ruling said "representing the applicant's difficulty in trying to resolve the uncertainties with which television faces the future" but noted that "These problems are not peculiar to the applicant" since they are "common to the industry."

Examiner Johnson pointed out that many indefinite factors "must be weighed by all who would venture capital in such an enterprise. The radio pioneer does not see the mountains, but before commencing the journey he must decide whether or not he will risk the hazards on the other side," he explained "It is not the policy of the Commission to earmark radio facilities for any applicant pending his determination as to whether or not such facilities will be used, even though it may appear that at that moment the supply of facilities in the community may be somewhat greater than the demand."

Uncertainty as to the future of TV was reaffirmed as "not a satisfactory explanation of failure to proceed diligently in accordance with the terms of the construction permit."

GRID RIGHTS

Protest U. of S. C. Action

PROTESTING broadcasters met in Columbia, S. C., fortnight ago to discuss the new policy of the U. of South Carolina in granting exclusive broadcast rights to the Gamecocks' football games to WCOS Columbia. They decided to further a reconciliation over the policy with Rear Admiral Norman M. Smith, university president.

Also threshed out was the possibility of legal action against the school but no steps were taken. The legal angle reportedly involves an existing statute which states that "no charges shall be made for the privilege of broadcasting said games and that at least three broadcasting companies shall be extended said privileges of broadcasting if desired."

An attempt in the state legislature to amend the law so as to permit state institutions to grant exclusive rights died in the state senate following vigorous opposition from broadcasters.

The meeting was called by station representatives of Columbia, Charleston, Greenville, Spartanburg, Florence and other cities, and was touched off by Admiral Smith's announcement that WCOS, which was not invited to the meeting, was the "big bidder" for use of broadcasting facilities at the university's stadium.

The three other Columbia stations, WIS, WKIK and WNOK, protested the policy but declined to bid.

For some interesting information on radio in Iowa, please see page 25 of this issue.
RCA Color TV Ready
(Continued from page 18)

ion of television channels is that satisfactory television service shall be available to as many areas and homes in the United States as is technically and geographically possible," the association said.

The RMA statement was submitted by its Television Committee, composed of Max F. Balcomb, Sylvania Electric Products, a past RMA president.

Color Television Inc., which has been experimenting for several years at its San Francisco laboratory, claimed, in its brief filed with FCC, that its system of all-electronic, high-fidelity color television is "fully compatible with existing black-and-white standards, and which, if adopted, will avoid immediate obsolescence of existing black-and-white television receivers."

The system also allows color to be telecast over existing TV channels allocated for 6-me monochrome using operational and engineering standards practically identical with those now in force for monochrome.

The system would work on higher frequencies, it was said.

Monochrome receivers would receive the color signals as black-and-white, and without any modification, it was claimed, while the color set would reproduce in color the same signals.

Developed by George E. Sleeper Jr., vice president and chief engineer of Color Television, the system uses successively traced image lines written in the receiver in different colors, following a selected sequence such as

EXPENDITURES of some 1,500 national advertisers for network radio and TV time and for space in magazines and newspaper Sun-

day Circulation, summarized in a book, National Ad-

vertising Investments in 1949—
First Six Months, published last week by Leading National Adver-

tisers Inc.

Based on the full reports of Publish-

ers Information Bureau, which were summarized for advertisers, as they appear—monthly for network radio, quarterly for network TV—the volume lists all companies spending $20,000 or more during the half-year in all these media.

The half yearly media totals show little change from those of the same period of 1948. Network radio gross time was $209,858,725 for the first half of this year, down slightly from the $209,120,

red, green, blue, etc. The color receiver, which has no moving parts, is so developed that a raster is traced in each of the three colors upon the target of a cathode ray tube. Image frames or sections of which produce luminous effects in each color.

In its scanning operations, the brief said, "the receiver operates substantially identically with the transmitter, the different image raster... is traced in sequence, and as the receiver... the raster... produced visible images are optically combined for viewing through the use of suitable optical equipment."

Only very slight modification of existing transmission standards would be required, it was said, and this only in respect of the television synchronized waveform.

Readied for Field Tests

Although confined so far to closed circuit laboratory testing, the system is now being readied for field testing using radio trans-

mitters and receiving stations. Color Television requested that it be allowed reasonable time to prepare an appropriate demonstration.

The firm suggested that at the conclusion of the color hearing, the matter be left open in such a way that further hearings "may be assured of if and when... that Color Television Inc. may find itself prepared to ask for final standardization in accord with such principles as the Commission may with discretion contemplate."

NAB's brief proposed "a co-

ordinated and systematic schedule of investigations" to determine correctness of TV equipment and ingenerring standards. These should be done with the cooperation of the Bureau of Standards, NAB told FCC, and offered its "full cooperation."

NAB said there is a "serious question as to the legality of parts of the FCC's proposal for rules, standards and allocations. It contended that the allocations plan should not be made part of the Commission's rules if the maximum use of facilities and the rapid inclusion of technical advances are to be achieved.

The association also affirmed the belief that VHF operation "is and will continue to be the backbone of television for many years to come" and that FCC should not place "idiotic impositions on a part in its allocation plan. It also was pointed out that the engineering standards proposed indicate that VHF and UHF channels are equally satisfactory.

Suggests Adjustments

It also was suggested that power and space "should be adjusted to the value necessary for adequate coverage which in most cases should cover the metropolitan district, or urban areas of smaller cities. AFCCE said FCC has given undue weight to those factors which tend to increase separation between channels, although some safety factors are desirable.

The association indicated that full use "should be made of all technical advancements, including facilities, and other off-set carrier operation, and any other means of more efficiently using VHF channels for maximum serv-

ices or otherwise than proposed by FCC. AFCCE contended that the UHF propagation curves of the Commission "reflect a more favorable service condition than will actualy be encountered in practice" because of terrain irregularities.

Mixing of UHF and VHF assign-

ments in some cities because of the demand was considered an unavoid-

able situation even though it was undesirable.

The Federal Communications Commission, which last week filed its detailed brief in the matter, FBCA held that the pro-
cedural aspects of the proposed allocation Rule 8.006 violate the

When Ws BMI It's Yours
Another BMI "Pin Up" Hit—Published by Hill & Range

ROOM FULL OF ROSES

On Records: Dick Haymes—Dec. 24632; Sandy Sims—Coral 60867; Eddy Howard—Mer. 2009; Sammy kay—20-344; George Hamilton—Weston-Star-читыва—Cap. 57-617; Sons of the Pioneers—Vic. 21-6065;

Jerry Perry—Tollie 37; Service—Cap. 43525; Jackie Jett—Coral 31;

Phyllis Diller—Harmony 1511; Chuck Foster—Vocalion 5683;
Pamela French—Vocalion 55013; Pat Gilley—Columbia 30-3627; Vic. 1274; Willing—Cap. 43072; Phil Reed—Dance-Tone 355; Todd Maney—V-47222. On Transcriptions: Ed Howard—World; George Wright—Coral 572; NBC Theassure; Foy Willing—Lang-Worth; Jan Garber—Vocalion 5588; Viv Rex—Irene Towne-Assis-
tiated; Eddie Skivinak—MacGregor.

BROADCAST MUSIC INC. 500 FIFTH AVENUE NEW YORK, N. Y.

Page 40 • August 29, 1949
RESORT'S BREAKFAST SHOW
Draws Business to N. H. Spot

DESPITE recession talk, radio promotion has been paying dividends for Allen "A", flourishing New Hampshire mountain resort. Fujiative reports are even greater although neighbor competitors report a 25% seasonal decline this year.

Boost to the scenic spot operated by Allen H. Albree, Kings from sponsorship of Breakfast at Allen "A," now in its second season and a favorite to New England listeners. The program, in its sectionally-expedited hour, is rebroadcast by WLAW (54-60 mc) in addition to experimental color station W9XNO, indicated its detailed experimentation report was not complete and requested extension of the filing deadline to Aug. 29 for its material.

RCA, in a report on its Princeton, N. J., TV transmitter KEZAXY, stated that tests show a significant difference between vertical, circular and horizontal polarization.

Conestoga Television Assn., which for several years has been relaying television programs from Conestoga, Philadelphia stations into Lancaster, Pa., reported on its experimentation in satellite operations.

Conestoga has been operating a UHF transmitter (KG2XBI, formerly W3XBR) on top of Welsh Mt. with ERP of 860 w on 600 mc. Philadelphia is 45 miles from the site, Lancaster 15. Comparisons have been made between direct pickup and the UHF rebroadcast. It was concluded that UHF satellites appear practical for service to near areas only.

Requests for reservation of at least 10 UHF channels for educational programs were made by both the Assn. for Education by Radio and the National Assn. of Educational Broadcasters. Similar proposal also was made by the American Broadcasting Co. on behalf of Educational Broadcasting System, which has been operating W6XAO (KTSL) Hollywood on Channel 2.

WAGES-HOURS
Amendment on Overtime

CERTAIN premiums paid by employers for work on Saturdays, Sundays, holidays, etc., need be added to an employee's straight-time pay in determining his "regular rate" for overtime pay, and may be credited toward overtime compensation due in excess of 40 hours in any week.

This provision was contained in the recent Congressional amendment to the Fair Labor Standards Act signed by President Truman. Thus the amendment (HR 856), according to Labor Secretary Maurice J. Tobin, makes it lawful to treat as overtime premiums certain payments previously held to be not "true overtime" by a Supreme Court decision last year.

The Labor Dept. said that principles established under the amendment are applicable to all industries but emphasized, however, that they are limited to premiums actually based on rates and work periods "established in good faith."

Mitchell To Speak
MAURICE B. MITCHELL, BAB director, will address the Advertising Club of Syracuse today (Aug. 29) on Effective Radio Advertising for Retailers. His talk is part of the group's campaign to convince local advertisers that they should use radio as a medium.

The most complete, useful and up-to-date compilation of consumer market data between two covers in...

CONSUMER MARKETS
1949-1950 Edition
Based on the known needs of national advertisers and agencies for the latest reliable state, county, and city market facts and figures. Provides a range of information you would otherwise have to gather and organize from 12 different sources.

Reports only government and other authoritative figures; 19 states estimates of population, families, retail sales, farm and industrial service preparing buyers, money supply, prices, and other important market indices prepared by Walter P. Burm, nationally recognized market statistician and consultant.

Clear, easy-to-use maps for each state show all counties, all incorporated cities of 5,000 and over, all county seats, all daily newspapers and radio towns with population and other data. Separate maps for 39 states of over 250,000 and their vicinities.

Now available

1. Keep CM handy for use all through the year, says Manager of Markets and Media in a large A-A agency.

All data organized for most efficient use, alphabetically state by state, county by county, in their respective states, city by city in their respective counties, covering the whole U.S.A., the U.S. Possessions and Territories, Canada, Philippines. You'll have to see and use the 1949-1950 CONSUMER MARKETS to appreciate its great utility as a salesmen's tool. It was mailed to all SRDS subscribers with the September 1 issues of the Newspaper and Radio Sections. Additional copies $5.00 each.

Send for a copy of CONSUMER MARKETS today. Use it for 10 days free. Then, if you keep it, send us $5.00.

"A Section of Standard Rate & Data Service"
Walter E. Bathof, Publisher,
333 North Michigan Avenue, Chicago 1, Ill.
New Y ork · San Francisco · Los Angeles

August 29, 1949 · Page 41
National Nielsen-Ratings Top Programs
(TOTAL U.S., INC. SMALL-TOWN, FARM AND URBAN HOMES
—and including TELEPHONE and NON-TELEPHONE HOMES)
JULY 17-23

<table>
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<th>Previous Rank</th>
<th>Program</th>
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<th>Previous Rating - Homes</th>
<th>Points Change</th>
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<td>5</td>
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<td>8</td>
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<td>Our Miss Brooks</td>
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<td>9</td>
<td>16</td>
<td>This Is Your F.B.I.</td>
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<td>8.9</td>
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<td>10</td>
<td>20</td>
<td>Step The Music (6th Qtr.)</td>
<td>2,657</td>
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<td>11</td>
<td>37</td>
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EVENING, MONDAY - WEDNESDAY

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<th>Program</th>
<th>Current Rating - Homes</th>
<th>Previous Rating - Homes</th>
<th>Points Change</th>
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EVENING, THURSDAY - SATURDAY

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<th>Current Rank</th>
<th>Previous Rank</th>
<th>Program</th>
<th>Current Rating - Homes</th>
<th>Previous Rating - Homes</th>
<th>Points Change</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>1</td>
<td>Armstrong Theater</td>
<td>2,260</td>
<td>7.4</td>
<td>+2.1</td>
</tr>
<tr>
<td>2</td>
<td>2</td>
<td>Grand Central Station</td>
<td>2,946</td>
<td>7.5</td>
<td>+0.6</td>
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<tr>
<td>3</td>
<td>3</td>
<td>Snow White</td>
<td>2,750</td>
<td>7.5</td>
<td>-0.7</td>
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DAY, SUNDAY

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<tr>
<th>Current Rank</th>
<th>Previous Rank</th>
<th>Program</th>
<th>Current Rating - Homes</th>
<th>Previous Rating - Homes</th>
<th>Points Change</th>
</tr>
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<tr>
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<td>House of Mystery</td>
<td>1,061</td>
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<tr>
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<td>2</td>
<td>Charlie Chan</td>
<td>2,888</td>
<td>7.7</td>
<td>+1.0</td>
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<td>3</td>
<td>3</td>
<td>Mr. Fix-It</td>
<td>1,453</td>
<td>3.2</td>
<td>+0.7</td>
</tr>
</tbody>
</table>

NOTE: NUMBER OF HOMES IS OBTAINED BY APPLYING THE "NIELSEN-RATING" (%) TO
19,297,000—THE 1949 ESTIMATE OF TOTAL UNITED STATES RADIO HOMES.
HOMES REACHED DURING ALL OR ANY PART OF THE PROGRAM, EXCEPT FOR HOMES
LISTENING ONLY 1 TO 5 MINUTES.
Copyright 1949, A. C. Nielsen Co.

CANADIAN AM
Changes Granted by CAB

POWER INCREASES were allowed a number of Canadian AM stations at recent meeting of CBC board of governors at Montreal. CBC has announced that power increases and requests for new stations in Newfoundland and denied a number of applications for new stations in other parts of Canada.

Power increases allowed were to CJGX Yorkton, from 1 kw on 940 kc to 5 kw day and 1 kw night on 940 kc; to CKY Winnipeg, from 6 kw on 1020 kc to 10 kw day and 6 kw night on 1020 kc; to CHG Chilliwack, from 1 kw on 750 kc and 1 kw on 1320 kc to 5 kw day and 1 kw night on 750 kc and 1320 kc; and to CEPM St. John, from 1 kw on 1480 kc to 5 kw day and 1 kw night on 1480 kc.

A change in frequency was allowed to WCKL St. John, from 1 kw on 1320 kc to 5 kw day and 1 kw night on 1320 kc; to CKBD Moncton, from 1 kw on 1480 kc to 5 kw day and 1 kw night on 1480 kc; to CEGP Fredericton, from 1 kw on 1480 kc to 5 kw day and 1 kw night on 1480 kc; and to CKRM Estevan, from 1 kw on 1320 kc to 5 kw day and 1 kw night on 1320 kc.

AFRA METS
Convention Held in S. F.
GROWING movement toward greater affiliation among entertainment unions developed last week among the 175 delegates attending the 10th annual convention of AFTRA at the Palace Hotel, San Francisco.

As the four-day convention opened Thursday, a wide split on the question of television unionizing had developed with some delegates favoring creation of a new union supported by AFTRA. It would have jurisdiction over the entire field. Others, especially those in favor of closer union relationships, urged expansion of AFTRA into the TV field. Talent working exclusively in TV advocated the latter idea and traced low pay in TV at least partially to lack of interest by other AFTRA members. Answering this stand, those favoring broadening of AFTRA into TV replied that the union always has been interested in raising the wage scales of television but so far the union has been powerless in attempting to organize the TV field.

Bill Thompson, character actor and AFTRA board member, said in a pre-convention interview that he is forced to belong to several unions. These include the American Federation of Musicians because he sometimes does a bagpipe routine. "I pay dues to all these unions," he said. "It would seem to be to the advantage of all entertainers if these various entertainment unions could come to an agreement whereby membership in one carried privileges in all."

The convention agenda included such topics as regional transcription rates and tape recording rates, dual control jurisdiction and political activity for Taft-Hartley repeal.

An evening session Thursday, following a dinner meeting of the national board, was devoted to appointment of convention officers and committees and a report of the Credentials Committee.

LUNGO
Vertical Tubular Steel Radiators
Write for Factual Data
JOHN E. LUNGO & SONS CAMDEN N.J.

THE LAST WORD
for results in SPARTANBURG
MORE FOR YOUR DOLLAR WITH WORD in Spartanburg
*See TAYLOR-SOROFF

WDYX-AM 12,000 WATTS DUPLICATION

WORD OF SPARTANBURG
ABC SERVING THE HEART OF THE PIEDMONT CAROLINAS
BROADCASTING * Teletcasting
‘MA PERKINS’
Now Aired on Columbia LPs
CBS network soap opera, Ma Perkins, sponsored by Procter & Gamble for Drydol, is now aired via Columbia LP microgroove transcription on 25 non-CBS stations in addition to its live network broadcast schedule.

The transcriptions permit up to 20 minutes of program per side on a 12-inch disc at against 15 minutes per side on a 12-inch standard broadcast transcription. Ma Perkins is said to be the first radio series to be made available in this form.

MUSICAL SALUTE
For Stations’ Air Debuts
ASSOCIATED Program Service, New York, is providing an hour-long musical salute to station and community for station subscribers going on the air for the first time. Congratulatory wires from APS talent are incorporated into the script and signed glossies are forwarded for display purposes.

The firm’s initial salute was for the opening Aug. 16 of KBKW Aberdeen, Wash., and was recorded in cooperation with Ben K. Weatherwax, station president and general manager [BROADCASTING, Aug. 15].

Ernie on the Spot
A COMPARATIVELY routine assignment turned out to be anything but routine for Special Events Chief Ernie Kovacs of WTTM, NBC outlet in Trenton, N. J. Mr. Kovacs arrived at the Diamond Brothers Furniture Co. in nearby Hightstown, N. J., to tape record a description of the ins and outs of furniture making. As he was setting up equipment, the factory caught fire. Mr. Kovacs recorded flame by flame description of the half-million dollar disaster and raced back to the WTTM studios where it was put on the air while the flames were still raging.

DISCS pressed by Mexican artists, interspersed with information on Mexico’s tourist attractions and interviews with people who have visited country, form format of Let’s Go to Mexico, aired over WJXN Jackson, Miss. Program is sponsored by VFW, Jackson and Tourist Commission of Mexican Government. Show also features “Goodwill Ambassador” contest in which listeners write short essays on “Why I would like to go to Mexico as Goodwill Ambassador from Iowa to the VFW.” Winner will be sent to Mexico by VFW as guest of Mexican Tourist Div.

It’s Done With Mirrors
HOW to make small rooms look larger or give spacious homes an air of elegance through the use of mirrored furniture was explained and demonstrated Tuesday night (Aug. 23) on Meet Mrs. Marivel, featuring Hazel Kenyon, manager, over WTTG (TV) Washington. Bedroom and living room mirrored furnishings, designed and manufactured by J. Schwartz Glass & Mirror Co., New York, were featured on show through cooperation of Mayer & Co., Washington furniture firm, local Schwartz dealer. John Ellis of Mayer & Co. appeared with Mrs. Marivel on video show and explained design and use of furniture.

Medical Discussions
PANEL DISCUSSION given by specialists in specific disease is weekly feature on WTTT Coral Gables, Fla. Moderator for series is Irving Bernstein, Ph.D., and doctors are chosen from Dade County Medical Assn. No curative advice is offered on program and content is kept in language easily understood by laymen. Topics such as allergies, polio, cancer, tuberculosis and common colds are discussed.

Historical Series
LETTERS written by Benedict Arnold and George Washington, reports from Columbus and Nathaniel Greene, and journal of exploration through Ohio and Southern Michigan are some of the documents to be used as basis of new series, Treasures of the Shelf, on WUOM (FM), U. of Michigan station, Ann Arbor. Shows have dramatic format built around historical significance of documents and educational objective aiming to recreate total historical picture at time manuscripts were written. Series will begin second week in October and will be supplemented by exhibits at university’s Clements Library.

Unique Quiz Format
USING hand painted background of Churchill Downs, Sweepstakes Quiz has been purchased by Elberon Village, Elberon, N. J., for advertisement of low-priced homes. Commercial urges viewers to go out to houses and receive free tickets good for one day at beach for entire family offered to prospective buyers. Supplementing TV effort are spot announcements on WCAP Asbury Park, N. J., and WVNJ Newark.

Choosing Bands
FOUR WEEK CONTEST, during which listeners will write letters explaining why a certain popular band is their favorite, is being planned by WTIC Hartford, Conn. First week of daily half-hour programs will be "showcase" presentations through which audience may sample recorded wares of 30 different aggregations. Following weeks will feature one band each day on basis of votes received in letters after first week's airing. "New England's choice for No. 1 spot" among top 15 bands will be announced on final day. Prizes are planned for listeners who write most convincing letters. Contest will begin Sept. 5.

RCA Victor Hits for your turntables*
Just Out!
WTVJ (TV) Miami, Fla., has inaugurated feature called TV Forum. Program will be headed by Dr. Sydney Head, radio and television director of U. of Miami. Panel will include two WTVJ officials, one representative of television, radio and one viewer. Portion of program is spent in answering letters and phone calls from set owners.

22nd Year
Regional promotion campaigns
HOWARD J. MCCOLLISTER
Regional Representative
10660 Bellagio, Los Angeles 31, Calif. BR 04705
Shows with a Hollywood Heritage * Member NAB

BROADCASTING • Telecasting
August 29, 1949 • Page 43
August 22 Decisions . . .

BY THE SECRETARY

WCV & WCV-FM Montgomery, Ala. Grant new FM station to
incur new vertical antenna and using FM of
license to First National Bank of Mont-
gomery, and Margerie Covington, Mil-
aukee, execs of executors of estate of G. W.
Conger.

WYTR Troy, N. Y. Grant license new FM commercial educational
station 19.3 (me) Channel 21 460 w
minus 240 w.

WDAS Philadelphia.—Granted mod.
inst. new vertical antenna and mount FM
ant. on AM tower and change location.

Following were granted mod. CPs for
new vertical antenna and mount FM.

listed: WVMJ Baltimore, Md. to 3-14-50;
WMOR Philadelphia, Pa. to 3-15-50;
WIBF Buffalo, N. Y. to 3-20-50; WIOX

d-50; WGBG Greensboro, N. C. to 3-22-50;
WJBC-TV West Lebanon, N. H. to 3-23-50;
WQW New York, N. Y. to 3-24-50;

August 23 Decisions . . .

ACTIONS ON MOTIONS

WGHR Greensboro, N. C.—Dismissed
without prejudice application for CP
change to 950 kc 1 kw untl.

WISE Asheville, N. C.—Amended
application to reduce daytime power
from 10 kW to 1 kW and show revised
financial data.

KTSJ San Antonio, Tex.—Granted
leave to intervene in hearing on applica-
tions of KFAS Banning Calif. and
KREG Indio, Calif.

KRTS Austin, Tex.—Granted
request to use new antenna and mount
FM antenna.

KTSW San Antonio, Tex.—Accepted
amended application for CP to
change to 1000 kw 10 kw. for
operation of station.

KZNT Austin, Tex.—Granted
amended application for CP to
change to 1000 kw 10 kw power and
spread signal.

October 14—November 11

SINGLE COPIES $1.00

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

Ncri! Press Bldg., Wash., D. C.

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BROADCASTING • TELECASTING

Ncri! Press Bldg., Wash., D. C.
**Classified Advertisements**

**Payable in Advance**—Checks and money orders only. Situation Wanted 10c per word; $1 minimum. Help Wanted 20c per word—$2 minimum. Payable in advance. No charge for blind box number. One inch ads, acceptable, $12.00 per section. Deadline two weeks preceding issue date. Send box replies to Broadcasting Magazine, 670 National Press Bldg., Washington 4, D. C.

**Broadcasting**—Box 191, Broadcasting.

**Radio**—Box 192, Broadcasting.

**Television**—Box 193, Broadcasting.

**Magazines**—Box 194, Broadcasting.

**Commercials**—Box 195, Broadcasting.

**Motion Pictures**—Box 196, Broadcasting.

**Pictures**—Box 197, Broadcasting.

**newscaster—Age 30, veteran, unexcelled news and information, disc and particularly on reference, playing.

Announcer, single, versatile, dependable. Graduating Chicago radio college. Box 314c, Broadcasting.

Who will give a married veteran his first chance in charge of a metropolitan station? Excellent, intelligent. Sports, play-by-play, special events, disc and particular on reference, playing. Box 305c, Broadcasting.

Television announcer, five years experience, production with former program director. Interested in major network station. Box 309c, Broadcasting.

**WANTED**—Salesman for 5 kW network outlet in prosperous Midwest market. Must be experienced and willing to move and to settle in one of America's finest communities. Send particulars and photo to Box 80b, Broadcasting.

**WANTED—Advising salesman for regional daytime station on Texas Gulf coast. Must be experienced in selling, advertising. Box 124c, Broadcasting.

**SALESMAN—If you can sell radio intelligently and are ready to start a successful career in a progressive station in a pleasant, prosperous community, wire or call. A good living for a man who can make it. Box 125c, Broadcasting.

**SITUATION WANTED**—Broadcasting. 13 years radio experience. Excellent references. Box 295c, Broadcasting.

**ANNOUNCERS**—Broadcasting. Twenty years of experience fully substantiated by proven record and references. Excellent relationship with national advertisers. Send resume and references to Box 262c, Broadcasting.

**TECHNICAL**—Junior engineer with about $2500 to invest in buying for CP in six months. Will pay back interest. Colorful, easy to get along with. Box 375c, Broadcasting.

**SITUATIONS WANTED (Cont’d)**

**Radio**—Box 191, Broadcasting.

**Television**—Box 192, Broadcasting.

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Situations Wanted (Cont'd)

Combination engineer-announcer. First phone, 9 months experience. MBS af- filiate. Experience all phases of stra- tegying. 250 watt FM in Kansas City. Must leave job due to health. Requires new location. Box 368c, BROADCASTING.

Topnotch combination man. All-round ability. First class license, first class engineer. Best on small market. 2500 watt AM and FM. Southern city. Write Box 369c, BROADCASTING.

Combination engineer-announcer. Florida desires change. Young man, based in northeastern part of the United States. Contact Edward Gerson, 337 St. James Ave., Woodbridge, N. J.

Wanted—Position. 1st class license holder. Graduating radio school. Married, veteran. Will travel. Box 370c, BROADCASTING.

Receivers, first phone and semi-monthly broadcast transmitter, console recording and recording plus 5 years experience. Large DA or small lower FM with station planning TV. Sober, reliable veteran. Box 371c, BROADCASTING.

Engineer—Experienced, available im- mediately. 15 years experience. Position. Box 372c, BROADCASTING.

First phone—2 years radio and TV screening. Will go anywhere in the west. Experience. Age 32, car, married, fine voice and looks. Good combination man with little practical. Will work 12 months. Box 373c, BROADCASTING.

Engineers available. All with first phone license and 2000 to 6000 watt transmitter experience. Will build and maintain a fully equipped broadcast studio, disc training and all phases of broadcast engineer- ing, including building and re- pairing broadcast transmitters. Any location considered. Send resume and references. Best terms to care well pleased with Cook's graduates. Write or wire, Box 374c, BROADCASTING. Cook's Radio School, 2503 N. State St., Chicago 9, Ill.

Engineer, 2 years experience. Experi- enced transmitter, control room and remote. Spares or sale or exchange anywhere in south. Available immediately. Box 375c, BROADCASTING.


Production-Programmers, others

Broadcast man, who has a humorous letter-tells my story. Journalism grad, 250 experience, rep only. Address: Box 817b, BROADCASTING.

Programmer available immediately—production director—sales position. Single, two years commercial experience, university graduate. Available immediately. Write Box 378c, BROADCASTING.

Programmer available immediately—production director—sales position. Single, two years commercial experience, university graduate. Available immediately. Write Box 379c, BROADCASTING.

Newspaper—announcer, DJ, run panel. Single, 24, state university AB in ra- dio. Much experience in advertising. Available immediately. Address: Box 379, BROADCASTING.

Engineer, 11 years in radio. Knows all phases. Finishing up job at the end of Aug. Ready to leave as soon as possible. All letters answered. Contact Ray Stirr, 46 Martha St., Waterloo, Iowa.

Television

Manager

Experienced studio manager. 7 years television, theatre, radio, television. Continuous night work. Veteran book writer. Pro- duced, wrote own TV show, authored national best selling book. Experienced lecturer, large midwest college. TV network experience. Excellent letter. E.S.C. Degree in advertising. Seeking responsible position with major network. Photo upon request. Write Box 380c, BROADCASTING.

Production-Programming, others

Staging and set-building position wanted. Young college man with both radio and television experience. Write Box 381c, BROADCASTING.

Assistant director—Apprenticeship with NBC. Excellent opportunity for young man with some experience. Write Box 382c, BROADCASTING.

WANTED—Production director—character actor, director, writer, manager. Box 383c, BROADCASTING.

WANTED—Combination station manager and announcer. Excellent on radio and TV. Excellent facilities and equipment. Professionals. Box 384c, BROADCASTING.

WANTED—Program director, ten years all phases of music business, singing, speaking, record or transcribed music programs. Must be able to contact work and promotion on the phone. Must have contacts in any location. Available immediately. Box 386c, BROADCASTING.

Program director, fifteen years all phases with 250 and 1000 watt stations. Box 352c, BROADCASTING.

Newman experienced, now state radio- edior leading press association. Trained and experienced in gathering, writing, editing and voicing news, college, veteran and good recommenda- tions. Wants news editing and casting position. Box 353c, BROADCASTING. Also writing sales ad copy, continuity, announcements. Write Box 354c, BROADCASTING.

Looking for the opening. Continuity, writing and sales positions. Box 355c, BROADCASTING. Looking for a career. Salary second- ary but will work for the right position. Eager College graduate. Will work anywhere. Box 356c, BROADCASTING.

Program director, experienced. Wants job with progressive station. Will travel. Box 357c, BROADCASTING.

Young man experienced in program- ming and continuity writing desires position with good station. Experiences available. Presently employed, seeking advancement. Refer- ences. Box 358c, BROADCASTING.

Northeastern stations—Are you willing to pay for initiative and intelligence in your station's development? The girl for you. Ambitious copy- writer, employed, desires to combine knowledge and aptitudes with the excitement of new sales. Box 359c, BROADCASTING.

Program-production director with ex- cellent reputation in programming. Must be a first class station. Will pay $150 weekly or more for top position. Successful man on original and original programs and ideas. Copyrighted pro- gram. Box 360c, BROADCASTING.

For Sale—A 250 watt dual station in a growing area. Ideal city location, 2-way network. Box 361c, BROADCASTING.

For Sale—A 250 watt fulltime inde- pendent earning more than $30,000. Excellent facilities and equipment. Complete with transmitter, equipment, buildings, antennas, etc. Price, $70,000. Box 352c, BROADCASTING.

Daytime station in major southwest market. Well built, 1000 watt transmitter. Excellent facilities, management and station has good potential. $115,000. Box 355c, BROADCASTING.

For sale—WANTED—Multi-division. For sale. 5000 w. pioneer, basic net- work affiliate in primary metropolitan market. Owner desires to sell. Professionals want to sell to settle estate. Proft over $100,000 annually. Selling price excellent. Some terms possible, but at least $7,000 initial cash investment necessary. Harvey Maletti Co., Scarlett Building, Kansas City, Missouri.

Equipment, etc.

FM equipment for sale. GE 3 kw trans- mitter with control panel, roof- bay antenna and 800 feet of coax. Will sell all. Box 362c, BROADCASTING.

For sale—RCA 75c tuneable, good condition. WOGA, Gainesville, Ga.

Employment Service

Baby "It’s not cold here." We’re sweating filling our many openings for female copywriters. TV experi- enced) engineers, de-jays, newscaster-editors, announce-technicians. RMR-TV Employment Bureau, Box 413, Philadelphia.

Help Wanted

Announcers

ANNOUNCER—25 kw network affiliate in major midwest city needs top notch commer- cial announcer for AM and TV. Must have experience in network originating. Nes- sini offers good working conditions. Box 363c, BROADCASTING.

For sale—Radio Station KREI Farnam, Missouri.

Situations Wanted

For Sale (Cont’d)

One, new Statens 207 foot guyed tower designed to support RCA FM antenna. One, new Statens 207 foot guyed tower designed to support tower. One used 3-A light- ing equipment, 3-A bracket and 3-A 24 super twin helix antenna. Contact Mr. W. F. W. Redd, WIRE Station WPJ, Jacksonville, Florida.

For sale, Hammond Novachord, wal- nut finish, excellent condition. Excellent condition, model H, serial number 6856, late model. Write Box 386c, BROADCASTING.

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Wanted to Buy

Equipment, etc.

Want necessary equipment for 250 watt, FM interim operation. Price must be firm terms. Box 364c, BROADCAST- ING.

For sale—Complete 250 watt FM broad- cast station equipment and a 175 watt self-supporting antenna with insu- lated pole. Box 365c, BROADCASTING.

WANTED—30 kw new licensee affiliate, ready to go. Both for $775 F.O.B. Donganeka, Kansas. WIRE, Topeka, Kansas.

FM Pylon-standard low band—Used. $800.00. WSGN, Birmingham, Alabama.

Service Specialist

Home “It’s not cold here.” We’re sweating filling our many openings for female copywriters. TV exper- ienced) engineers, de-jays, newscaster-editors, announce-technicians. RMR-TV Employment Bureau, Box 413, Philadelphia.

Help Wanted

Announcers

ANNOUNCER—25 kw network affiliate in major midwest city needs top notch commer- cial announcer for AM and TV. Must have experience in network originating. Nes- sini offers good working conditions. Box 363c, BROADCASTING.

For sale—Radio Station KREI Farnam, Missouri.

Situations Wanted

For Sale (Cont’d)

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New Business

(Continued from page 10)

L. W. RAMSEY Co., Chicago, newly-appointed agency for The Kosto Co., same city, (previously listed), is reporting radio and television for possible use in promoting Kosto puddings and lemon pie filling.

HEET GAS LINE ANTI-FREEZE, Chicago, plans TV spots for cold-weather cities starting November. Agency is Ruthrauff & Ryan, same city.

Network Accounts • • •

M & M Ltd. Newark, N. J. (candies), will sponsor Joe DiMaggio Show starting Sept. 17, 10 to 10:30 a.m. (EST) on CBS. Agency: Lynn Baker Inc., New York.

PHILIP MORRIS Ltd., for its cigarettes, will sponsor Allen Pond Candid Camera video show, replacing Ted and Jinx preview on CBS-TV network, starting Sept. 12. Show placed through Bowl Co., New York, is to be telecast Monday 9-9:30 p.m.

F. B. WASHBURN CANDY Corp., Brockton, Mass., to sponsor one-minute participation on 8 a.m. Yankee Network News Service, Monday, Wednesday and Friday for 52 weeks over WNAC Boston and 26 Yankee stations. Agency is Jerome O'Leary Adv., Boston.

CHESEBROUGH MFG. Co. (Vaseline hair tonic) will sponsor telecasts of Roger Dodger starting with session on Oct. 1 or 20, Thurs., 10:10-10:30 p.m. on ABC-TV. Agency: McCann-Erickson, New York.


SIMONIZ Co., Chicago, to sponsor World Digest on 20 Yankee Network stations, 7:30-7:45 a.m., daily.


RMA FALL MEET Syracuse Agenda Set

TECHNICAL developments in radio and television engineering and manufacturing will dominate the Annual Radio Fall Meeting of the Engineering Dept., Radio Mfrs. Assn., and the Institute of Radio Engineers. The meeting will be held Oct. 31-Nov. 2 at the Hotel Syracuse, Syracuse, N. Y.

Morning and afternoon technical meetings will be held, with the annual staff dinner Nov. 1. Toastmaster at the dinner will be Leslie J. Woods, Philco Corp. Speaker will be Kenneth W. Jarvis, who has the intriguing topic, "The Engineering Aspects of Sin.

Speakers on the opening day will be J. Van Duyn, Allen B. DuMont Labs.; Jerry Minter, Measurements Corp.; K. S. George, Underwriters Labs.; A. M. Mundel, Bonotone Corp.; L. Lutzger, Allen B. DuMont Labs.; J. W. Allen, and a meeting of RMA and IRE committee will be held. In the evening fall season association on atomic energy and national security will be with the Syracuse Section of IRE.

Tuesday's speakers include Walter Stroh, Zenith Radio Corp.; W. B. Whitelaw, Syracuse Electric Products; R. D. Ullman, Israel, Emerson Radio & Phonograph Corp.; C. E. Torcik, General Electric Co.; and O. H. Schade, RCA. Committee meetings in the late afternoon, followed by a banquet, complete that day's schedule.


Eastern Regional

A dominant fulltime facility with primary coverage in excess of 500,000. This property is located in a choice single station eastern market. It is showing consistent gains in gross and net profits and projects a very high return based on a sales price of $125,000.00. Station is very well equipped and technical position is excellent.

CONTACT THE NEAREST OFFICE OF THE EXCLUSIVE REPRESENTATIVES
BLACKBURN-HAMILTON COMPANY, INC.

MEDIA BROKERS
WASHINGTON, D. C. V. W. R. Perry
691 Pennsylvania Ave., N. W.
Washington 1, D. C.

CHICAGO
Harold H. Murphy
253 North Michigan Ave.
Chicago 1, Ill.

SAN FRANCISCO
Ray V. Hamilton
235 Montgomery St.
San Francisco, Cal.

Sterling 4341-2

Roosevelt 6-6572

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BROADCASTING • Telecasting

Does Alright

MURRAY ARNOLD, WIP Philadelphia program director, is a chronic whistler. While attending the recent NAB program clinic in Chicago, he was seated in the location next to his Manhattan whistling partner who was trying away on "Why Don't You Do Right?" A girl seated next to him, a stranger, joined in on the mening the first few bars. At the end, they introduced themselves. She turned out to be Peggy Lee, vocalist who recorded "Why Don't You Do Right?"

Feature

(Continued from page 8)

ing for both white and colored low income groups, prompted a public meeting of property owners who organized themselves as the Property Owners' Association. WIBG broadcast the 45-minute meeting as a public service feature. The association proposed that its members appear at a regular City Council meeting on Aug. 9 to ask for rent control removal.

With the two battles drawn control or decolor became a highly controversial issue in the city of Greensboro. Keeping abreast of the dispute, made clear by Mr. Jones to Telecasting, WIBG offered free use of its facilities to the North Carolina Assn. of Realtors, the Greensboro Real Estate Board and the Property Owners' Association to present their point of view to the public. Invitations, however, were not accepted.

On the day of the Aug. 9 council meeting, Bob Jones asked his listeners to attend or, if unable to be there, send a telegram expressing their views. Again his pleas were ignored. More than 225 telegrams were received, along with a number of petitions asking that controls be retained.

The largest attendance at any Council meeting in the history of Greensboro was registered on the day of the hearing. Mayor Cone, finding the council chamber inadequate to accommodate the huge throng, then called the hearing for Aug. 18 in larger quarters at Guilford County Courthouse.

The ranks of the protestors swelled. Finally, the day after the hearing the Property Owners' Association agreed to call off the public hearing at Mayor Cone's request.

Greensboro "This Week" had this to say: "The property owners hoped that the Council might take necessary steps to remove all (rent) controls. Opposition to the move came from persons who lived in rental homes who feared rental rents would increase. Leaders of this group is Bob Jones, WIBG announcer, who solicited letters and telegrams from his listeners to submit to the City Council ..."
PHILLIP ROLL, most recently in radio department of Casper Pims-ker Agency, New York, has been appointed director of traffic and con-tinuity at WNYJ Newark. Mr. Roll was formerly continuity chief at WDWC Washington, program director for XERF Villa Acuna, Mexico, and with copy and TV section of Kal Ehrlich & Merrick, Washington, D. C.

PETE SMYTHE, former program di-rec tor for KLZ Denver, has returned to station from Hollywood as disc jockey.

ESTEL D. FREEMAN, member of continuity department for WIBC Indianapolis, Ind., since 1946, has been named continuity editor. Mr. Freeman has 15 years experience in radio and newspaper writing, public-ity and promotion work.

MERCEDES MCCAMBRIDGE, former Chicago radio actress on WBBM Chicago, has joined cast of CBS Perry Mason show.

ROBERT C. CURRIE, formerly asistant program director for WFMZ Allentown, Pa., has been appointed head of television production for WMFY-TV Greensboro, N. C.

TED MCKAY, former program director for WCHS (FM) Columbus, Ind., has joined announcing staff of WKNA-AM-FM Charleston, W. Va. Mr. McKay also has been associated with WTIP Charleston, and WSUA Bloomington, Ind.

DICK JEWELL, chief announcer for WKJL (FM) Columbus, Ind., for past two years, has been named station's program director. Mr. Jewell replaces TED MCKAY, resigned. BOB WELTER, formerly Chicago, has been appointed chief announcer.

MRS. DOBOROTHY W. LARSON, formerly with WJZ and ABC New York, has joined staff of WNEB Worcester, Mass., as traffic manager.

PAUL KANE, has been appointed as-istant to production manager at WAAM (TV) Baltimore. Production manager is ANTHONY FARRAR. Mr. Kane was incorrectly identified as production manager in this column Aug. 16.

ALAN NEWCOMB has joined an-nonouncing staff of WIS Columbia, S. C. Mr. Newcomb is author of book, Vacation With Pay.

WANDA RAMEY has been promoted to program director of KWBK Oak-land, Calif. replacing EVELYN BUCK. SNUP, resigned. Miss Ramey will continue her mid-morning, five-weekly program, Coffee With Wanda on KWBK.

MARTIN MUSKET, former Atlantic sports announcer and previously with WEEU and WRAV Reading, Pa., has been appointed assistant program director of WAEB Allentown, Pa.

CLIFF BAKER, formerly staff an-nouncer for WPFB Middletown, Ohio, and WNOP Newport, Ky., has joined WCKY Cincinnati as disc jockey.

JAMES FERGUSON, former an-nouncer-engineer with WZIP Columbus, Ohio, was recently with WPBT Pittsburgh, Pa., has been named a producer for WLWT.

CHARLES DARGAN, summer relief announcer for WIOU Kokomo, Ind., has been appointed assistant program director in radio department.

FRAN RICHMOND, formerly assistant continuity director for WMGW WMGW-FM Meadville, Pa., has been named continuity director. PAUL BROWN, formerly with WAZL Charleston, W. Va., has joined station as lib-rarian-announcer.

JOHN A. DE MOS, ARCHIBALD W. (Arch) GRIFFIN and AUSTIN (Ted) HURLEY have joined KECA-TV Los Angeles as cameramen. Messers De Mos and Griffin were formerly with KLAC-TV Los Angeles. Mr. Hurley was with KTTV (TV) Los Angeles from 1947 until taking present position.

WALTER RUBENS Jr., former time commentator and program director at WBIC Bloomington, Ill., has been named assistant program director at WIND Chicago.

BARBARA JONES, transcription super-vi sor of WTAG and WTAG-FM Worcester, Mass., for four years, has joined WMUU Greenville, S. C.

SANDY KNOX, formerly continuity director of KYVC Ventura, Calif., has joined KEBR Oakland in same ca- pacity.

ROBERT VESSEL, formerly with WHHL Wilkes-Barre, Pa., and WESA Pittsburgh as general staff

planned to be married Aug. 25.

DALE BACCOCK, KFI Los Angeles music librarian, and MARTY WALL, formerly of station's music staff, have announced their marriage.

NELSON M. GRIGGS, member of pro-duction staff of WASH (FM) Wash-ington and Continental FM Network production staff, and Sarah Allison Lance have announced their engage-ment.

EV NELL, staff producer for KDKA Pittsburgh, is father of a boy.

DON HERMAN, staff announcer and disc jockey at WFGA Ann Arbor, Mich., and Mary Morley have an-nounced their marriage.

WILLIAM K. MULVEY, producer at WORB Philadelphia, has announced his engagement to Miss Carol, daughter of Mr. and Mrs. H. M. Freemen.

JOHN L. GRIFFIN, former program di-rec tor for WJZ New York, has announced the resignation of his father, GEORGE GRIFFIN, later to resume his position as program director.

MRS. EVELYN DEW SMYTHE, formerly of WJZ New York, has joined announcing staff of WBBM Chicago, Ill.

MRS. EVAN DEW SMYTHE, former announcer at WJZ New York, has joined announcing staff of WBBM Chicago, Ill.

DICKIE DIERSCHECK, program man-ager of CJOR Vancouver, is resigning from the station.

RONNY TAYLOR, director of Mem-ory Time show for KDKA Pittsburgh, is the father of a boy.

Copyright Law Course

NEW COURSE on copyright law problems, covering the practical problems in securing and protecting copyright and transactions involving copyright, will be given beginning Sept. 29 by the Practicing Law Institute in cooperation with Assn. of the Bar of City of New York. Lectures will be given 12 successive Monday evenings at Bar Ch, Atwater Bldg., 42 West 44 St., New York.

The Case of the High Priced Watches

A local jeweler featured four diamond watches in a KDYL-TV program one night in early August. Regular prices ranged from $200 to $950, but the watches were offered at special prices of $79.50 to $472 . . . and that's still a lot of money.

By 9:30 the following morn-ing all four watches were sold out. The jeweler who had seen them on their television screens the night before.

That's the kind of action KDYL-TV is getting for its advertisers. And in AM, too, KDYL is famous for results.
Promotion

Blimp Commercials
BLIMP, displaying message on moving electric tape, is low cost com-
munication technique. Used by WJR (TV) New York. Blimp is used by R & H Brewing Co., Staten Island, on its local telecast of One Eyed Island boxing matches Monday nights. Com-
mercial shows blimp hovering over open-air velodrome, scene of bouts.

Standing Room Only
NEW "package promotion" service designed for conventions and trade or
amusment exhibits being held in coverage area of WFLI, WFIL-TV,
Philadelphia has been announced. SRO (Standing Room Only) plan aims to boost public attendance at scheduled events such as rural fairs,
smaller-city celebrations and other affairs by use of spot announce-
ments, guest appearances of digni-
taries concerned in affairs on radio and
television programs, and program
origination at scene of activities.
Service is presented individually to planning committees of proposed con-
ventions sufficiently in advance to
permit build-up over station.

Birthday Promotion
MINIATURE MAILBAG with tiny photostats of listener mail and testi-
emonial letters from participating
sponsors formed "John Harvey's Mail-
bag" sent out as promotion for Home
Digest and Home Institute on EGO
San Francisco. Twin home discussion shows are presented daily with John
Harvey as mc. Mailbag was sent to
station's complete spot sales list and followed by brochure detailing
commercial success of programs.

Baseball School
PLAYERS JACKETS and gold base-
balls were awarded to members of
all-star teams chosen from the 15-station
by-school sponsors of the McCatchy
Broadcasting Co. California stations and
newspapers. Some 1,500 boys
between ages of 12 and 17 were given instructions by former big league
stars and regional players. Session was climaxd by play-offs between
all-star teams in each of three age
groups.

Pattern Reproductions
REPLICAS of test pattern of WOC
-Davenport, Iowa, have been furni-
ished by station to set dealers in
area. Patterns are pasted on screens of
receivers giving sets appearance of
being "alive" and station added
promotion. WOC-TV is scheduled to begin local programming Oct. 1.

Tie-In With Network
UTILIZING newspapers, billboards, car cards, direct mail and radio itself
KIRO Seattle will call attention to
its affiliation with CBS network this fall. Sixteen newspaper ads in west-
ern Washington daily will run Aug. 23 through Nov. 4 promoting tonight's
programs, Monday-Friday shows and Sunday programs separ-
ately. Local campaign is all-
synchronized with network promotion but will emphasize KIRO and 710 kc as
"The Northwest's Number One
Station and the Number One Dial
Spot."

Chevrolet Opens Center
RUBY CHEVROLET, Chicago, has "the world's largest che-
rolet service center" fortnight ago
with a heavy barrage of 72 commercials on eight AM and two TV
stations there. Schedule for remainder of week called for 59 Tuesday
29, Wednesday, 44 Thursday, 43 Thurs-
day, 42 Friday and 40 Saturday. Commercials included half and one-
note spots, 15-second station breaks and time signals and particip-
ations, with singing jingle and straight copy. Aug. 15 maximum was built up slowly from starting
on one station Aug. 1. August spot total will be 617. Agency is W. B. Doner & Co., also Chicago.

Washington merchants. Judges were U. S. Senator Matthew M.
Neely (D-Wa.); Representative John L. McMillan (D-S. C.);
Ellenore Scanlan, local radio manager
for BBDO, New York; Jean
Lawler, timebuyer, Sullivan, Stauff-
zer, Colwell & Bayles, New York;
Moran Heineman, executive vice
president, Franklin Bruck, Adver-
sing Club of Washington; Henry
M. Voss, sales promotion manager
of Lansburgh & Bros., Washing-
ton; Arnold Fine, Washington
Daily News columnist, and Bob
Feerick, Washington Capitals bas-
ketball team coach.

The contest, was supervised by Ben Strouse, WWDC vice presi-
dent and general manager; Nor-
man Reed, program director; Her-
man Paris, commercial manager,
and Irving Lichtenstein, public rela-
tions director.

BEAUTY CONTEST
WWDC Holds Annual Event

COMPLETING its eighth year as
sponsoring of the "Miss Washington"
beauty - talent contest, WWDC
Washington has crowned, with
the help of a distinguished judges
panel, this year's winner. She is
19-year-old Jane Hayes who will
compete in the Miss America
pageant at Atlantic City Sept. 5-11.
With the title, WWDC arranged for the awarding of $8,000 in
prizes, including a 1949 Nash and
RCA-Victor TV set, donated by

Washington merchants. Judges
were U. S. Senator Matthew M.
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"Miss Washington" surrounded by
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"Miss Washington" surrounded by
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"Miss Washington" surrounded by
a healthy sample of her prizes.
Call it instinct...sixth sense...second nature. It's basically the ability to deliver the most popular entertainment, and it has made NBC Television tops in everything from drama to world news.

That same instinct led NBC to choose the six programs shown here as the most likely features to capture a nation-wide video audience ... and to work wonders for six new advertisers on the network with the largest number of sponsored hours in television.

**NBC—America's No. 1 Television Network**
The most effective method of determining the popularity of a television station is to follow the choice of viewers when the same program may be seen on two or more stations. In Philadelphia on no less than five occasions where the same program was telecast by at least two of the three Philadelphia stations, WPTZ has completely dominated the Philadelphia television audience.

ITEM: The Admiral Broadway Revue is seen on both WPTZ and Station B. The latest Pulse ratings show a 57% higher rating for WPTZ.

ITEM: The Cancer Crusade program telecast in Philadelphia on June 4th, 10:15 to 11:45 PM was carried by all three television stations. WPTZ's audience was consistently greater than the combined audience of the other two stations: 62% greater than Station B and 192% greater than Station C.

ITEM: The baseball game telecast on June 5th was seen on both WPTZ and Station C. In spite of the fact that the other station normally programs on Sunday afternoon while WPTZ does not, and in spite of the fact that Station C began programming at 10 AM, whereas WPTZ began to program one-quarter hour before the game with a news tape, WPTZ's rating averaged 40% higher than the other station.

ITEM: The World Series last fall was carried by all three Philadelphia stations. During the second game, a survey made by Patterson, Korchin & Co. showed WPTZ to have 23% greater audience than Station B and 263% greater audience than Station C.

ITEM: During the 1949 Mummers' Parade, all three Philadelphia stations made individual, simultaneous pickups of the event. Again WPTZ dominated the Philadelphia picture with a greater audience than the two other stations combined; 91% greater audience than Station B and 222% greater audience than Station C. In this, as well as the previous instance, there were no preceding, following or replacement shows which might have affected results.

This is a most impressive record and clearly indicates the preference of the Philadelphia television audience for WPTZ. It's another perfect example of experience in television broadcasting paying off. I would suggest that your agency contacts are advised of the consistent superiority of WPTZ in Philadelphia.

Jacob A. Evans
JUNE TV BILLINGS

THE FOUR TV networks had gross facilities billings of $764,406 during June, according to data released last week to BROADCASTING by Publishers Information Bureau. June grosses are 13% below the May figure of $882,526, peak for the year, according to PIB statistics. Total gross video network time sales for the six-month period, January-June 1949, was $4,224,220.

Admiral Corp. was the leading network TV sponsor in June, PIB shows, with gross time purchases of $50,506. Young & Rubicam was the top agency, buying $101,883 worth of video network time for its clients' programs that month. Smoker's cigarettes, chiefly cigarettes, was the leading class of video network advertising in June, accounting for gross time sales of $146,950 on the TV networks.

The accompanying tables show the top advertisers and agencies in June from the standpoint of expenditures for TV network time, as well as the top advertiser in each product category and the total expenditures of all advertisers in each category. The final table shows the total for each category for the six-month period as well as for June alone.

CBF COLOR

Concern over CBS' reported reluctance to furnish a large number of converters and color television receivers for field tests in connection with FCC's Sept. 26 hearings was evidenced by the Commission last week in an exchange of views which involved CBS President Frank Stanton, FCC Comm. Robert Jones and, on Capitol Hill, Sen. Edwin C. Johnson (D-Col.), militant advocate of commercial TV.

Dr. Stanton was asked to appear in vice chairman Paul A. Walker's office Friday afternoon (see late story page 16) to discuss the network's stand on certain facets of the color controversy embracing CBS.

Contention that manufacturers are not disposed at this time to build color TV converters for black-and-white sets or construct color receivers.

Feeling that prohibitive costs would obviate its ability to provide converters or color receivers for any color transmission demonstrations, particularly FCC's September hearing.

Proposal to submit to the Commission a cost analysis for converters and color sets.

Failure to provide a sufficiently large number of converters and color sets in time to be used for observation by FCC of the recent color demonstration staged by Smith, Kline & French Inc. [BROADCASTING, Aug. 22]. CBS made available only a few of its converters, it was noted.

Conns, Johnson's communication with Dr. Stanton evoked queries from Sen. Johnson, chairman of the Senate Commerce Committee, to the Commission and the CBS President questioning the network's position and expressing regret "that the very interests which have been most active in pushing color television suddenly have become very cold..."

Stanton's Decision

Dr. Stanton abandoned his intention of replying personally to Sen. Johnson, preferring to air his reply before the Commission.

Meanwhile, observers were weighing the significance of CBS' newest stand against reports of negotiations linking the network to the formation of a new company in color TV in which it would be a participant. CBS has been discussing the possibility of entering the television manufacturing field for months. It would become a manufacturing partner by virtue of ownership of the sequential color system developed by Dr. Peter Goldmark, engineering research director [BROADCASTING, Aug. 22].

Still another avenue of thought was opened up last week when CBS confirmed formally that it had perfected an adapter enabling conversion of black-and-white sets to color TV. The adaptors or converters presumably would be manufactured in time, just as TV transmitters and receivers are now constructed, under CBS patents, although the network feels that manufacturers are not so inclined at present.

Despite that belief, it is known, however, that a number of manufacturers currently are compiling data on cost of converters, with estimates for complete converters running about $25 of an ordinary black-and-white set [BROADCASTING, Aug. 22].

Dr. Stanton and Earl Gammons, vice president in charge of CBS Washington operations, in conversations with Comr. Johnson suggested that no manufacturing firm would build (Continued on page 71)
NEW Storch Report on Television Commercials (Broadcasting, Aug. 22) includes use of six still shots of a particular commercial, according to Dr. Daniel Storch (left). The pictures, such as the Adam’s Chicleots series (right), will comprise the “Story Board” which will be used by field interviewers to ask viewers whether or not they have seen the commercial, and five subsequent questions on the reactions to the commercial. Other information will also be sought.

BOSTON BANK
Indian Points Up Shawmut TV Films

Effective trade-mark identification being an integral part of television programming, President Walter S. Bucklin and Vice President John J. Barry of the National Shawmut Bank of Boston naturally thought of the bank’s familiar Shawmut Indian as a starting point.

But the problem of making the Indian do anything on TV was a difficult one. Previous experiments with using a live actor made up as an Indian were not too encouraging, for in a close-up shot, the makeup on the Indian’s face was poor.

The bank, through Charles W. Morse, vice president of Doremus Agency, consulted Sarra Inc., commercial film maker in New York. Sarra recommended using an animated smoke signal which spells out “National Shawmut Bank.” This smoke signal appears behind a medium shot of an Indian who is raising his arm in a majestic greeting. Sarra also had a special theme written. Theme is used in both the opening and closing of Shawmut’s TV shows, the music being carefully synchronized with the action. The closing commercial uses another animated trick shot in which coins (actually chocolate peppermints covered with gold paper) cascade down in a pile in front of an open-swinging vault door. The coins then spell out National Shawmut Bank.

Both films take 20 seconds projection time using sound on film. There is no spoken audio on either sound track since the music is powerful enough, bank officials point out.

ABC HOLLYWOOD
Moves to New TV Center
MOVE of all ABC Hollywood offices from 6835 Sunset Blvd. to network’s 20-acre site at Prospect and Talmadge Sts., was completed last week.

Included in transfer to the Television Center building were executive offices of Frank Samuels, vice president in charge of ABC Western Div., and Clyde Scott, manager of network affiliate KECA Hollywood. Network’s AM production, programming and traffic departments still remain at Sunset and Vine Sts.

Orders Projectall
WNBT (TV) New York last week ordered installation of the INS Projectall programming equipment at its 106 St. studios. The station is the second NBC video outlet to use the facilities, WNBQ Chicago having been telecasting with Projectall news programming since last April under sponsorship of Miller High Life Beer.

WENR-TV Studio Will Expand in September
Third television studio for WENR-TV (ABC) Chicago will be put into operation early in September, according to John H. Norton Jr., vice president in charge of the network’s Central Division.

The new studio will be housed on the 42d floor of the Chicago Opera Bldg., where extensive construction has been under way several months. Called Studio A, the section will occupy 4,000 square feet, and will be equipped with “the latest types of studio, motion picture and field cameras,” Mr. Norton said. The adjacent TV control room will have picture monitors, camera controls and audio-equipment, along with TV switching and film cameras operated by push-button controls.

“Designed for maximum flexibility, Studio A will be used for telecasts of the greatest majority of local and network-originated programs,” Mr. Norton explained. Audience shows will continue to be produced at a lower level in the Civic Studio, the former Chicago Civic Theatre, which seats 900 persons. Studio A is expected to help expansion of present production and engineering facilities and to make possible more program activity, the executive said.

WOI-TV Plans Start Next January Is Goal
IOWA STATE COLLEGE is aiming for January 1950 as the earliest date for the opening of WOI-TV Ames, according to Richard B. Hull, college director of radio.

Transmitter equipment, purchased from General Electric Co., Syracuse, N. Y., is scheduled for delivery early next month. The TV station will operate on Channel 4 (66-72 mc) supplementing existing AM and FM facilities.

New TV Publication
DEBUT of TV Forecast magazine is slated for Boston Sept. 10, Television Forecast Inc., Chicago publishing firm, announced last week.

The weekly video magazine, circulating in Boston and Providence markets, will make its bid to more than 100,000 buyers in the New England area. Providing daily program schedules, news about TV stars and photos of entertainers, TV Forecast’s entrance will offer a six-city package to advertisers. Other cities: Chicago, New York, Baltimore, Washington and Philadelphia.

NBC video network facilities are being used to teach Naval Reserve pilots in TV-equipped classrooms in research experiment of U. S. Navy Special Devices to run in eight week period in areas of Joint Naval -Navy Field, N. Y., Philadelphia and Washington will be able to view telecasts on their receivers.
MORRIS BARTON, chief engineer of KBTB Dallas, checks on some insulation material in the newly built station studio with J. B. Tharpe, sales manager for Allen B. DuMont Laboratories’ television transmitter division, New York. Mr. Barton was formerly with DuMont Labs and later with DuMont Network station WABD.

UNITED VIDEOGRAM
Previews New TV Film Series

A TELEVISION series of 13 27-minute films, The Marines’ War, was introduced at a news conference Thursday, Aug. 18, in New York by United Videogram Inc., which showed two of its episodes for the first time. The scripts were written under supervision of Fletcher Pratt and were based on his book bearing the same title as the series. More than 9,000,000 feet of Marine Corps combat film, as well as captured Jap films, were available for the series.

Series is being offered on a three-year basis, with unlimited showings in the markets where sold. It is on 16mm black and white film and is being completed for United Videogram by Atlas Film Corp., Oak Park, III. United Videogram Inc. was recently organized in Minneapolis for the purpose of creating TV shows on small budgets.

Dubin Named

PAUL J. FENNELL Co., Hollywood and New York, last week announced the appointment of M. R. (Mickey) Dubin as eastern representative, in charge of the New York office. The firm produces television films. Mr. Dubin, who was with the Fennell Co. before last April when he left to join J. Armstrong Co., New York, producer of syndicated video commercials, has been a television writer for some years.

TELECASTING

DIRECTOR Harold Hough of WBAP-TV Fort Worth tells Fort Worth Ad Club luncheon meeting of plans for further studio enlargement. At speaker’s table are (l to r) Albert Evans Jr., Albert Evans Advertising; William Holden, executive vice president of Fort Worth Chamber of Commerce; Web Maddox, president of Fort Worth C. of C.; Manager George Cranston of WBAP; Cliff Culloway, Ad Club president; Lyman Brown, WBAP continuity director, and Mr. Hough.

TEXAS TV

DALLAS and Fort Worth are humming with television talk. WBAP-TV Fort Worth-Dallas, the pioneer Texas video station, is nearing its first anniversary. KRLD-TV and KBTB Dallas have completed their towers. KBTB went on the patterns Aug. 21, with official opening date set for Sept. 17. KRLD-TV plans an early fall start.

With these two stations the Dallas-Fort Worth area will be one of the liveliest TV markets for its size in the nation.

KBTB is an independent station, owned by Tom Potter, Dallas oilman. KRLD, the Dallas Times Herald station, will use CBS-TV material as it does in standard broadcasting as a CBS affiliate.

WBAP is the Fort Worth Star-Telegram station, of which Publisher Amon Carter is president and Harold V. Hough, director.

RCA INSTITUTES has graduated 129 students from its radio and television technical training courses in New York. Largest group of graduates, 62, completed course in radio and video broadcasting, qualifying as radio laboratory aids or as maintenance personnel for all types of transmitters or receivers.

DuMont’s Latest

A NEW TYPE TV transmitter has been delivered to KBTB Dallas by DuMont Labs. DuMont said it has been under close wraps and is the much-heralded power amplifier designed to go with the previously-sold DuMont “Acorn” transmitter. Power amplifiers consist of one pair of air-cooled tubes with their associated power supply for both aural and visual transmitters. The company claims main features to be low initial cost and “impressive” tube life. In addition, DuMont said, the complete transmitter is considerably smaller than any other yet placed on the market.

ROY FLYNN, chief engineer for KRLD and KRLD-TV, stands beside new mobile television unit which he brought back from Syracuse, N. Y. On top the truck are Assistant Engineer John Klutz (l) and Hal Hunt, cameraman, shooting some pictures.

VIDEO CUES
Given by ‘Walkie Talkie’

A MINIATURE “Walkie Talkie” set, to enable directors to prompt video actors without being seen or heard by studio or home audiences, has been patented by John Arch (Nick) Carter, New York advertising man.

The device consists of a tiny radio receiving set which can be concealed on the actor’s person, and a transmitter. Actors can be cued individually or as a group, and each receiver can be equipped with its own wave length, if required, Mr. Carter says.

Mr. Carter was formerly with J. Walter Thompson, Pedlar & Ryan and Benton & Bowles, all New York.

Crosley TV Show

CROSLEY Div., Cincinnati, of AVCO Mfg. Corp., New York, will sponsor This Is Broadway on CBS-TV starting Oct. 6 [Closed Circuit, Aug. 22]. The program, heard previously on both AM and TV for a full hour, has been cut to a half-hour, and will be telecast only. To be aired on alternate Thursdays, alternating with Inside USA, sponsored by Chevrolet Dealers through Campbell-Ewald, 8:30—9 p.m., the program was placed through Benton & Bowles, New York.

MOTOROLA Inc., Chicago, has announced production “of the first” 8½-inch screen TV set, which will sell for $149.95 and is slated for September release.

August 29, 1949 • Page 55
By FRANK RYHICK
Radio and TV Director of Ross, Gardner & White, Los Angeles

A tale of two local television sponsors:

After eight week's sponsorship of a one-half hour weekly television program, sponsor A, an appliance dealer in a small middle-class community to the south, has reported:

“By the beginning of the sixth week I was breaking even on the program. Now I am definitely showing a profit in the terms of lead opened and sales closed.”

A retail store in the exclusive Westwood Village section of Los Angeles sponsored a series of weekly television commercials over a period of several weeks. After five weeks, sponsor B summarized his experiences in four short words: “No leads... no sales.”

Investigation of both cases produced some conclusions that throw an important light on the problems of the local or regional advertiser in television.

Fundamentals for Impact

One conclusion is so obvious that it should not be stated except for the fact that it is so often overlooked by the advertisers approaching television. The conclusion is simply this: “There is no magic in television advertising. Its impact is always potentially terrific but the potential is seldom realized unless the fundamental principles of product, market and media analysis are followed.”

It is amazing to behold the approach of some normally hard-headed advertisers to television. Men who do not buy a line of newspaper space without developing eye strain over circulation reports will rush into television with the sublime confidence of a small boy diving into a strange swimming hole.

The cases of sponsor A and sponsor B parallel each other only as to surface appearances.

The Locations of Sponsors

Sponsor A is located in the heart of a booming television area which supports an estimated 168,000 television sets served by the six Los Angeles television stations. In these communities are aircraft, petroleum and harbor workers, whose income is about the same as that of the 186,000 television sets served by the six Los Angeles television stations.

These locations are a far cry from the city's large, middle-income families. Over-all national statistics show that 75% of the sets in middle income families, with 12% in the upper brackets and 10% in the lower.

Here is the market to which local and regional television advertisers will direct their messages with increasing frequency during the next few years. In view of these facts, the experiences of some advertisers who have pioneered in television during the past two years become extremely important.

The right product at the right time and with the proper approach is the combination that makes the sponsor's television advertising program successful. Here Mr. Ryhlick cites the case of two appliance dealers. One did observe these advertising fundamentals and was amply repaid for his video dollar. The other did not, with the result his expenditure was almost a complete loss. To further illustrate his point, the radio and television director of Ross, Gardner & White relates case histories of a few television sponsors.

Demonstrating the many possible uses of a good salad dressing.

The opening of the campaign was timed for the beginning of warm weather and the salad season. For 60 consecutive days the film commercials were alternated nightly on Los Angeles television stations before programs selected for their appeal to women. After the announcement was made on the air a few nights, women shoppers began coming into the Ralph's Markets for the salad dressing. In some of the markets there were television special demonstration booths to help launch the new product. But after the first week, a typical comment was “never mind demonstrating—it I saw it on television last night.” Sales results during this period were phenomenal and succeeded in solidly establishing the product in the market. In dollars and cents terms, the advertising campaign on television more than paid for itself.

The results can be attributed to proper program, market and media analysis before the start of the campaign—the same time-honored advertising tools that would have to be observed should anyone want to introduce a new product.

Experiences in Daytime

Some of the first users of daytime television in New York and Los Angeles reported disappointing results, but the majority soon found that advertising product and commercials to a predominately woman audience very marked results could be achieved. A watch strap, manufactured by the Ziploc Co., and having special eye appeal for women, was advertised on one-minute participations during the end of the show over DuMont's Station WABD. After five 1-minute participations, the company had received more than 400 orders. In Los Angeles, Hotpoint dealers reported significant sales results after demonstrating the Hotpoint kitchen appliances in 1-minute commercials over KFI-TV. Daylight television, often referred to as the advertisers' last frontier, seems likely to become of primary importance to retail advertisers during the next year. Recognizing this, Robert E. Kintner, ABC executive vice president, inaugurated daytime programming for WJZ-TV in New York during May and announced that it would be extended to all other ABC owned and operated stations as quickly as possible.

Television, as much as any other medium, needs smart merchandising in its advertising appeal. The General Electric Company in Detroit produced $10,000 worth of special business in January by clever use of participation spots on Charmin Kitchen on WXYZ-TV. Viewers were told that they could write in requesting...
TIPS ON VIDEO RECEIVERS
Consumers Research Reports on TV Market

IN AN ARTICLE entitled "Obsolescence of Television Receivers," which appears in July issue of Consumers' Research Bulletin, Murray G. Crosby says a question foremost in the mind of the prospective television receiver customer is, "If I buy a television receiver now, will it quickly become obsolete?"

"The general answer, as nearly as can be predicted," Mr. Crosby writes, "is that receivers marketed now will continue to be usable for a considerable time. Improvements in design are of course to be expected. Simpler tuning systems and improvements in quality of reproduction of voice and music will undoubtedly be made available to consumers."

The article points out that many of the receivers offered thus far are apparently in the same stage of development as radios were before the one-control tuning aid appeared. Sets often are needlessly complex.

Mr. Crosby says the new intercarrier circuit simplifies the user's problem in that the number of tubes is materially reduced and three-spot tuning of FM system (sound) is eliminated.

"In general," he goes on to say, "the consumer is advised to buy a television receiver on the basis of picture tube diameter instead of square inches of area. In other words, determine whether the tube is 10-inch, 12-inch, etc., and disregard claims of advertisers and salesmen regarding picture area."

Mr. Crosby concludes: "It will be best, too, all things considered, to buy a television receiver alone rather than a television-radio-phonograph combination, since with the TV receiver alone, the monetary loss due to obsolescence will be a minimum; the buyer will not have to throw away, so to speak, an AM-FM radio-phonograph unit in order to get a television receiver of a different type or make which changing circumstances may make him want to own a few years from now."

Mr. Crosby said the article is largely based on results of tests by Crosby Laboratories of Mineola, N. Y., on television receivers for Consumers' Research Inc. The latter, located in Washington, N. J., is an educational, non-profit organization.

KMTV Brings Television to OMAHA
On Sept. 1, KMTV Brings Omaha Top-Flight Programs from THREE GREAT TELEVISION NETWORKS!

CBS—The Columbia Broadcasting System
ABC—The American Broadcasting Company
The DuMont Television Network

With the basically sound program schedule of KMTV (only tested and proved shows), with 3000 sets in homes, with TV installations averaging over 400 per week ...

THE FUTURE OF OMAHA TELEVISION IS BRIGHT!

For the first time, TV advertisers can now reach into the heart of Roger Babson's Magic Circle—"the richest and safest area in the United States."

KMTV
(Channel 3)
TELEVISION CENTER
Omaha 2, Nebraska
NATIONAL REPRESENTATIVES: AVERY-KNODEL, INC.
TELEVISION INTERFERENCE

In many areas, a car with the motor running parked near your house can ruin a television program. Ordinary spark plugs broadcast a signal which interferes with television reception, tears and distorts the image. A switch to Auto-Lite Resistor Spark Plugs will check this annoyance.

British Bill Would Curb Spark Plug Interference With Television

London—The Government has announced that it is drafting legislation making persons subject to $100 fine and possible jail sentence of three months for causing interference during post radio and television periods. For example, motorists will be asked to use suppressors to their motors.

REPEAT WHAT TELEVISION EXPERTS SAY—

FRANK STANTON, President, COLUMBIA BROADCASTING SYSTEM: "There is no question in my mind that ignition interference is a contributory cause to poor television reception. The resistor type spark plug appears to be the answer."

J. R. POPPEL, President, TELEVISION BROADCASTERS ASSOCIATION OF AMERICA: "Interference by automobile ignition systems to television is quite common and is often very severe in outlying areas. I have witnessed tests in which the new Auto-Lite Resistor Spark Plug was very effective in reducing interference to television receivers under such conditions."

W. R. MACDONALD, President, RADIO-TELEVISION INSTITUTE: "The sooner every car and truck in America is equipped with the new Auto-Lite Resistor Spark Plug, the better it will be for the television industry and everyone who owns a television set."

Few people realize that a major cause of faulty television reception, particularly in areas where the television signal is weak, originates not in the set itself but from ordinary spark plugs in nearby automobiles. This poor reception, jumping and wobbling in the image, comes from the radiation of the electrical discharge in passing vehicles—your car, your neighbor’s, or delivery cars or traffic on your street. The ordinary automobile spark plug acts as a miniature broadcasting station that frequently spoils what would otherwise be clear, sharp television images.

The effect of ordinary spark plugs on the TV image is shown in this scene from Auto-Lite’s "SUSPENSE!" show, "The Creeper," starring Nina Foch and Anthony Ross.
The new Auto-Lite Resistor Spark Plugs check television interference normally caused by ordinary spark plugs. Blurred, flipping and distorted images, due to this type of interference, become clear pictures like the one at right below. So install Auto-Lite Resistor Spark Plugs in your car—urge your neighbors and neighborhood delivery service to use this better plug too. This "good neighbor" policy will help everyone in your community enjoy television at its best. It's easy to do . . . switch to Auto-Lite Resistor Spark Plugs!

This clear image shows how better television is possible when Auto-Lite Resistor Spark Plugs check interference. The scene is the same as that shown at the left.
INFORMAL TYPE

Comment OK’d in TV Poll

MAJORITY of TV listeners and viewers favor the informal type commentary for "the spot" sports telecasts, according to a recent nationwide poll by General Manager Bob Venn of WTVJ (TV), Miami's lone video outlet.

Mr. Venn, who also manages WME, 10-kw ABC AM station, checked the opinions of program directors, sports directors and executives of 28 TV stations covering the nation from the West Coast to New England.

He summed up his survey as follows: (1) listeners in new TV station markets are at first critical of informal sports presentation, but over time tune in. (2) they know.

This attitude changes as listeners become more experienced viewers and they then put approval on an informal oral delivery; (3) "small" sports (boxing, wrestling, etc.) require less description and antagonism is created by AM orientation; (4) sports such as baseball and football, which strain the camera capacity for complete coverage, do better with a type delivery more nearly like an AM presentation, and (5) the necessary amount of close description of the commentator varies in inverse proportion to the skill the camera crew develops in obtaining video details.

ARTICLE ON TV

Gives Home Fitting Ideas

AN ARTICLE on television—containing ideas to help the home owner fit a TV set into his home—is featured in the September issue of Better Homes & Gardens magazine.

Written by Walter Adams, Better Homes & Gardens staff writer, and E. A. Hungerford Jr., director of research and development for the U. S. Navy Special Devices Center, Sand Point, L. I., N. Y., the article gives answers to problems of where to put the receiver, what size screen to use, what kind of lighting to have and many other questions.

Detailed information and advice is given on comparing sets before buying, the kind of antenna to choose and the checking of reception possibilities in your home. A discussion of TV and its future possibilities is included.

DuMont Offers Boxing

DUMONT TV Network is offering Teletranscriptions of weekly boxing matches telecast by WRWD (TV) New York, for use by affiliated stations across the country. Complete blow-by-blow descriptions are included, with deletions made only of such remarks as those that date the broadcast. Dennis James is the sportscaster.
Sure, Television's amazing

—and it's practical, too!
| Time  | CBC | CBS | ABC | PIC | NET | NBC | CBS TV | ABC TV | NBC TV | FILM | NBC TV | NBC TV | NBC TV | NBC TV | ABC TV | ABC TV | ABC TV | ABC TV | ABC TV | ABC TV | ABC TV | ABC TV | ABC TV | ABC TV | ABC TV |
|-------|-----|-----|-----|-----|-----|-----|-------|-------|-------|-------|-------|-------|-------|-------|-------|-------|-------|-------|-------|-------|-------|-------|-------|-------|-------|-------|-------|
| 7:00  | ABD | PCM | PCM | PCM | PCM | PCM | PCM | PCM | PCM | PCM | PCM | PCM | PCM | PCM | PCM | PCM | PCM | PCM | PCM | PCM | PCM | PCM | PCM | PCM | PCM | PCM | PCM |
| 7:30  | PCM | PCM | PCM | PCM | PCM | PCM | PCM | PCM | PCM | PCM | PCM | PCM | PCM | PCM | PCM | PCM | PCM | PCM | PCM | PCM | PCM | PCM | PCM | PCM | PCM | PCM | PCM |
| 8:00  | PCM | PCM | PCM | PCM | PCM | PCM | PCM | PCM | PCM | PCM | PCM | PCM | PCM | PCM | PCM | PCM | PCM | PCM | PCM | PCM | PCM | PCM | PCM | PCM | PCM | PCM | PCM |
| 9:00  | PCM | PCM | PCM | PCM | PCM | PCM | PCM | PCM | PCM | PCM | PCM | PCM | PCM | PCM | PCM | PCM | PCM | PCM | PCM | PCM | PCM | PCM | PCM | PCM | PCM | PCM | PCM |
| 10:00 | PCM | PCM | PCM | PCM | PCM | PCM | PCM | PCM | PCM | PCM | PCM | PCM | PCM | PCM | PCM | PCM | PCM | PCM | PCM | PCM | PCM | PCM | PCM | PCM | PCM | PCM | PCM |
| 11:00 | PCM | PCM | PCM | PCM | PCM | PCM | PCM | PCM | PCM | PCM | PCM | PCM | PCM | PCM | PCM | PCM | PCM | PCM | PCM | PCM | PCM | PCM | PCM | PCM | PCM | PCM | PCM |
| 12:00 | PCM | PCM | PCM | PCM | PCM | PCM | PCM | PCM | PCM | PCM | PCM | PCM | PCM | PCM | PCM | PCM | PCM | PCM | PCM | PCM | PCM | PCM | PCM | PCM | PCM | PCM | PCM |

**Programs in italics are sustaining**
### DISTRIBUTION OF THE JUNE N. Y. TELEPULSE SAMPLE BY MAKE OF SET

<table>
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<th>Make of Set</th>
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<td>Du Mont</td>
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<td>Others</td>
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### TELEPULSE MARKETS

- New York
- Philadelphia
- Chicago
- Cincinnati

### PULSE RADIO MARKETS

- New York
- Philadelphia
- Chicago
- Cincinnati
- Boston
- Washington, D. C.

For information about these or other Telefacts—

Ask The Pulse

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**FOUR WAY S-T-R-E-T-C-H**

*Telepulse* samples are representative of all TV families in the following ways:

- By economic level
- By geographical distribution
- By length of ownership
- By make of set

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**THE PULSE INCORPORATED**

ONE TEN FULTON STREET
NEW YORK SEVEN
Small wonder advertisers are plunging into CBS-TV. Just the other day CBS-TV won top honors for programming, production and showmanship in Variety's showmanagement awards. New shows like Ed Wynn, Paul Winchell, Inside U.S.A., Ken Murray's Blackouts — established ones like The Goldbergs, Godfrey, Suspense and Studio One give CBS-TV its compelling power as a medium.
**DAYTIME TV**

**Good Selling Media—Gallery**

"DAYTIME television's pioneering days are over; it's definitely got to be counted among effective selling media," Tom Gallery, sales manager of the Du Mont TV Network, said Wednesday in telegrams informing advertisers and agencies of the New York home telecasting rating of 5.2 achieved by *Okay Mother*.

Telecast Monday-Friday, 1:30 p.m. on WAGT (TV) New York, key station of the Du Mont network, *Okay Mother* is sponsored by Sterling Drug Inc. Program is part of the station's three-hour *Mid-Day TV.*

Television attributes its high rating largely to the effects of this block-program sequence which was established the month before.

"Okay Mother was given full advantage of audience flow possibilities in this sequence," Mr. Gallery said, and its rating substantiates our belief that the proper type of program would guarantee a satisfactory daytime rating." He added that the 5.2 rating is remarkable as it occurred in August when most ratings are low, but for comparing favorably with the nighttime August ratings of many sponsored TV shows.

"In view of these comparative ratings, daytime TV is obviously a far less expensive buy than nighttime TV," he said. "Generally speaking, time and talent on five daytime half-hours can be purchased for approximately the same amount as an average once-a-week nighttime half-hour on a full network basis. These ratings justify the resources, the confidence and the planning that Du Mont has put into the daytime hours, for they show that daytime TV, like daytime radio, can become the backbone of selling campaigns of many major advertisers.

**TV SYMPOSIUM**

**Set For IRE Meeting**

TWO-HOUR symposium on television will be held during the Western Regional meeting of the Institute of Radio Engineers, Aug. 30-Sept. 1, at Civic Auditorium, San Francisco. The meeting will be held jointly with the Pacific Electronic Exhibition.

Presiding at the TV symposium will be Royal Y. Howan, consultant, who recently resigned as director of the NAB Engineering Dept. On the panel will be a group of San Francisco engineers, including: Al Towne, KSFO; KPIX; Harry Jacobs, KGO-TV; Harold See, KRON-TV; Al Hyne, RCA; Alvin MacMahon, Pacific T&T; R. Al Isberg, KRON-TV.

THE Television Arts Institute of Philadelphia has purchased two home-scope Tele-Towers from Philco Corporation Equipment, formerly installed at Philco TV station WPTZ Philadelphia, to be used for training students at the Institute's TV production program.

**DAYS-LONG SHOW**

**WRGB Telecasts Farm Feature**

DAY-LONG telecast by WRGB (TV) Schenectady, N. Y., of the Berkshire County Farmers' Field Day at Adams, Mass., on Aug. 16 proved so effective a New York state woman shut off her receiver, climbed into her car and drove to Adams to watch the operations.

The GE outlet brought the all-day feature to its viewers beginning at 9 a.m. Because Adams is outside the 60-mile radius usually allowed for satisfactory coverage, WRGB had to transmit the program by means of a two-hop relay. The outlet's mobile unit picked up the various demonstrations on soil and water conservation and good farming and transmitted them from a farm to a temporary relay tower on Mount Greylock. From Greylock, the program was beamed to the station's tower on top the Helderberg mountains, west of Albany, N. Y.

The program, featuring interviews by Farm Editor Bill Gibbons, included construction of a farm pond, farm equipment demonstration, moving and burying boulders, tearing up of stone walls and felling of giant timber.

**ZOOMAR LENS**

**Six More TV Outlets Buy**

**SIX MORE television stations have purchased the Zoomar lens, bringing to 31 the total of stations currently using the lens for remote and studio productions. The new purchasers are WXYZ-TV Detroit, WBFM-TV Indianapolis WTCN-TV Minneapolis KSTP-TV St. Paul KECA-TV Los Angeles and WOW-TV Omaha.**

According to Jack Pegler, general manager of Television Zoomar Corp., New York, a new group of six Zoomar lenses, several of which have been spoken for, will be run in September.

**TV NO MORE**

**THAT industry habit of reading TV as television recently cost John Melville, radio director of Landel Co., Philadelphia, $18.50. Thinking a piece of pink paper, headed with TV and placed on his car was an advertisement for television, Mr. Melville dutifully tucked it into his pocket. Mr. Melville later was given a sharp reminder of paper in a notice from the local police, who said traffic fine. In Philadelphia, TV means Traffic Violation. Court fine is $18.50. Mr. Melville says he now refers to television as video.**

**AGENCY CONTEST**

**Offers $250 in Prizes**

KUDNER AGENCY, for its client U. S. Tobacco Co., New York, is running a contest with prizes totaling $250 for the most unusual spot announcements about the *Martin Kane, Private Eye* television series. Contestants are the 21 NBC stations carrying the series. The $250 third prize. The show starts Sept. 1, Thursday, 10 p.m. on NBC-TV. The contest closing date is Aug. 31. It was decided to hold the contest rather than pay the $250 for a spot announcement which was to have been sent to the stations with promotional material.

**Vehile-TV Banned**

**LATEST state to ban motor vehicles equipped with television sets from the highways is Massachusetts. Legislation to that effect was signed into law Aug. 22 by Gov. Paul A. Dever.**

**TULSA VIDEO**

**Forum Starts Controversy**

TELEVISION has become a controversial issue in Tulsa, Okla. It developed following a TV forum conducted Aug. 11 by the Tulsa Chamber of Commerce which was presided over by William B. Way, vice president and general manager of KOTV, Tulsa and president of the chamber.

Published reports of the meeting said Mr. Way adjourned the session when one point was raised that no local TV station representative had been asked to take part in the panel.

According to one report Mr. Way, who has been quizzical about TV's future, predicted first TV showings in the city would be disappointing because of lack of coaxial cable. "He was quoted as saying he didn't want to talk down TV but couldn't make it jell in his mind because of high costs.

The Tulsa Tribune said Marie Helen Albarez, president of KOTV Tulsa, which expects to take the air in October, was not present and would not be interviewed. In subsequent issue reader letters to the paper criticized the chamber.

An editorial called the chamber session "one of the strangest programs ever presented." It concluded: "Perhaps it will be possible for the Chamber of Commerce to arrange other snappy programs by interested groups. Let's not have local railroad representatives discuss the safety of air travel, or the president of the county medical society give a dissertation on Christian Science.

Agency For Businessmen

BUSINESSMEN seeking contracts with military services now have a central directing service with the opening of a military procurement office at the Pentagon in Washington, D. C. New center is located in Room 3-D-773 near the River entrance. Phone number is REPUBLIC 75.3321. Established at direction of Secretary of Defense Louis Johnson, office's chief function will be to direct businessmen to appropriate offices in Army, Navy or Air Force which may be in market for their products or services. Center will not assist in obtaining contracts, officials said.

**General Manager WANTED for TV Station**

**MUST have highly successful managerial AM record with emphasis on sales management and organizational abilities. Outstanding market development skills considered. All applications confidential. Box 40IC—BROADCASTING**

*August 29, 1949 • Page 65*
WICU (TV) TOUR
Staff Conducts Viewers

SOME TRICKY camera work was in order when the staff of WICU (TV), Erie, Pa., took television viewers on a tour of the studio.

Although the control rooms, projection and transmitter facilities could not be shown, Manager Roger Underhill said an effort was made to show the audience what goes on behind the scenes in the studio.

The event took place during the show, I Hear Music, featuring Milt Munn and Don Lick. Colene Male, master of ceremonies, had Cameraman Nick Lupino take the viewers through various phases of studio operation. Then staff members were shown operating lights, microphone booms, sound effects and other phases of TV production.

In the opinion of Stanley Hess, director of the show, this was the first attempt in television history to show the various studio employees at work.

NIGHT VIDEO
Audience Potential Shown

ALBERT E. SINDLINGER, president of Sindlinger & Co., Inc., operator of Radyo, electronic listening measuring device, Philadelphia, reveals from a survey that Philadelphia TV stations are going off the air too soon during the hot summer weather, and are missing between 65 and 70% of the video audience.

Mr. Sindlinger discovered that from 7 to 8 p.m. not over 20% of the Philadelphia listening public have their TV sets turned on. From 8 to 10 p.m. the audience keeps building up from 60 to 65% are watching TV. But around 10:30 p.m., two of the three TV stations go off the air, only the one carrying night baseball remaining. The three stations are WFIL-TV, WCAU-TV and WPTZ. The Sindlinger survey started with the advent of Daylight Saving Time.

Mr. Sindlinger concluded that advertisers are missing a "goldmine" by not buying the late TV hours.

Phil TV Meet

PHILADELPHIA Assn. for Edu-

TV WILL impinge on all advertising

but will benefit rather than harm other media, in the opinion of the Meredith Publishing Co. Research Div.

In a 36-page brochure reviewing the findings of many TV studies, the company foresees a "healthy development" in the use of television to complement magazine and newspaper advertising.

TV will make much heavier in roads on the time people in pre-

Audience potential has been developed on old TV sets, according to the survey. However, the survey concludes that tele 
"Telecasting, alone, cannot meet all the needs of the American family," the survey concludes.

Dry-Gulch

TV REJUVENATION

caused Bill (Hopalong Cassidy) Boyd, 30-year veteran of the screen, to be trapped in an Oklahoma City department store Aug. 15 by 30,000 boisterous youngsters when a crowd of only 500 to 400 youths tried to reach him.

Scheduled for a two-hour appearance at John A. Brown Co.'s auditorium, Hopalong was to pass out lucky pieces to his little idols. But the weekly showing of the Hopal 
long Cassidy films over WKY-TV, Oklahoma City, took its toll when the youngsters outnumbered the police and overpowered the show. The result was "Hopalong" made his getaway in a police car.

TELECASTING
AMERICAN RESEARCH BUREAU, Washington radio and television audience measurement firm has released a list of the 10 TV programs most popular during the week Aug. 8-15. 'Toast of the Town' led all other shows in the three-city survey covering Washington, Baltimore and Philadelphia.

Information was secured by placing especially designed "viewer diaries" in a cross-section of 450 homes in each city. Interviewers instructed each family how to keep accurate records of their TV viewing and 80% recovery was reported by the bureau.

Top shows for the week for the three cities measured:

**WASHINGTON**
1. Toast of the Town 38.6
2. Summer Playhouse 36.5
3. Olson and Johnson 31.0
4. Stop the Music 30.8
5. Break the Bank 29.3
6. Frontier Theatre 27.5
7. Blind Date 25.3
8. Hoppalongs Cassidy 25.0
9. Crusades in Europe 23.1
10. Baseball-WFIL-Toys. 22.2

**BALTIMORE**
1. Toast of the Town 46.7
2. Olson and Johnson 43.6
3. Stop the Music 35.5
4. Wrestling—WMAR—Toys. 33.5

**PHILADELPHIA**
1. Toast of the Town 45.1
2. Olson and Johnson 37.6
3. Stop the Music 33.7
4. Amateur Hour 31.2
5. Children's Hour 30.1
6. Summer Playhouse 29.8
7. Baseball—WFIL—Toys. 29.4
8. & 9. Frontier Playhouse 29.2
9. Band at Sunset Beach 29.2
10. Miss Philadelphia Contest 28.9

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**NEW TRANSMITTER**

Nears Completion at WFIL-TV

NEW WFIL-TV Philadelphia transmitter building, scheduled for completion in early September, is expected to improve TV service to an estimated four and one-quarter million persons in the metropolitan area. A 75-foot, three and one-half ton antenna was erected Aug. 22 in the Roxborough section of the city atop a 570-foot steel tower, with the total mean rise above sea level at 909 feet.

The five-section, super-turnstile antenna, appreciably strengthening WFIL-TV's video signal, contains de-icing equipment, a feature designed to guarantee clear picture for viewers during winter months. Another technical advance is the transmitter tower's newly-designed micro-wave mounts which lend themselves to remote control for wider telecast pickup. It is believed WFIL-TV is the first station nationwide to apply this process. The station, in its second year of telecasting, serves as a Philadelphia outlet for ABC and DuMont and originates for the former network, the Paul Whiteman TV Teen Club.

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**Agencies Enfranchised**

SIXTY-THREE advertising agencies in the radio and television field have been enfranchised by the Canadian Assn. of Broadcasters for 1949-50. The list includes 11 United States agencies with offices in Canada and one British agency with an office in Canada. The U. S. advertising agencies now represented in Canada are:

- Atherton & Currier, Toronto; Benton & Bowles, Toronto; Dancer-Fitzgerald-Sample (Canada) Ltd., Toronto; D'Arcy Adv. Agency, Toronto; Erwin & Wayey of Canada Ltd., Toronto; Grant Adv. (of Canada) Ltd., Toronto; Hutchins Adv. of Canada Ltd., Toronto; Kenyon & Eckhardt Ltd., Montreal; Rutbraut & Ryan, Toronto; J. Walter Thompson & Co., Toronto and Montreal; Young & Rubicam Ltd., Toronto and Montreal.

---

**TELECASTING**

Tops in ARB Three-City Survey

5. Summer Playhouse 33.8
6. Break the Bank 32.3
7. Songs and Friends 31.9
8. Super Circus 29.6
9. Amateur Hour 28.6
10. Cavalcade of Stars 27.7

---

What Chicago Television station... 
...has more local programming? 
...has more local commercial business? 
...is on the air more than any other?

Who else but WGN-TV

In June only 12% of WGN-TV's programming was network. At the same time 67% of all programming was commercial. These figures indicate our strength locally and nationally. WGN-TV is first in number of hours of programming ... and intends to hold that lead.

WGN-TV is increasing its great audience-building sports coverage this fall in addition to originating a great array of local commercials. This, together with a line-up of Dumont originated programs, means WGN-TV will have more to offer an advertiser than any other station.

So, Mr. Advertiser, don't buy less than the best in Chicago. Buy the station that's TOPS ... in local programming ... in technical equipment ... in commercial time ... in sports coverage—WGN-TV in Chicago where Channel 9 is more than a number—it's a habit.
TELEVISION advertising in July, running head on into the usual barrage of summer hiatuss, took a downward turn in the number of advertisers using network, spot and local time. The number of network advertisers dropped from 54 in June to 42 for July, with dollar volume going down from $936,087 to $721,336 (Broadcasting, Aug. 17). The number of spot users declined from the near record high of 324 in June to 299 for July. Local advertisers went down 27 to 1,028 for July, according to figures supplied to Broadcasting by the C. C. Rorbaugh Co., publisher of the monthly Rorbaugh Report on Television Advertisers. Network figures are complete for the entire month of July, information being supplied by the networks. Spot and local figures do not include two stations and cover the test week of July 3-9.

Only six of the 38 television markets showed an increase in the total number of advertisers for July. Rochester, a new market, is included in this six and started with 23 accounts. San Francisco added eight new advertisers for the July total of 48. Columbus, Indianapolis and Minneapolis-St. Paul each added a total of four new accounts and Oklahoma City three more accounts in July than it did in June (Table I).

The greatest loss in the total number of advertisers was recorded in Los Angeles. The six station market dropped 42 accounts from June for a total of 170 in July—still retaining its lead, however, with the largest number of advertisers. New York remained in second place with 167 advertisers although it lost 37 from June. The 144 advertisers using the three television stations in Philadelphia put this market in third place followed by Chicago which had 133 advertisers in July on its four television outlets.

Three other cities were also in the over-100-advertisers category. Washington had 123 accounts, having lost 25 from the 148 recorded in June, Detroit recorded 114 advertisers for the month and Baltimore, on the basis of incomplete reports in the spot and local field, also had 114 accounts. These seven cities with over 100 advertisers in June are compared to nine cities in July.

Despite the general drop in television business in July, there are several encouraging factors to be considered. There is still more business overall than there was several months ago—more business than would be indicated for the few stations that have come on the air in that time. In the network field many shows are merely on a summer hiatus, a condition which is expected in the industry. Despite this usual trend, Philco Corp. started its Philco Summer Playhouse July 17. For these broad casts on 21 stations during the month the radio and TV firm expended $22,850.

In the spot field, despite the drop in the number of advertisers from June, there were 45 newly active accounts. Although most of these were one and two station deals, Oldsmobile Div. of General Motors started a schedule on 30 stations. It is wise also to remember that the number of advertisers is not indicative of the amount of business they place. Brown & Williamson Tobacco Co., for instance, placed business on only two stations in June. In July this schedule was increased to 23 stations. The number of spot advertisers this firm is counted only once for both months.

Local business, in general, moved along in July at a fairly steady pace. Although a total of 27 accounts were lost between June and July, this averages less than one account per market. Considering 66 reporting stations for July, the drop in local business is not serious in general.

Food and Food Products advertisers continued to be the leading user of television time in July (Table I). On an overall basis, the number of accounts rose from 210 in June to 314 in July. Network and spot business dropped slightly in this field but locally, there were 21 new firms placing business.

In the category of Household Furnishings, Equipment & Supplies there were 172 active accounts in July, making this classification the second largest for the month. Although there were slight declines in network, spot and local business, the number of accounts compared favorably with the month before.

Auto-Accessory, Automotive Service & Equipment, in third place in the number of accounts in June, picked up three accounts for the month and retained its third place rating in July. There were 105 such advertisers for July with the biggest increase in the local field.

A small decline in the overall number of radio advertisers was recorded for July. Network users held steady with four while spot dropped one account and local business lost two accounts. The total, however, was 109 advertisers for spot to keep the classification in fourth place.

Although there were only four network advertisers in this classification during July they spent slightly over 20% of the entire sum for network telecasting. Spot business was not very prominent but local dealers backed this classification heavily, most of them extending their efforts to the sale of television sets. Almost every market had at least one local advertiser backing the sale of TV sets and in New Haven, Conn., of the 6 of the 11 local accounts were in this field.

Definite trends in the types of advertisers also were evident in several other markets. Detroit, for instance, has 15 of its 45 local advertisers promoting the sale of automobiles, either now or used. Erie, Pa., is a restaurant advertising town with 14 of the 33 local TV advertisers backing eating establishments. In Salt Lake City the emphasis of furniture, home appliances and other high-priced, durable goods.

### Table 1

<table>
<thead>
<tr>
<th>Number of Advertisers by Product Group</th>
<th>Network</th>
<th>Spot</th>
<th>Local</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>1. Agricultural &amp; Farming</td>
<td>7</td>
<td>2</td>
<td>1</td>
<td>10</td>
</tr>
<tr>
<td>2. Apparel, Footwear &amp; Accessories</td>
<td>8</td>
<td>1</td>
<td></td>
<td>9</td>
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<tr>
<td>3. Automobile, Accessory &amp; Equipment</td>
<td>7</td>
<td>2</td>
<td>1</td>
<td>10</td>
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<tr>
<td>4. Beverages</td>
<td>7</td>
<td>2</td>
<td>1</td>
<td>10</td>
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<tr>
<td>5. Building Materials, Equipment &amp; Fixtures</td>
<td>7</td>
<td>2</td>
<td>1</td>
<td>10</td>
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<tr>
<td>6. Confectionary &amp; Soft Drinks</td>
<td>7</td>
<td>2</td>
<td>1</td>
<td>10</td>
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<tr>
<td>7. Consumer Services</td>
<td>7</td>
<td>2</td>
<td>1</td>
<td>10</td>
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<td>8. Dairy &amp; Milk</td>
<td>7</td>
<td>2</td>
<td>1</td>
<td>10</td>
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<tr>
<td>9. Eggs &amp; Dairy</td>
<td>7</td>
<td>2</td>
<td>1</td>
<td>10</td>
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<tr>
<td>10. Entertainment &amp; Amusements</td>
<td>7</td>
<td>2</td>
<td>1</td>
<td>10</td>
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<tr>
<td>11. Food Products</td>
<td>7</td>
<td>2</td>
<td>1</td>
<td>10</td>
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<td>12. Gasoline, Lubricants &amp; Oils</td>
<td>7</td>
<td>2</td>
<td>1</td>
<td>10</td>
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<tr>
<td>13. Hardware</td>
<td>7</td>
<td>2</td>
<td>1</td>
<td>10</td>
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<tr>
<td>14. Households, Equipment &amp; Supplies</td>
<td>7</td>
<td>2</td>
<td>1</td>
<td>10</td>
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<tr>
<td>15. Industrial Materials</td>
<td>7</td>
<td>2</td>
<td>1</td>
<td>10</td>
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<tr>
<td>16. Insurance &amp; Banking</td>
<td>7</td>
<td>2</td>
<td>1</td>
<td>10</td>
</tr>
<tr>
<td>17. Office Equipment, Stationery &amp; Writing Supplies</td>
<td>7</td>
<td>2</td>
<td>1</td>
<td>10</td>
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<tr>
<td>18. Publishers &amp; Media</td>
<td>7</td>
<td>2</td>
<td>1</td>
<td>10</td>
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<tr>
<td>19. Radio, Phonograph, Musical Instruments &amp; Accessories</td>
<td>7</td>
<td>2</td>
<td>1</td>
<td>10</td>
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<tr>
<td>20. Rent &amp; Stores &amp; Shops</td>
<td>7</td>
<td>2</td>
<td>1</td>
<td>10</td>
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<tr>
<td>21. Smoking Materials</td>
<td>7</td>
<td>2</td>
<td>1</td>
<td>10</td>
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<tr>
<td>22. Soaps, Cleansers &amp; Polishes</td>
<td>7</td>
<td>2</td>
<td>1</td>
<td>10</td>
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<tr>
<td>23. Sporting Goods &amp; Toys</td>
<td>7</td>
<td>2</td>
<td>1</td>
<td>10</td>
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<tr>
<td>24. Textiles</td>
<td>7</td>
<td>2</td>
<td>1</td>
<td>10</td>
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<tr>
<td>25. Transportation, Travel &amp; Resorts</td>
<td>7</td>
<td>2</td>
<td>1</td>
<td>10</td>
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<tr>
<td>26. Miscellaneous</td>
<td>7</td>
<td>2</td>
<td>1</td>
<td>10</td>
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<tr>
<td><strong>TOTAL</strong></td>
<td>82</td>
<td>27</td>
<td>14</td>
<td>123</td>
</tr>
</tbody>
</table>
Children are ever fascinated with birthdays—their own, and everyone's else. This fascination, plus "Uncle" Bob Campbell's showmanship, account for the steadily mounting popularity of "Uncle Bob's Birthday Party," the first children's television studio participation show in Dayton.

"Uncle Bob's Birthday Party" is a real life party for children having their birthday during the week of the show.

"Uncle" Bob interviews the celebrants, plays musical chairs, pin-the-tail-on-the-donkey, and other birthday party games, then as a grand finale he slices a delicious birthday cake for the youngsters.

If you have a product which appeals to children, a good TV-time-buy for you is "Uncle Bob's Birthday Party." Contact your nearest Katz representative for details.
**REDS' TELECAST**

Not Opposed by Ball Club

THE CINCINNATI REDS baseball club disclaimed the report that it opposes the telecasting of baseball and reiterated its position of watchful waiting.

That position, Gabriel Paul, assistant to Warren Giles, club president, told WCPO Cincinnati Manager Mortimer C. Watters, was to accept TV as a "promotional vehicle" rather than as a competitor. Mr. Paul pointed to Mr. Giles' statement last winter that the Reds would permit the telecasting of every game at Crosley Field. In contrast, he said, only 34 games were permitted over TV with home Sunday games and half the night games not telecast.

Mr. Paul, who noted writers of the circulated reports "had Cincinnati confused with some other team," declared: "Television has not become our whipping boy. We have no complaints. Considering the performance of the team, the attendance has been very satisfactory." Last winter, Mr. Paul said, President Giles announced he would agree to telecasting on a yearly basis.

LARGE-SCREEN TV is drawing Sunday evening audiences as high as 2,000 at Woodside Park, Philadelphia, reportedly an amusement park to associate life-size TV programs as free attraction to patrons.

**UNIQUE FILM BOOKING**

BOOKING by 34 television stations of a film produced by Emerson Yorke Studio, New York, and released to U. S. Rubber Co., has been announced by its studio president, Emerson Yorke, who is acting in the unique capacity of booking agent for the rubber firm.

The two-reel sound film, "International Airport," a documentary on New York's 5,000-acre air transport center, was offered to television stations free of charge in one "invitation mailing." As requests for the film were received, Mr. Yorke referred them to U. S. Rubber, which sent photograph copies of Mr. Yorke's release as its release to the video bookers. U. S. Rubber pays for any extra prints required for distribution of the film.

Raytheon TV Sets

RAYTHEON Mfg. Co., New York, has announced that it will introduce its 1950 line of television receivers on a national basis. Nine basic models constitute the new line, and range in price from $129.95 to $309.05 for tube sizes from seven to 16 inches.

**NEW RATE CARD Released by WTMJ-TV**

WTMJ-TV, Milwaukee Journal video outlet, has released Rate Card No. 5, effective Oct. 1, 1949. Advertising charges range from $4 for a 20-second slide or film to $350 for a full hour, with studio, transmitter and film facilities included in rates.

One-minute category is broken down into $55 for slide, film or card and $65 for live, both including facilities, excepting two programs—Greendies and What's New.

Other classifications: 5 minutes, $97.50; 10 minutes, $129.50; 15 minutes, $140; 20 minutes, $175; 30 minutes, $310; 40 minutes, $382.50; 60 minutes, $520, and 90 minutes, $750. On its previous rate card the station listed daytime advertising charges ranging from $35 for one minute to $150 for the full hour, and from $50 for one minute to $500 for a full hour at night.

Programs cost less: Monday through Friday, from 6 to 11 p.m.; Saturday and Sunday, 1 to 11 p.m., and Monday through Friday, 5 to 6 p.m., at three-fourths the base charges, with all other periods at one-half the base charge.

**N. Y. TV SURVEY**

Most Sets Used 8-9 p.m.

SURVEY conducted among TV set owners in New York who have owned sets for six months or longer reveals that heaviest use of sets is between evening hours of 8 and 9 with 95%. Next highest is 90-9:10 p.m., followed by 75% tune-in between 6 and 7 p.m. Greatest daytime tune-in is 45% 4-6 p.m.

Favorite days for viewing are Saturday (13.5%) Sunday (12.5%) and Wednesday (9.5%). Tuesday is most popular evening with 35%, followed by Sunday (26.6%) and Wednesday (8.1%).

Results of survey were announced by Hugo Wagenseil & Assoc. of Dayton, Ohio.

**MOVIE TV**

FCC Hearing Plans

THE FILM industry as a whole will be represented in presenting theatre television's case to the FCC.

That became a certainty when the Motion Picture Assn. of America's board of directors instructed its organization to petition the FCC for hearings to reserve channels for large-screen video service. President of the MPAA is Erle Johnston.

Already the Society of Motion Picture Engineers has taken considerable leadership in theatre television allocation hearings. On Sept. 2, it, together with 20th Century-Fox and Paramount Pictures, is to file with FCC answers to six allocation problems [BROADCASTING, July 4]. Working with SMP are the Theatre Owners of America and a good part of various phases of the moving picture industry. With MPAA joining in, virtually all important segments of the industry will be represented at allocations hearings.

The MPAA board asked a subcommittee of its video committee to prepare whatever briefs and papers are necessary for presentation at the FCC hearings. On the subcommittee: Edward T. Cheyfitz, secretary of MPAA's television committee and chief aide to Mr. Johnson; Frank Cahill, Warner Bros.; Theodore Black, Republic Pictures, and, as ex-officio members, Jack Cohn of Columbia Pictures and Sidney Schreiber, MPAA general counsel.

**VIDEO MANUAL**

For Average Viewer

TELEVISION WORKS LIKE THIS. By Jeanne and Robert Bendick. New York: McGraw-Hill Book Co., Inc. 62 pp. $1.75. JEANNE and Robert Bendick's new book, Television Works Like This, is a volume for the non-technical people who just want to know what television is all about. In it, the Bendicks combine full knowledge and long experience in television with the ability to illustrate factual material in simple drawings that are readily understandable.

Television Works Like This presents the entire behind-the-scene story of this magic new medium of communication.

**SRDS Section**

BEGINNING Oct. 1, Standard Rate & Data Service will publish a monthly section for television buyers, separate from the present combined radio and TV rate and date listings, according to Publishers Walter E. Bothof. Mr. Bothof says the new section will include enlarged rate and data listings of all commercially operating TV stations, together with listings of those soon to go on the air, and also will provide all regular subscriber service features of other SRDS sections.

**TELECASTING**
television converter market

Telecasting

Color TV converters for black-and-white sets, or color receivers.

ComS. Jones requested from Dr. Stanton details of rejection including dates when they were placed by CBS, and the number of units ordered.

Radio Mgr. Assn. withheld comment pending completion of studies of the problem. A few subcommittees comprising engineers and manufacturing personnel.

Com. Jones also sought full data on licensing agreements negotiated by manufacturers licensed to construct or manufacture TV transmitters and receivers pursuant to CBS patents, including financial considerations, names of firms, terms of agreement and a copy of standard provisions contained in the contracts.

He continued:

The radio-minded legislator characterized the recent CBS-Smith Kline & French color demonstration [Broadcasting, Aug. 22], which it attended, as a "failure in television."

He also noted that the National Bureau of Standards color TV committee, working with the Senate Commerce Committee, would issue a report stating that "will make impossible again the action taken by the Commission at the last television hearing when it shut the door on television programs.

In his letter to Dr. Stanton, Sen. Johnson noted the large sums invested by CBS in color TV research, and for the network's progress in the field has pointedly said: "The reluctance to show (FCC) the facts by those who know most about color and who can most effectively disseminate its development disturbs me."

He told the CBS president that color video is "certain" to eliminate financial loss on the part of television programs and involved by those who know most about color and who can most effectively disseminate its development.

Sen. Johnson commended Comr. John F. Dickinson and Carroll R. Layman for their efforts in the development and progress of the color television industry.

Mrs. J. L. Johnson resigned from the National Bureau of Standards color TV committee because of health reasons.

The Commission has ordered that the public is entitled to make a showing of the color TV program.

The National Bureau of Standards is ordered to report on the progress of the Commission.

The Commission has ordered that the public is entitled to make a showing of the color TV program.

The National Bureau of Standards is ordered to report on the progress of the Commission.
Larry Finley Productions, Hollywood, begins production immediately of series of 13quarter-hour television films entitled “I Was Born in Texas,” for Lynn Starr, Sportscaster, Beverly Hills. Films feature Hope Emerson... Kling Studios, Chicago, has started production on three one-minute film commercials for Red-Wing, can-chipping cream, for Ruthrauff & Ryan, same city... Warren Best of Tressel Television Productions, Chicago, will be puppeteer for the Adventures of Uncle Mistleton, which returns to WENR-TV Chicago Sept. 5. Uncle Mistleton puppet was made by that firm for IMPPO Inc., Los Angeles, producing series of 26 half-hour combination live and film TV shows, Understanding Inc., based on stories by Lee J. Hawitt. Series to be kinescoped for eastern telecasting... Roche, Williams & Cleary, Chicago, preparing series of TV film commercials for Studebaker Corp., and Revere Camera Co. Spots will be telecast in national markets. Production firms not yet chosen... Peter Donnelly Advertising Committee, New York, will sponsor TV film version of Big Ten football games in Chicago. Partial network may be used. Agency: J. Weir Thompson...Vance Van Dine joins F. W. Gaborie & Assoc., Los Angeles, marketer and distributor of television film. Following two months in Los Angeles office, Mr. Van Dine will open branch office in New York... Telenews — INS daily and weekly newspaper to be shown on WBEN-TV Buffalo and WMBR-TV Jacksonville, Fla. This brings to more than 30 number of TV market areas using reels. Weekly newspaper to be featured on WBEN-TV Buffalo will be sponsored by Manufacturers and Traders Trust Co., that city. WMBR-TV to start operations this month will use both weekly and daily reels... Jerry Fairbanks Productions, Hollywood, producing series of animated film TV commercials for C. H. Masland & Sons, Carlisle, Pa. (rug firm). Agency, Anderson, Davis & Platte Inc., Chicago... Shaver Motor Car Co., Chicago, will use WGN-TV Chicago starting Aug. 26. Agency: Malcolm-Howard, Chicago. Station has exclusive telecasting rights in that city... Bruce Ellison joins writing staff of Jam Handy Organization, Detroit. He will aid in preparation of film of scripts and printed matter... Mini-Films Inc., Los Angeles, making series of six one-minute TV film spots for Wine Growers Guild (Guild Wines), San Francisco. Agency: Honig-Cooper, same city... Parker Pen Co., Janesville, Wis., has started TV spot test campaign on all four Chicago stations, with sales results to determine future expansion. Twenty-second and one-minute spots are telecast twice weekly on each station for 26 weeks. Agency: J. Walter Thompson Co., Chicago. Films produced by Wadding Pictures, same city. Telenews — INS daily newsreel aired by KSD-TV St. Louis now sponsored by Stag Beer in that city, Monday through Friday, under 50-week contract... The Wool Bureau Inc., organization of domestic and foreign wool growers, and McCall Corp., New York, publisher and manufacturer of sewing patterns, have produced 10 television spot announcements for local department store promotion. Films open-end commercials, of which 15 seconds of each, 40-seconds each in length, and 20-seconds each for local station announcements. Films supplied free to stores who request them and who purchase time on TV stations... Five Star Productions, Hollywood, is preparing special Christmas film series consisting of 20 instalments, aimed at juvenile audience... Rogers Show Set ABC has signed Buddy Rogers for a five-day-week series, either 25 minutes or a half-hour each, and a weekly TV program, either an hour or a half-hour, to start sometime this fall. Program format not set, but it will probably be an audience participation program, with interactive writing and viewing with Buddy as her prize. Video show expected to follow the same general plan as the radio series... ON LOCATION deep in desert country at Phoenix, Ariz., American Film Producers’ camera crew puts finishing touches on a Pepsi-Cola TV spot film prepared by George R. Nelson Inc., Schenectady, N. Y. Natural settings were selected to record on film varied series of outdoor action by Louise Hyde, “The Pepsi-Cola Girl.” L to r are Julian Townsend, James Faichney and Max Glen, of American Film Producers; Edward F. Flynn, Nelson’s TV director, and Miss Hyde, a Thorton model. Original package of ten spots is being prepared on a trial basis by Nelson Inc. with Pepsi-Cola ready to purchase more after studying results... NTV Video Admirals Lose Sets THE EFFECT of television sets in the offices of Navy admirals is not exactly admirable, according to a recent article titled “Washington Background” appearing in the Philadelphia Inquirer. Edited by John C. O’Brien, it observed: “Have you resisted the impulse to buy a television set because you thought it would distract Junior when he should be doing his homework? If you have, and you find it necessary to justify your decision to Junior, just cite this action by Undersecretary of Navy Dan H. Kimball... Seems the Navy bought a lot of nice television sets and installed them in the offices of the admirals. Well, after a trial period, Mr. Kimball decided that the admirals could not keep their minds on their work. So he took all the television sets and sent them around to Navy hospitals... Sen. Ralph E. Flanders (R-Vt.) liked the item so well he inserted it in the Congressional Record Aug. 8... KPHO-TV Plans Rex Schep, president and general manager of KPHO Phoenix, Ariz., announces that starting date for KPHO’s television outlet has been moved forward to Nov. 27. Mr. Schep’s announcement followed receipt of word from FCC that construction permit has been reinstated. Under direction of Walter Stiles, director of engineering for KPHO, a crew is reinforcing the Westward Ho Hotel preparatory to erection of a 280 ft. antenna which will be completed around Oct. 1... CANADA DRY Cites Video’s Selling TELEVISION “is doing a good job” in selling Canada Dry Beverages, W. S. Brown, Canada Dry advertising manager, said after a recent visit to the company’s weekly video show Super Cireau which originates in the Chicago ABC studios. Commercials on the show are constantly being studied and improved, Mr. Brown said. They take several forms and all are integrated into the show rather than censored on film. “The kids in the audience are reached by a scene of a youngsters buying a bottle from Charlie’s store counter,” Mr. Brown points out. “Flynn is supported at another point by an apron-clad male quartet who sing the show rather than censored on film. “We also had in mind the constant, rapid increase in set ownership, bringing us a new audience every week, making up for those whose condition is the biggest season for beverages.”... We also had in mind the constant, rapid increase in set ownership, bringing us a new audience every week, making up for those whose condition is the biggest season for beverages.”... KPHO-TV Plans Rex Schep, president and general manager of KPHO Phoenix, Ariz., announces that starting date for KPHO’s television outlet has been moved forward to Nov. 27. Mr. Schep’s announcement followed receipt of word from FCC that construction permit has been reinstated. Under direction of Walter Stiles, director of engineering for KPHO, a crew is reinforcing the Westward Ho Hotel preparatory to erection of a 280 ft. antenna which will be completed around Oct. 1...
Kansas City will receive its first television test pattern starting September 11th...

The BEST in programming October 16th

Represented Nationally by
EDW. PETRY & CO.

Owned and Operated by
THE KANSAS CITY STAR COMPANY
**FCC Actions**

(Continued from page 44)

**Aug. 24 Decisions**

BY A BOARD

**License Renewal**

WQPT Onaga, N.Y., granted renewal of license for period ending Dec. 1.

**Hearing Set**

Commission scheduled on banc hearing for Aug. 24 to receive filing information regarding multiple facets of application for renewal of license of WNAX South Dakota, to determine whether suitable multiplex system has been developed which will not cause any degradation to full tone range of which stations are operating, thereby permit Commission to amend Section 73.1229 to permit multiplex facsimile on FM channels.

**APPLICATIIONS DISMISSED**

KDAC Fort Bragg, N. C.—Dismissed Aug. 24. Motion to dismiss application of CPs to move KDAC from Tony A. Amarante, John A. Brash, and Edward Mertle, partnership d/b/a as Modesto Coast. Injunction by Tony A. Amarante, John A. Brash and Edward Mertle, partnership d/b/a as Modesto Coast in Pacific

**KLAC Los Angeles—DISMISSED**

Aug. 24. Motion to dismiss application of licensee corp. From Warner Brothers Pacific, Inc. for modification to local FM license.

**J. A. Brooks, St. Louis, Mo.—**


**Aug. 25 Applications...**

**ACCEPTED FOR FILING**

License Renewal

Request for license renewal new AM station: KBS- FM San Francisco; WGCS Miami, Fla.; WCBD Chicago; WHEL Huntington, W. Va.; KTMU Minneap.; KCMA Kansas City, Mo.; KSXY Dallas, Tex.; WBT- FM Richmond, Va.

**Modification of CP**

KMSC Los Angeles.—Mod. CP new AM station to increase power, etc., for station to operate under modification.

**WCON Atlanta, Ga.—**

600 cp new FM station.

**KFWM Carolus, Ala.—License for new FM station**

FM—95.6 mc

**WOPH-FM Bristol, Tenn.—**

Change ERP from 10.4 kw to 17.476 kw.

**TENDERED FOR FILING**

**WSFC Anstallia, Fla.—**

Application for license to change station: 1310 kc 1 kw un., KD-1 to 1310 kc 5 kw un.

AM—1370 kc

**WTTS Bloomington, Ind.—**

Change from 1310 kc 1 kw DI-500 w-n to 1310 kc 5 kw DI-500 w-n.

AM—1340 kc

**KELP El Paso, Tex.—**

Change from 1310 kc 1 kw un., to 1250 kc 1 kw un. unlimited.

**CARSON TO FTC**

**Confirmation Expected**

CONFIRMATION of John Carson to succeed Robert Freer as FTC Commissioner seemed assured last Friday after the Senate Interstate & Foreign Commerce Committee favorably reported his nomination to the Senate by an 8-4 vote. His name had been passed over late Thursday by the Senate, which was slated to take up the executive calendar again last Saturday, Aug. 27.

Mr. Carson’s bid for the FTC chair was expected to draw a minimum of opposition despite his alleged Socialist leanings and controversial party affiliation, since committee approval is usually tantamount to Senate confirmation, provided it is not to exceed 25% in votes. It has not been fully decided who will purchase the FTC. If purchase is made, Carson’s term of office will expire Dec. 31, 1948, which began Sept. 25, 1945.

**FCC ROUNDOUP**

**SUMMARY TO AUGUST 25**

**Box Score**

Summary of Authorizations, Applications, New Station Requests, Ownership

<table>
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<th>Class</th>
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<th>On Air</th>
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**Applications**

2,048 2,048

**Locations**

1390 250

**FCC ROUNDUP**

**Box Score**

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**Applications**

2,048 2,048

**Locations**

1390 250
FCC Roundup
(Continued from page 75)

Transfer Grants Cont.: 
WFN - AM-FM Findlay, Ohio—Granted assignment of licenses from Helen F. Hoyer and administration of estate of Fred R. Hoyer to The Findlay Pub. Co. for consideration of $1,250. Findlay Pub. Co. is publisher of the Republic newspaper, as well as printing firm. R. L. Hemynger is present operator and will be principally owned by Hemynger family. WFN was licensed Channel 18C (105.5 mc). Granted Aug. 24.

WSAC Columbus, Ga.—Granted assignment of license from Chattanooga Broadcasting Co. to Georgia-Alabama Broadcasting Co. for a consideration of $107,363. Georgia-Alabama is licensed Channel 25 (130 mc). Granted Aug. 24.

WGBH Boston, Mass.—Granted transfer of control in Shasta Cascade Broadcasting Co. from Leo Colbert and Charles S. Adair to David R. Deemer, transferor who presently owns 25% of each stock. They are doing business as St. Cloud Broadcasting Co. and Mr. Adair for $20,000. WKDZ is assigned Channel 21B (107 mc). Granted Aug. 24.

KVOZ Colorado Springs, Colo.—Granted assignment of license from Aladdin Radio & Television Inc. to Voice of the Rockies Inc. for consideration of $10,000. Voice of the Rockies are James D. Russell, Jr., president; W. S. Davisville, vice president; Betty Z. Russell, secretary; and Leon Davisville, treasurer and non-stockholder. Aladdin Radio & Television Inc., was granted full time to AM-FM-TV interest in December, 1954, to operate on Channel 12B, 1 kw unlimited. Granted Aug. 24.

KMDT Shasta, Calif.—Granted transfer of control in Shasta Cascade Broadcasting Co. from Leo Colbert and Charles S. Adair to David R. Deemer, transferor who presently owns 25% of each stock. They are doing business as St. Cloud Broadcasting Co. and Mr. Adair for $20,000. WKDZ is assigned Channel 21B (107 mc). Granted Aug. 24.

New Applications

KTVW Portland, Ore.—Granted assignment of license and CFs for FM station to stations to Eddie B. Starr and Eddie B. Starr, Jr., as WTVW, KITV, and KITV, respectively. Eddie B. Starr, Jr., unreservedly held 31% stock interest. Lowell 15, 1% stock interest. Philip Starr, 15%. Eddie Starr, Jr., 5%. Lew Boyd, 5%. Eddie B. Starr senior held no stock interest but under new partnership he will acquire 90% and Eddie B. Starr Jr. will hold the remaining 10%. Granted Aug. 24.

Application for Transfer of License

WOBM-AM and WOBB-FM, Mobile, Ala.—President and director of Meriden-Montau School & Land Co., Mrs. Muriel Phillips and W. A. Phillips, are applying for the surrender of their license for WOBM-AM and WOBB-FM operations. These stations are licensed to Station-WOB and have been discontinued. The Transfer of License is being requested to the Federal Communications Commission. Granted Aug. 24.

Deletions

Two AM and five FM authorizations were reported deleted last week by FCC. Those remaining are listed for the following areas:


WUNI-FM Bloomington, Ill.—Columbia Broadcasting System, Aug. 17. Required to show cause for non-renewal of license because of failure to meet FCC rules.

WAFB-AM, Baton Rouge, La.—Walcoll Broadcasting Co., Aug. 17. Required to file public notice because of possible sale.


WOMA, Hailey, Idaho.—WGM Inc., Aug. 17. Required to file public notice because of possible sale.

KOMA-DT—A Madison Brown School of Calif., Aug. 16. Study Page 76 August 29, 1949

Broadcast Excerpts

ANDY CLARKE AND HIS NEIGHBORLY NEWS. By Andy Clarke. With radio newly-weds, Andy Clarke, the madcap static er, has launched a new series to be heard Sunday nights across the country. The series features a series of Sunday morning broadcasts made up of news items from weekly papers which Andy Clarke did from Toronto on Canadian network. The series has been a hit from a million word to 60,000 by the late Mr. Clarke's broadcasting friends. It will be released in October.

Getting acquainted at a Southern California Broadcasters' Assn. luncheon are these station managers and California state legislators. They are (l. to r.): seated—Stanley Tomkinson, Santa Barbara assemblyman; Thelma Kirchner, Glendale KGBW, Los Angeles, standing—Bruce Regan, Pasadena assemblyman; Harry Butcher, president, KIST Santa Barbara, and Charles Conrad, Hollywood assemblyman.

VOICE' HOME

Move to D. C. Proposed

TRANSFER of Voice of America's operation headquarters from New York, hub of commercial broadcasting, to Washington, D.C., was urged by Rep. Edith Nourse Rogers (R-Mass.) Aug. 18 as the House passed a supplemental appropriation bill covering State Dept. for the new fiscal year and sent it to the Senate.

Rep. Rogers said she was anxious to introduce legislation which would effect such a transfer in line with the set up in other countries, and called upon Rep. Louis Reault (D-Mich.) to help her. She said, "I ought to be in Washington, just as Russia has Radio Moscow...France has Radio Paris...Italy has Radio Rome...and the Baltic States have Radio Riga," she felt. The woman legislator also praised the Voice for its "very fine piece of work."

Voice operations currently are handled out of New York under the supervision of Charles Thayer, chief, International Broadcasting Div. The office maintains complete technical, programming and language facilities at 294 W. 57th St. Washington studios are in the Interior Dept. Bldg.

Additional funds totaling $11,360,000 would be placed at the primary disposal of International Broadcasting Div., which supervises Voice operations, for improvement and construction of shortwave facilities. Best evidence indicates that the Voice "is getting through and is having its effects" overseas, the House was told.

BRAND CHOICE

Survey Shows Preferences

Strong preferences for specific brands of toothbrushes and toothpastes were expressed by an overwhelming majority of 1,800 high school and college students interviewed on buying habits. In the survey, conducted by the Student Marketing Institute of New York for Brand Names Foundation Inc., New York, it was revealed that 87.3% of the boys and 91% of the girls have brand loyalties in toothpaste and 67.6% of the boys and 78.5% of the girls prefer specified toothbrush brands. Of all the students interviewed 98.7% use toothbrushes and 98.5% use dentifrices, the report showed.

The survey was conducted in 44 schools across the country, covering 86 types of products. Henry F. Abt, president of Brand Names Foundation, revealed the progress made in mouth care in 35 years. The first comprehensive survey of oral hygiene habits among school children was made in 1913. "It ought to be in Washington, just as Russia has Radio Moscow...France has Radio Paris...Italy has Radio Rome...and the Baltic States have Radio Riga," she felt. The woman legislator also praised the Voice for its "very fine piece of work."

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KVOE MOVES

Leases Larger Quarters

KVOE Santa Ana, Calif., has moved its offices to larger quarters in the Commercial National Bank Bldg., at 5th and Main Sts. Station has leased entire second floor, involving 5,500 square feet, for 17 years, at cost of over $50,000.

Studies also were made in present site to the one new early in 1950, with plans for spending of additional $25,000 for alterations at that time, according to R. C. Spenker, president of KVOE. Changes will include building of audience participation studio, two additional studios with control rooms, newsroom and staff offices.

'Railroad Hour' to NBC

AMERICAN RAILROADS, through Benton & Bowles, New York, is switching its Railroad Hour from ABC to NBC, Monday, 8:30-8:40 p.m. tentative starting date is Oct. 3.

BROADCASTING • Telecasting
FLYING HIGH in the Hiller Helicopter, Paul Bunyon Network's General Manager Les Biederman does a selling job to Traverse City, Mich., townspeople with the new RCA radio mike. From his lofty perch Mr. Biederman found good coverage over a two-mile area while the plane hovered 200 feet above ground. He claims to be the only person to have kicked the ball on top the town's tallest building flag pole. Michigan's WTMJ Traverse City, WATT Cadillac and WMBN Petoskey are Bunyon stations.

Search for Lux Girl

LEVER BROTHERS, CBS and 20th Century-Fox are combining their promotional resources for a Lux Girl Contest [Closed Circuit, Aug. 22] to run nationally during a four-month period which started Aug. 25 and ends Dec. 5.

The contest is being run to celebrate the 15th anniversary of the Lux Radio Theatre via a national search to find the nation's most beautiful 15-year-old girl. The contest will be tied in with the forthcoming 20th Century-Fox musical "Oh, You Beautiful Doll," starring June Haver and Mark Stevens.

Local CBS stations are carrying spot announcements giving details of the beauty hunt. Station invites listeners to send in photographs of their entries during the three-week period ending Sept. 12. From the entries received in each of the 149 CBS cities, 884 local winners will be selected—six to each city. The public will then vote to select the local winner in each city. The pictures of the 149 local winners will then be sent to Hollywood for the final selection of the 15-year-old Lux girl.

In each city, the mayor, presidents of local women's clubs, chairmen of Boards of Education, representatives of Parent-Teachers Assn., and other civic leaders will be invited to serve as judges. The public will then vote on the six finalists in their area for the girl who will enter the national finals.

The 16th anniversary of Lux Radio Theatre broadcast on CBS on Oct. 17, will make special mention of the contest.

Voting will continue through Nov. 14, with grocers, Lever Brothers representatives and local theatres participating in an intensive exploitation campaign for the contest and the picture.

The local winner in each of the 149 areas will be announced on the network broadcast of Nov. 21. The winner and the runners-up will receive valuable prizes, with the finalists' photos being sent to Hollywood for the national judging.

The national winner will be announced on the Dec. 5 broadcast. The grand-prize winner will receive: An all-expense 10 day trip to Hollywood during the Christmas vacation, an apparel wardrobe, a screen test, a television test by CBS in Hollywood and a personal appearance on the Lux Radio Theatre.

FCC Funds Now Law

PRESIDENT TRUMAN last week signed into law legislation providing funds for FCC, FTC, SEC and a host of other regulatory agencies covering the new fiscal year. The measure (HR 4177) gives FCC $6,600,000 for salaries and expenses in fiscal 1950 which ends next June 30. FCC's allotment is $33,000 less than the amount passed by the Senate, but $75,000 over the figure passed by the House (Broadcasting, Aug. 22). FTC will receive $3,650,000.

August 29, 1949 • Page 77
At Deadline  

**TV BRIEFS SWAMP FCC ON DEADLINE DAY**

FLOOD of briefs and comments on FCC's proposed TV reallocation proceeding this Commission all Friday with majority unavailable to public because of resulting jam in internal mail and courier service (see page 14). ABC supported plan to open UHF band as soon as standards are adopted, generally agreeing with FCC's allocation but urging there be no interference with VHF and UHF except in cities where VHF stations are on or under construction. CBS likewise supported plan in general, urged no intermixure and supported FCC's proposals on reasonably compatible color TV, CBS also opposed cochannel separation to about 175 miles in view of offset carrier method.

Television Broadcasters Assn. urged lifting of "paralyzing" freeze; favoring preservation plan; supported principles of master allocation plan; asked four channels in main cities and minimum mixing of VHF and UHF; wants entire UHF band allocated to commercial TV; endorsed use of offset carrier. Allen B. DuMont Labs opposed intermixing of UHF and VHF as economic fallacy and referred to its own allocation plan. [Broadcasting, Aug. 21.]

Baldwin becomes V-P

HERBERT L. BALDWIN, director of research and merchandising of Fletcher J. Richards, New York, appointed vice president of agency.

Duane Jones names two

EUGENE HULSHIZER and Paul Werner, account executives at Duane Jones Co., New York, named to agency's board of directors.

**AGENCY TO NAME LONG**

FREDERICK (Ted) LONG, acting as chief of radio and television department of Geyer, Newell & Ganger since resignation of Don Shaw, named official in charge of department this week. George Zachary will be named associate director.

**Color Television**

(Continued from page 4)

rest of the industry combined," and listed significant developments in 6 mc sequential color made by CBS since denial of its color petition in 1947, including:

- Construction and operation of all-electronic receiving apparatus employing single cathode ray tube with single gun;
- Development of methods for modifying standard commercial receivers to receive sequential color signals;
- Development of methods and apparatus for reception of sequential color signals;
- Use of standard commercial UHF transmitters for sequential color transmissions.

Mr. Stanton also reported CBS is cooperating with several foreign manufacturers to develop an international color television equipment now being constructed in Great Britain for demonstration this fall.

Reviewing reports and demonstrations made by others during past year, he noted video color developments—toward FCC and others, including 25 manufacturing companies—Mr. Stanton revealed that ten of these companies already have started work on "development of production designs and pre-production models or components for scanning adapters, color converters, color assemblies for complete color sets, and new black-and-white sets to receive both sequential black-and-white and sequential color signals in color.

He listed these companies as:


Cables has asked cooperating manufacturers for cost analyses of color equipment, together with estimated delivery dates, for submission to FCC when received. Mr. Stanton said. He added, however, that "we have not ordered any color converters or receivers from manufacturers."

"Copies of reply to Comr. Jones were sent to other FCC members and to Sen. Edwin C. Johnson, who had written Mr. Stanton praising CBS for "its courage in investing large sums in research" on color television. Sen. Johnson said, however, he was disturbed by replies to Comr. Jones "from people who must know about color" (see page 15). Mr. Stanton told Sen. Johnson that "CBS has not been reluctant to show the full facts to the FCC or other interested parties."

**SET PRODUCTION DROPS LOW IN MONTH**

OUTPUT of television sets dropped to 79,531 units in July, lowest point of year, due to film industry vacation shutdowns at factories, according to Radio Mfrs. Assn. July output only half monthly average for second quarter of 1949, with seven-month figure being 992, 602,344.

Output of AM sets dropped to 318,104 in July, with 3,376,581 turned out in seven months. FM AM and FM production dropped to 97,811 sets in July, total to 4,622,573 sets. Added to this are 17,981 TV sets with reception facilities for FM. July production of receivers tuning FM band totaled 41,834.

WOR JOINS MAIL HOOKUP

WOR New York is first station to join Mail Order Network, with 15 advertisers to start today (Aug. 29) on Big Joe's Happiness Exchange, 2-5 a.m., six times weekly.

**WOW-TV OPENS IN OMAHA**

WOW-TV scheduled to start regular service today (Monday) with 5,879 TV sets in area. Inaugural program includes filmed greetings from celebrities in Washington, New York, Chicago, Hollywood and special Truth or Consequences.

**DuMont Spot Setup**

CREATION of DuMont spot sales department, to handle New York sales of time on company's owned and operated TV stations, announced Friday by Tom Gallery, sales director of DuMont TV Network. Halsey V. Barrett and Martin P. Harrison, of network staff, appointed to head operation. DuMont stations are WABD (TV) New York, WDTV (TV) Pittsburgh, WTTG (TV) Washington.

**Closed Circuit (Continued from page 4)**


WITH NAB Standards of Practice assuming new importance due to lottery developments, job of promoting industry adherence is earmarked for Ralph Hardy, who takes over new NAB Audio Division this week.

ALTHOUGH no formal announcement has been made, A. A. Schechter, MBS vice president in charge of news, special events and publicity, has been assigned television coordination responsibilities formerly performed at network by E. P. James, who resigned month ago.

COUNT of TV sets in 1950 census now considered certainty, along with radio set tabula
tion. Only miracle can keep TV question out of 1950 project, according to highest Cens
a surprising authority.

COMPLAINTS alleging that Rev. William T. Watson of St. Petersburg, who has application pending for acquisition of WCLE Clearwater, Fla. [Broadcasting, July 11] is not qualified as licensee because of past utterances, are being investigated by FCC.

**GENERAL FOODS Corp., (Birds-Eye products) planning spot television campaign. Young & Rubicam, New York, is agency.**

PHILIP MORRIS cigarettes through its agen
cy, Cecil & Presbury, New York, negotiating with ABC for possible sponsorship of Ladies Be Seated.

**BROADCASTING • Telecasting**

**Page 78 • August 29, 1949**
“Follies” Breaks Attendance Records as Mercury Soars

Despite a summer heat wave, the KMBC-KFRM Brush Creek Follies recently topped all previous attendance records when jammed Memorial Hall in Kansas City, Kansas. The successful radio stage show is now concluding its twelfth big season.

On June 11, The Follies moved to its new location and The Texas Rangers, stars of stage, screen, radio and television, returned from Hollywood for two successive Saturday night appearances.

Brush Creek Follies stars the complete lineup of KMBC-KFRM talent. Hiram Higsby is featured emcee and comedian of the Follies, and is ably supported by other stars including such performers as Colorado Pete (who has been a regular since the first program 12 years ago) Rhythm Riders, Tune Chasers, Tiny Tillman, Lazy River Boys, Millie & Sue, Jed Starkey, Sunny Daye, Harry Jenks, David Andrews and George Washington White.

Brush Creek Follies is sponsored over The KMBC-KFRM Team in 15-minute segments by Kent Products Company for Richmade Margarine, Franklin Ice Cream Company, and Maurer-Neuer Corporation for Rodeo Meat products.

Cronkite Decorated By French President

Walter Cronkite, KMBC-KFRM Washington correspondent, recently was decorated by President Vincent Auriol of France.

Cronkite was one of a select group of American correspondents invited by the French Government to commemorate the fifth anniversary of D-Day on the Normandy beaches.

Cronkite covered the invasion in 1944 while with the United Press, and on this recent trip visited many of the places along the French coast that were in the war headlines five years ago.

Cronkite’s trip, in addition to his decoration by President Auriol, included conferences with other important government officials in Paris, Luxembourg, Frankfurt, Berlin and London. He also interviewed numerous American soldiers, European businessmen, laborers and farmers.

As a result of this European tour Cronkite’s weekly radio programs, heard in the Kansas City Primary Trade area exclusively on KMBC and KFRM, have gained added impact, and his progress reports on the cold war in Europe, together with his outstanding reporting of the Washington scene are of great interest to millions of Midwesterners living within the area served by The KMBC-KFRM Team.

Rothschild’s Clothiers sponsored one of Cronkite’s quarter-hour programs on KMBC, and there is currently another availability on this outstanding authority. Contact any KMBC or KFRM man, or call a Free & Peters “Colonel”.

Radio Stations KMBC and KFRM are tops among listeners in Kansas City’s vast Primary Trade area, as determined by recent surveys. In fact, KFRM leads its competition by even a greater margin than in 1948, and KMBC continues to be the most listened-to station in Greater Kansas City, according to results of two Conlan radio surveys conducted this spring.

These coincidental surveys involved 62,000 telephone calls within KFRM’s half-millivolt contour, and more than 70,000 basic calls in Greater Kansas City for the KMBC study.

KFRM leads all broadcasters for the morning periods and is first in the afternoons. (KFRM is a daytime, 5,000 watt independent station.)

KMBC rated first mornings, afternoons and evenings, with the most spectacular ratings in the morning, as KMBC led its nearest competitor by 34 per cent.

This popularity of The KMBC-KFRM Team with area listeners is a tribute to programming specifically designed for Kansas City Primary Trade area listeners. Together, The Team provides advertisers with the most complete, effective and economical coverage of the huge Kansas City Primary Trade area.

For information on these recent surveys, together with availability on The Team, call any KMBC-KFRM man or any Free & Peters “Colonel”.

The vast coverage of The KMBC-KFRM Team is shown in white on this map. The heavy black lines indicate the half-millivolt coverage contour serving nearly four million Midwestern residents.
KANS Makes NEWS in Wichita, Kansas

George Gow Makes NEWS at KANS!

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<tr>
<th>Responses</th>
<th>Morning Periods</th>
<th>Afternoon Periods</th>
<th>Evening Period</th>
<th>Entire Survey</th>
</tr>
</thead>
<tbody>
<tr>
<td>5,840</td>
<td>8,040</td>
<td>7,200</td>
<td>21,080</td>
<td></td>
</tr>
<tr>
<td>1,158</td>
<td>1,556</td>
<td>2,256</td>
<td>4,970</td>
<td></td>
</tr>
</tbody>
</table>

% of Potential Audience:

- 19.8%
- 19.4%
- 31.3%
- 23.6%

DISTRIBUTION OF LISTENING HOMES AMONG STATIONS:

<table>
<thead>
<tr>
<th>KANS Wichita</th>
<th>17.7%</th>
<th>31.2%</th>
<th>35.4%</th>
<th>29.9%</th>
</tr>
</thead>
<tbody>
<tr>
<td>Station B Wichita</td>
<td>13.7</td>
<td>23.5</td>
<td>11.2</td>
<td>15.7</td>
</tr>
<tr>
<td>Station C Wichita</td>
<td>33.2</td>
<td>22.2</td>
<td>19.9</td>
<td>33.7</td>
</tr>
<tr>
<td>Station D Wichita</td>
<td>34.5</td>
<td>21.3</td>
<td>31.3</td>
<td>28.9</td>
</tr>
<tr>
<td>Other</td>
<td>.9</td>
<td>1.8</td>
<td>2.2</td>
<td>1.8</td>
</tr>
</tbody>
</table>

Survey Period:

Monday through Saturday 7:00 a.m. to 11:00 p.m.
Sunday 12:00 N. to 11:00 p.m.

An analysis of the above survey shows KANS leading 89 Sunday through Saturday rated periods, whereas station B leads in 4, station C in 29 and station D in 39.

KANS is making NEWS in Wichita — this Conlan Survey* tells the story! KANS's 1/2 MV/V Daytime coverage represents 32.21 per cent of the entire population of Kansas and 3.68 per cent of Oklahoma. Effective annual buying income per family — over $6,000 for Wichita; over $4,000 average for entire coverage area. Population 705,000. Radio families — 177,936.

George Gow, veteran newscaster, now KANS News Director, is making NEWS at KANS! Conlan* shows KANS leading in news popularity NOON, EVENING, and 10 P. M.

* This Conlan Survey, May 22 through 28, 1949, was ordered and paid for by all four Wichita stations — KAKE, KFBI, KFH, and KANS.

5000 WATTS DAY
1480 KC.

KANS
ICHITA, KANSAS
AFFILIATED WITH
ATIONAL BROADCASTING COMPANY
REPRESENTED BY TAYLOR-BORROFF & CO., INC.