THE GHOST THAT WASN'T THERE

IT STOLE IN quietly on the night of August 14, 1949, at 9:10 PM, and quivered brilliantly at Channel 9 on the screens of thousands of television receivers. WOR-tv, sister station of powerful WOR, had opened its eyes; WOR-tv was on the air.

To paraphrase Hollywood, it was a "sneak-view"; a heart-in-the-mouth, experimental "rush" on which hinged the hopes and ragged nerves of hundreds of WOR technicians, engineers and their cooperating contractors, steelmen, laborers and consultants.

A limp tele-man turned quietly to Jack Poppele, WOR chief engineer, and said, "Gosh, no ghosts." Jack didn't answer; just smiled.

No, there were no ghosts on WOR-tv, though there was a fade in the corner, which has been corrected. And there have been no ghosts since... and no fades. WOR-tv was, and is, a healthy kid.

That was 9:10 PM.

At 9:30 PM, the WOR switchboard began to crackle. It crackled approximately 1300 times until 11:00 PM. "Gee," phoned a man in Poughkeepsie, "the thing's the brightest I've seen!" There were six or eight calls from Poughkeepsie. There were about five-hundred calls from New York City; four from Patchogue, which is a long way out on Long Island. There were calls from Schenectady, Stroudsburg, Pa. There were calls from as far as 100 miles away. Wonderful calls, calls using words like, "brilliant", "so clear", "crisp", "astounding". They were good to hear.

WOR kept that brilliant signal soaring from its great tower 1050 feet above sea level on the rambling Jersey shore, and then — deep breath — it flashed the Dodgers-Phillies game on the night of August 16th. Good!

Well, gentlemen, for three hours WOR-tv blotted that game with all the brilliance of a sun-sprayed mirror! Again — calls of congratulation, letters, postcards. Beautiful, enthusiastic congratulatory bedlam.

WOR-tv was a smash in its first long pants!

You see, WOR waited on tv development, but it waited ready and aware. It waited like a runner waits for the starting gun. "There's a time", thought WOR. "And in that time we can plan a better and more reliable investment for our advertisers and their agencies and a better and more satisfying thing to see — something that will greet the eyes of hundreds of thousands with a new kind of information and entertainment. That is what we planned and that is what we thought about a television station named WOR-tv, on Channel 9, in New York."

Yes, that's what WOR planned and, like its brother, WOIC, in Washington, it's going to be a money-maker for its advertisers from the day of its first commercial. Because that's what WOR's philosophy has been for more than a quarter-century — a station that serves its advertisers, and its listeners, to the hilt, profitably, for less.

WOR and WOR-tv,

in New York
SINCE 1946
another Louisville
HAS BEEN ADDED TO KENTUCKIANA* RADIO FAMILIES

<table>
<thead>
<tr>
<th>Year</th>
<th>Louisville</th>
<th>The Rest of Kentuckiana</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>1946</td>
<td>137,510</td>
<td>451,230</td>
<td>588,740</td>
</tr>
<tr>
<td>1949</td>
<td>110,700</td>
<td>591,170</td>
<td>701,870</td>
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</tbody>
</table>

a 19.2% increase

50,000 WATTS ★ 1 A CLEAR CHANNEL ★ 840 KILOCYCLES
The only radio station serving and selling all of the rich Kentuckiana Market

VICTOR A. SHOLIS, Director

REPRESENTED NATIONALLY BY EDWARD PETRY AND COMPANY
IDENTIFICATION

Confident in what lies ahead

Pledged to the People

In the heart of Wilmington there is a statue of Caesar Rodney, the Delaware Colonial patriot who had faith in the future and served the people well. WDEL-TV, in the same spirit, has established the first television station in Delaware, using a silhouette of Caesar Rodney's statue as its station identification.

WDEL-TV is the only TV station located in this prosperous trade area. A fast-growing audience appreciates WDEL-TV's clearer picture, good local programming, and NBC, DuMont and other network shows. Consider the importance of including this rich market in your TV sales planning.

It was Caesar Rodney who, in 1776, after a furious night-long ride on horseback, arrived in Philadelphia just in time to cast the deciding vote for the Colonies' independence.

Represented by

ROBERT MEEKER ASSOCIATES

Chicago San Francisco New York Los Angeles
Closed Circuit

FAILURE of network attorneys to agree with FCC counsel on proposed stipulation in giveaway case which would suspend Oct. 1 effective date of ban, apparently stemmed from conclusion that FCC counsel were attempting to hamstring network. Government lawyers proposed agreements that agree no additional giveaway programs would be accepted during temporary extension and they felt it would mean tacit approval of FCC's philosophy concerning giveaways as lotteries.

ALL GIVEAWAY eyes are turned toward Chicago today where Federal Court-Arbitration arguments on application of Radio Features Inc. (Tello Test and Tune Test) for stay order to restrain FCC from making its lottery rules effective Oct. 1. Prompt action expected in view of race against time. Case is sequel to suit filed in New York by networks, now to press for injunctive relief in view of FCC's unwillingness to stipulate on automatic extension pending outcome of litigation.


WHETHER there will be any basic changes in operating policies of Mutual expected to be determined at board meeting in Chicago Sept. 12, 13. It is understood that MBS President Frank K. White, who assumed network helm last spring, prepared to discuss plans designed to bring network in line with competitive focus after four months of exploratory study. Optimistic note prevailed that new commercial lineup for Fall will start approaching $2 million in billing.

SPKSMEN for House Commerce Committee make plain that when group holds hearings on moribund McFarland communications bill (S. 1973)—this session or next—they will be extensive and "complete" in scope. There's feeling that differences in measure as drafted by Sen. Ernest McFarland (D-Ariz.) and finally reported to Senate conventionally negated opposition from certain quarters. Good deal of opposition stems from FCC itself. Latest hint guess on status of bill: no chance for passage, and less than 50-50 for hearings.

LOOK for Civil Service Commission to throw spear into McFarland bill's pay close covering FCC Commissioners, and other top level posts—General Counsel, Chief Engineer, Chief Accountant—it's known that CSC has so advised House Commerce group. Similarly, it's (Continued on page 56)

Page 4 * September 12, 1949

Upcoming

Sept. 13: Third NARBA conference convenes, Windsor Hotel, Montreal.


Sept. 15-16: Dist. 9, The Northernaire, Three Lakes, Wis.

Sept. 19-20: Dist. 11, Radisson, Minneapolis.

(Bookings on page 54)

Business Briefly

BORDEN APPOINTS Borden Co., New York, has appointed Young & Rubicam, New York, to handle some additional products in the Special Products Div. effective Oct. 1. They are Ration-Ayd Dept., Animal Food Dept., Shark Industries Div. and Borden's Processing Co.

GREYSTONE SHOW Greystone Press Inc., New York, for its publication, Popular Mechanics, to sponsor Mr. Fixit on NBC, effective Sept. 11. Program, to be aired Sat-...
It's our birthday...but not our party. The party, cake and candles, is strictly for you, Mr. Sponsor!

Since 'way back in 1947 A. D. (September 9th to be exact), KCMO's king-sized signal has meant a healthy bonus in listenership for sponsors.

At a low, amazingly low, cost per 1000 coverage, KCMO blankets 213 wealthy Mid-America counties with over 5,435,000 potential listeners inside its ½ mv. measured area. KCMO's programming, dialed right to Mid-America listening habits, has meant ever-growing acceptance among listeners..... with results that put sponsors in a "party" frame of mind.

In short, it's always a party...when you center your selling on KCMO.

and KCMO-FM 94.9 Megacycles
KANSAS CITY, MISSOURI
Basic ABC Station For Mid-America

National Representative:John E. Pearson Co.
Next Thursday, Sept. 15, KPHO... The Voice of Phoenix, moves to a new frequency with greatly increased power. As an advertiser on the new KPHO, you’ll get 5000 watts on 910 kilocycles.

Your programs will be broadcast by complete Western Electric Equipment. You’ll benefit from the best of everything, including coverage, programming, service, and (until they’re taken up) availabilities.

You will be protected on the old 250 watt rates for the length of every order signed before October 1, 1949.

*CALL US ON IT*

TAYLOR-BORROFF or KPHO
Phoenix, Arizona

REX SCHEPP
President

DICK HEATH
Commercial Manager

(Affiliated with American Broadcasting Co.)
BIG THINGS HAPPEN...

**THEME**

This mechanical monster—the largest in the world—scoops up 50 tons of coal at one bite...weighs as much as a U.S. Navy Destroyer (2,000 tons) ...uses as much electricity in one month as a city of 6,000 people. Operated by the Hanna Coal Co., at Georgetown, Ohio.

...IN THE WWVA AREA

As big things happen in industry in the WWVA area, so do big things happen for WWVA advertisers. For the WWVA 50,000-watt voice reaches into more than two million radio homes, covering eight and one-half million people...people who produce more than half the nation's coal, more than half the nation's steel in Eastern Ohio, Western Pennsylvania, Virginia and West Virginia.

They welcome WWVA's friendly local programs and top-flight CBS shows into their homes. **Proof that they listen:** Attendance at personal appearances of WWVA artists. **Proof that they buy:** Station mail of more than one thousand pieces a day. WWVA can help you sell your product in a big way in a big market. Consult your nearest Edward Petry Man today for Fall availabilities.

WWVA

50,000 WATTS - CBS - WHEELING, W. VA.

NATIONALLY REPRESENTED BY EDWARD PETRY & CO.

National Sales Headquarters: 527 Lexington Ave., New York City
...over five million people listen to one station every week
... including the nation's richest farmers. Six of the ten Southern California counties are among the nation's top 25 in gross cash farm income. Los Angeles, the heart of KNX's listening area, is the wealthiest farm county in the U. S.
Salesmen don’t have to wear their arches to the nab in Keystone... WMT gets around for them. The town itself isn’t much bigger than a statistic, but when added to the Big Rocks and Stone Cities and 1058 other towns and cities in WMTland, it becomes a part of one of the world’s most prosperous markets.

The way to build a triumphal arch of sales into this area is clear: use WMT, Eastern Iowa’s only CBS outlet. Ask the Katz man for full details.

ROGER BACON appointed manager of newly opened Ruthrauff & Ryan Inc. offices in Dallas. He was transferred from St. Louis, where he was an executive on packing, automotive and brewery accounts. Previously, he was an announcer for seven years with various St. Louis stations, and WTOL Toledo. Agency’s Dallas office is at 5523 E. Mockingbird Lane.

C. J. SCHUEPBACH, former representative for KLZ Denver and advertising manager of Hartmann Trunk Co., Racine, Wis., joins Jim Baker Assoc., Milwaukee, Wis., as vice president.


LARRY LOWENSTEIN, formerly general manager of Richard A. Walsh Assoc., prior to that publicity director of WINS New York, joins publicity department of Benton & Bowles, New York.

ROBERT N. O’DONNELL, formerly account executive with Fuller, Smith & Ross, New York, joins executive staff of Ruthrauff and Ryan, same city.

FREDERICK C. BRUNS, recently resigned as director and vice president of Ruthrauff & Ryan, New York, joins Duane Jones Co., same city, today to work on package goods advertising.

THOMAS B. COLEMAN, formerly account executive at Lord & Thomas, J. Sterling Gettell and Blow Co., all New York, joins Sullivan, Stauffer, Colwell & Bayles Inc. in same capacity.

CIRIL WILLIAMS, formerly account executive with Wilhelm-Laughlin-Wilson Assoc., New York, joins Dinan & Dubrowin Inc., same city, in the same capacity.

JOHN HAWTHORNE, formerly with J. Walter Thompson Co., San Francisco, joins Blow Co., same city, as production manager.

GEORGE T. JAHNKE, former director of advertising for Liquid Carbonic Corp., Chicago, appointed assistant to the president of Glenn, Jordan, Stoezel Inc., same city.

NAN PIERSOL, formerly with Colorado River Assn. and prior to that public relations representative for Pacific Overseas Airlines, joins Bogerts Agency, Los Angeles.


PATRICIA JAMES appointed radio time buyer of Ad Fried Adv., Oakland, Calif., replacing SHIRLEY CURTIN, resigned.

RANDY DUNNELL, head of Radio for Newell-Emmett Co., New York, and ROBERT MOSS, producer of NBC Chesterfield Supper Club for agency, are in Hollywood for six weeks conferences regarding show.


E. J. CONLON joins merchandising staff of Tatham-Laird Agency, Chicago, after serving John W. Shaw Adv., same city, as account executive.


PAUL BELANGER, television producer, J. Walter Thompson Co., New York, is in Hollywood for three weeks to produce Lever Bros. video commercials for The Clock scheduled for NBC Eastern network.


NEW ADDRESSES: MARK LARKIN, public relations and publicity counsellor, New York, moves headquarters to suite 558-A Newsweek Bldg., 152 West 42nd St., Mr. Larkin has added radio to his accounts. COLEMAN-JONES Adv., Los Angeles, moves to 1250 Wilshire Blvd. Phone: Madison 6-5869.

Mr. Schuepbach

Mr. Jahnke
Business is always better in Washington, D.C.

Example: Population of the Nation's Capital and its immediate suburbs has jumped more than 100,000 during the past three years and today exceeds 1,380,000. That's why the new Washington phone book is the fattest in history. That's why more listeners to WTOP than ever before.
Exclusion Representatives:

**Radio**

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<tr>
<th>City</th>
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<tbody>
<tr>
<td>Albuquerque</td>
<td>KOB</td>
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<td>Beaumont</td>
<td>KFDM</td>
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<td>Boise</td>
<td>KDSH</td>
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<td>Boston-Springfield</td>
<td>WBZ-WBZA</td>
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<td>Buffalo</td>
<td>WGR</td>
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<td>Charleston, S. C.</td>
<td>WCSC</td>
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<td>WIS</td>
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<td>KRS</td>
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<td>Davenport</td>
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<td>Des Moines</td>
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<td>Dubuque</td>
<td>WDSM</td>
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<td>Fargo</td>
<td>WDAY</td>
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<td>Ft. Wayne</td>
<td>WOWO</td>
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<td>Ft. Worth-Dallas</td>
<td>WBAP</td>
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<td>Honolulu-Hilo</td>
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<td>Seattle</td>
<td>KIRO</td>
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<td>Syracuse</td>
<td>WFBL</td>
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**Television**

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<tbody>
<tr>
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<td>Ft. Worth-Dallas</td>
<td>WBAP-TV</td>
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<td>Louisville</td>
<td>WAVE-TV</td>
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<td>Minneapolis-St. Paul</td>
<td>WTCN-TV</td>
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<tr>
<td>New York</td>
<td>WPIX</td>
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<tr>
<td>St. Louis</td>
<td>KSD-TV</td>
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<tr>
<td>San Francisco</td>
<td>KRON-TV</td>
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F&P Colonels are constantly "on the road," visiting every station we represent, talking with hundreds of important manufacturers, agencies and distributors. The result is a most complete and intimate knowledge of broadcasting, where it happens, and where it works for you.
MEET COLONEL F & P

He Covers the U. S. Every Few Days!

OLD Colonel F&P really gets around. Last year alone he racked up over 131,417 miles by plane and train (and even 2,557 miles by steamship!), visiting his customers and the stations he represents!

But this is wanderlust with a purpose!

The 22 of us here at Free & Peters (who are the old Colonel) know that we've got to get out and see people to keep up-to-date on national spot radio and television. By constant travel and exchange of ideas, we learn a lot of valuable things for you. By field work in the actual markets we serve, we learn the practical facts which often elude "home offices," yet which may determine the success of your advertising.

"Getting around" is just part of what makes us Free & Peters Colonels effective in helping our customers do profitable national-spot radio and television. We'd like to show you how effective. May we?

FREE & PETERS, INC.
Pioneer Radio and Television Station Representatives
Since 1932

ATLANTA   DETROIT   FT. WORTH   CHICAGO
NEW YORK   HOLLYWOOD   SAN FRANCISCO
in our ability and, very frankly, we share it because, to the best of our knowledge, we are the largest builders of facsimile instruments in this country. It is not correct, however, that Radio Televisions Inc. is an affiliate of The New York Times and we trust that your reference was to our company which is Times Facsimile Inc.

“Radio Inventions, to which you referred, is headed by John V. L. Hogan who is now on the payroll of the Interstate Broadcasting Co. as a consultant. This company is a wholly owned subsidiary of the New York Times and, until just a few months ago, Mr. Hogan was its president. Quite apart from that, however, he has organized Radio Inventions Inc. and this activity is in no way connected with the Times nor is Mr. Hogan himself in any manner connected with Times Facsimile Inc.”

Arthur Hays Sulzberger, 
Publisher New York Times

Dated Copy
EDITOR, Broadcasting:
I have a suggestion to make to agencies of all sorts that send public service announcements to radio stations.

... It would be a tremendous help to us if these public service agencies would make a notation on each sheet of copy they send us containing the fact “This copy not to be used after ——.”

Broadcasting is a cover-to-cover “must” in our department. The copies we receive here are passed on ... and each copy gets at least five readers.

Murray Arnold
Program Director

Re: ‘Combo’ Men
EDITOR, Broadcasting:
In the “Open Mike” column of Aug. 29, there appears a letter written by C. D. Chandler of Tarboro, N. C., regarding “combo” men. In my opinion, the letter is ridiculous to the nth degree.
To begin with, most stations pay combination men a better salary than they could pay individual announcers and operators. To most small stations it’s not a matter of “trying to get something for nothing,” but a matter of staying in business or going broke. It is my belief one of the biggest mistakes the FCC ever made was deciding against new type licenses that would permit the operation of transmitters up to 1 kw by men with a limited class of license that deals with practical matters. Modern day transmitters are practically fool-proof in operation, require very little attention, and can easily be operated properly without a Degree in Radio Engineering.

Virgil E. Craig
Manager, WLET
Toccoa, Ga.

EDITOR, Broadcasting:
With reference to the letter written by C. D. Chandler, WCPS Tarboro, N. C. I would like to point out some basic errors in his thinking.
First, his stand is contrary to the free enterprise system. Next, who shall say what is a living wage? Again, who is Mr. Chandler or anyone else to tell free men that they may not work as “combo’s” just because he doesn’t want to? ... I have never worked as a “Combo” nor do I wish to. Yet I would much prefer that to no job at all.

Earl Hodges
Cherry Valley, Ark.

Watch That Vowel
EDITOR, Broadcasting:
Now that the full schedule of radio programs is about to return to the air, for fall and winter, it behooves me to get rid of a protest and making my “listening” life a continuous misery.
Can something, anything, be done to correct the scandalous mispronunciation of some of the com-
Omaha, "Gateway to the West", is western headquarters of the Burlington Railroad. For 100 years the Burlington has been the "Big Settler" in the Middlewest, helping this big, rich territory to become the food basket of the world. Serving the people and industry of this BIG Burlington territory is another pioneer—the BIG 50,000 Watt Station KFAB.

50,000 WATTS
KFAB
Your Columbia Station
OMAHA, NEBRASKA

Represented by FREE & PETERS, INC.
General Manager, HARRY BURKE
Lang-Worth Feature Programs, Inc. will be pleased to entertain your request for Full information and Audition Sample of "The NEW Lang-Worth Transcription".

R. S. V. P. 113 W. 57th St., N. Y. C. 19
To the PRESS and RADIO:

Subject: RAILROAD COSTS AND FREIGHT RATES

On September 1, two important developments took place in the railroad industry. On that day, the new freight rate increase recently authorized by the Interstate Commerce Commission became effective, and the 40-hour week with 48 hours pay for approximately one million non-operating employees went into effect.

It was estimated by the President's Emergency Board which recommended the 40-hour week that the shorter work week will cost the railroads approximately $450,000,000 a year. According to estimates of the Interstate Commerce Commission, the freight rate increase will produce about $293,000,000 annually. In other words, the revenues which the railroads will receive from the new freight rates will cover only 65 per cent of the new costs resulting from the 40-hour week for nonoperating employees.

Exactly how the railroads will meet the difference is hard to say at this time, but they are going to try to find ways. This is not going to be easy, because railroad earnings, by any fair standard of measurement, are now inadequate. At the present time, the railroads are earning less than 3 per cent on their net investment, and this is far from the 6 per cent they need and should have in order to be financially and physically sound.

Whenever you hear or read anything about the new railroad freight rates, you might keep the above facts in mind. You might also keep in mind that railroad freight rates since 1939 have increased only 57 per cent, while the prices of goods generally have gone up 100 per cent. Moreover, the wages which railroads pay their employees have risen 109 per cent, payroll taxes have jumped about 90 per cent, and the unit prices of fuel, materials and supplies have increased 100 per cent.

On almost any basis that can be devised, railroad transportation charges today are relatively a lesser factor in over-all production and distribution costs than in any prewar year. No other industry has made a greater contribution toward helping to keep prices down than have the railroads.

Sincerely yours,

William T. Faricy
New Business

JOHN H. DULANY & SON Inc., Fruitland, Maryland, appoints Foote, Cone & Belding, New York, to handle its advertising for Dulany Frozen Foods. Radio will be used.


GREENSPOT Inc. (Orangeade), Los Angeles, adds three Los Angeles stations to weekly spot schedule: five on KHH, four on KECA and six participations on KNX Housewives Protective League. Firm previously started similar campaign on other stations, including KTTY (TV) and KLAC (TV), same city. Contracts, 13 weeks. Agency: Phillip J. Meany Co., Los Angeles.

SEARS, ROEBUCK & Co. returns to radio with sponsorship of twice-daily Paul Gibson Show on WBBM Chicago, to advertise its American Peoples Encyclopedia. Placed direct.

BEN-HUR PRODUCTS Inc., Los Angeles, through Mogge-Privett Inc., that city, planning radio spot campaign on Pacific coast after Sept. 15. Budget not disclosed.

Network Accounts

PILLSBURY MILLS Inc., Minneapolis, through its agency, Leo Burnett Co., Chicago, renews Helen Drake program on ABC for 32 weeks, effective Oct. 5. Aired 4:45 p.m., Mon-Fri., program advertises company's flours, baking mixes and cereals.


PACIFIC COAST BORAX Co., New York, through McCann-Erickson, also New York, renews ABC broadcasts of The Sheriff for 32 weeks. Program, aired Friday, 9:30-10 p.m., is on behalf of Twenty Mule Team Borax and Boraxo.

TUCKETT Ltd., Hamilton, Ont., (Buckingham cigarettes), on Sept. 14 starts for sixth year Buckingham Theatre on 30 Dominion network stations, Wed. 9:30-10 p.m. Agency is MacLaren Adv. Co., Toronto.

Adpeople

GEORGE R. PLASS, formerly advertising assistant of Jello division and associate advertising manager for Minute and Certo divisions of General Foods Corp., New York, named associated advertising manager of the Jello division. DAVID W. THURSTON, formerly advertising manager in the export division, appointed advertising assistant in Minute and Certo division.

ALAN BROWN, former sales manager for Bowey's Inc., Chicago, named assistant advertising manager of Pharmaco Inc., Newark, N. J., (Feen-A-Mint and Choos, medicated chewing gums). Pharmaco is heavy user of radio spot time.

RICHARD ROTHLIN, former assistant account executive with Young & Rubicam, San Francisco, joins advertising and promotion department of Western Beet Sugar Producers Inc.

BROADCASTING * Telecasting

Man Who Comes To Dinner Brews a Nightcap

He comes to dinner five times a week—and his hosts number about 13,500,000 listeners weekly. He likes his coffee and his news hot—and while he roasts no coffee, the subjects of his research are sometimes well-roasted. He finds grounds for comment in the many political pots which are always brewing in the nation's capital.

His nightly "top of the news as it looks from here" puts cream in many a sponsor's cup.

Lively, stimulating, widely followed, his broadcast—the Fulton Lewis Jr. program—is currently sponsored on more than 300 stations. It offers local advertisers the prestige of a network feature, at local time cost with proportionate talent cost.

Since there are more than 500 MBS stations, there may be an opening in your city. If you want a ready-made audience for a client (or yourself), investigate now. Check your local Mutual outlet — or the Co-operative Program Department, Mutual Broadcasting System, 1440 Broadway, NYC 18 (or Tribune Tower, Chicago 11).
Inside metropolitan Salt Lake City, KSL has the biggest audience ... a 34.9% average share of the week’s listeners. Delivers highest average rating ... 11.4!

In the outside area, too, KSL leads—with the lion’s share of the listeners ... 32.2% of the audience. Stacks up the highest average rating for the week ... 9.4!

EVERY INCH A LEADER

. . . that’s KSL!

That’s what Benson and Benson, Inc.* found when they measured listening inside the 52 square miles of Salt Lake City and in the outside areas of KSL’s 74-county-unit, quarter-million-square mile territory.† This Diary proves that KSL is every inch a leader in every part of Intermountain America—a market where one million of your customers ring up one billion dollars a year in retail sales.

To be a leader in Salt Lake City or in the outside area—or throughout all Intermountain America—buy the leader—KSL. You’ll find KSL makes your advertising pay off every inch of the way at less cost per customer than any other station or regional network.

* Independent research organization
† 50-100% Common Day-Night BMB Audience Area.
Radio is TODAY'S BEST BUY
...and in Washington the best buy is WWDC

Keep your eye on the ball! Just measure the total audience of any advertising medium, and you'll realize that the most effective, economical way to reach the millions is still radio. You can't get today's results on tomorrow's ideas!

More and more national advertisers are turning to independent radio stations. In Washington, they're buying WWDC—the big dominant independent. Get all the facts from your Forjoe man.

TODAY'S BUY! One Spot Daily, Tony Wakeman's ALL SPORTS PARADE As low as $66 weekly

WWDC AM-FM — The D.C. Independent Represented Nationally by FORJOE & COMPANY

Feature of the Week

NOT content to sit back and watch wholesale fender smashing, WCHS Charleston, W. Va., is conducting a fiery public service spirited campaign to "courteous-ize" drivers.

WCHS Manager Jack Gelder announced the drive with, "A few seconds spent in thinking of the other fellow could very easily prevent many of the traffic snarls we see too often in traffic rush hours."

Feature of the radio station's campaign is the outfitting of a Traffic Courtesy Patrol. A Crosley Hot-Shot coupe, operated by a local police officer, carries WCHS reporters and portable recording equipment. Acts of traffic courtesy observed by the patrol are discussed on the air from 12:45 to 1:00 p.m. every day and continued through Labor Day weekend.

Pogging attention to courtesy in driving, vehicle operators steady on the wheel are stopped, interviewed, given a WCHS Traffic Courtesy Award sticker for the windshield and two tickets for a Charleston Senators ball game. At the same time, any citizen who observes

WCHS "Traffic Courtesy Patrol" car and Program Director Mort Cohn on duty.

serves a courteous act is requested to report it and the license number of the car to the station. An award sticker is then sent to the driver.

With a stamp of approval from the Charleston Police Department and cooperation from the West Virginia Safety and Health Council, WCHS is carrying forward, and beaming, the campaign's slogan "Your Courtesy and Care a Life May Spare!"

Feature of the Week

ALTHOUGH radio drama was to have been her career, Mary Ellen Ryan discovered upon graduating from high school that there was many a good actress job hunting in Hollywood. So she entered the business side of the broadcasting-advertising industry. And she has been too busy ever since to regret that move. Building over with enthusiasm and happy in what she is doing, you'll find her listed today as radio timebuyer of Raymond R. Morgan Co., Hollywood. Responsibilities include timebuying for such agency accounts as Los Angeles Soap Co., Los Angeles (White King, Sierra Pine, Scotch Cleanser); Planters Nut & Chocolate Co., San Francisco (salted peanuts); J. A. Folger Co., San Francisco (coffee, tea, spices); Germain Seed & Plant Co., Los Angeles; Institute of Religious Science, Los Angeles.

Although born in Rawlins, Wyo., (Nov. 16, 1921), Miss Ryan adopted California as her home at an early age. With a four year stop-over in Denver, her family moved to Los Angeles in 1929. It has been home ever since.

With a flair for the drama she managed to be cast in just about every pagant and play staged by her grammar school. With entry to George Washington High School where she was the outstanding girl student on graduating in 1940 and also class valedictorian, Mary Ellen made public speaking and drama her majors. She also attended U. of Southern California and UCLA for a time, but rounded out her formal education with a year at business college.

Miss Ryan first became inoculated with the radio bug while a high school freshman in early 1937. As result she was cast in the student group weekly Radio Guild on KMPG Hollywood. For the next three years she hardly ever missed being cast in that weekly program. And other independent stations invited her to participate in their programs too.

Mary Ellen, during those high school years, was much in demand as a public speaker by various groups in the Los Angeles area. With education completed, she found no acting job awaiting her, but Miss Ryan was determined to get into radio one way or another. And that opportunity arose in March 1941 when she was offered a script-typist job at Don Lee (Continued on page 20)
Milestones

Jerry Strong, disc jockey and morning man for WINX Washington,
celebrated his 15th year in radio Sept. 9. He has been with WINX for the past nine years and currently broadcasts from 6 to 9:30 a.m. and 12:05 to 1 p.m., Monday through Saturday. He also makes numerous personal appearances at public benefits, schools and service hospitals.

A cocktail party and open house climaxed three-day celebration of the 20th anniversary of KTSU El Paso, Tex. Special show entitled "Calling 1969" was aired in the evening, featuring a "time Capsule" idea with a disc of the program being locked away for use on the station's 40th anniversary.

Columbia Pacific Network Meet the Missus celebrated its sixth year on the air last month with a special birthday party program honoring George W. Allen, western program director and program originator. Harry Koplan is present producer-director of show.

WCSI-FM Columbus, Ind., celebrated its second anniversary during the first week in September. Station's sponsors ran congratulatory newspaper and radio ads, as well as record manufacturers, some of whom ran special trade paper ads about WCSI. Several salute programs were aired by the station.

Bill Baker, engineer of CFRB Toronto, has started his 20th year in radio. He has been with CFRB since 1928.

KVEN Ventura, Calif., recently celebrated its first anniversary.

FM COLLEGE
To Serve Four States

A FOUR station FM network broadcasting college courses to an estimated 40,000 families in four states will begin operations Sept. 19, John T. Keown, production manager of KWGS Tulsa, Okla., has announced.

KWGS, non-commercial outlet of U. of Tulsa and organizer of the network, will link by relay WMBH Joplin, Mo., KMUS Muskogee, Okla., and KFPW Fort Smith, Ark., all commercial. States reached by the broadcasts are Arkansas, Kansas, Missouri and Oklahoma.

Pioneer in college-by-radio courses, KWGS already offers six classes by air for the first semester of the 1949-50 school year. The network stations are taking from three to ten hours a week of KWGS origination. Network was set because of the success of KWGS' College by Radio idea which has been in operation for the past two years.

WTRR's New Home

WTRR Sanford, Fla., 250-w station licensed to Southeastern Broadcasting System, held open house Sept. 2 at its new Seminole Broadcasting Center, 1110 E. First St., Sanford. Station had been located at the Mayfair Inn since its establishment in 1947. A special pre-open house program, devoted to progress in radio broadcasting, heralded the opening to which the public was invited. Building houses studios, general offices and transmitters. Two studies are used for program arrangements.

Kansas farm homes prefer WIBW by a 3½ to 1 majority. This fact, well known to advertisers, is reported by Dr. F. L. Whan, University of Wichita, after personal interviews in 7019 Kansas homes. WIBW's farm service programs attract four listeners for every one of the next closest station. A consistent, loyal audience is shown by the fact that 32.8% of all farm men habitually listen to WIBW Farm News; while 87.3% depend exclusively on WIBW for market reports. When the farmers of Kansas speak, they say: "You get the most for your radio dollar when you buy WIBW."
HOW YOUR STATION CAN HELP FIGHT POLIO

Polio has struck harder this summer than in many previous years. Your station can contribute to the community’s welfare by helping to create a calm, informed attitude about the disease.

Facts about polio are dramatized in a 15-minute transcribed program offered to radio stations free of charge as an educational public service by The Mutual Life Insurance Company of New York. The program is based on authentic information from the company’s Medical Department.

The script is written by Gretta Baker and produced by Chick Vincent. Richard Stark is the narrator. Written scripts are also available to stations that would prefer to do a “live” broadcast. You may obtain a transcription or a script promptly by filling out and mailing the convenient order blank below.

THE MUTUAL LIFE INSURANCE COMPANY OF NEW YORK
34 Nassau Street New York 5, N.Y.

PLEASE PRINT

NAME
STATION
ADDRESS
CITY STATE

THE MUTUAL LIFE INSURANCE COMPANY OF NEW YORK
34 Nassau Street, New York City 5, New York

Gentlemen:
Please send me, free of charge, for broadcast as a public service:
☐ a transcription
☐ a script
of the 15-minute program on infantile paralysis entitled “These Are My Jewels.”

In the Public Interest

Station Is Go-Between
WHEN the friend of a pair of frantic parents called WRBL Columbus, Ga., to report a missing boy, the station was glad to be of service and broadcast the child’s description. Three hours later, the Columbus police station called the studio and asked them to broadcast the description of a small boy who had been found, and refused to tell them anything about himself. A listener heard both broadcasts and drove over to the home of the worried parents, taking them down to police headquarters. There was a silent reunion between parents and child, for all were deaf-mutes.

Family Evicted
UNWELCOME guests, in the form of a family of skunks living in the basement, drew an appeal for aid from an harassed housewife in Troy, Ohio. The housewife had asked local and state police to help her, and they asked WPTW Piqua, Ohio, to tell their listeners about the situation and request suggestions. The news department of the station made a feature story out of the item, telling listeners that anyone was welcome to the skunks without “paying a cent.” Five courageous teen-agers, as a result of the broadcast, sneaked up on the skunk family and doused them with ether, and then disposed of them. The station received orchids from the housewife, and each boy was awarded a cake of soap, WPTW reports.

Announcer Gives Blood
MOBILE UNIT of the Red Cross had never made its quota in Coshocton, Ohio, but this year, things were different. Chief announcer Bob Zimmerman of WTNS Coshocton, went to the unit, and while donating his blood, recorded a colorful description of the entire operation, demonstrating the ease with which a donation can be made. After the recording was aired, Red Cross reports, 22 donors, who had never before registered, called to offer their blood.

On All Accounts
(Continued from page 16)

Broadcasting System. She moved in bag and baggage and shortly after became secretary to Jimmy Burton, then production manager. She became the regional network’s traffic manager on her 21st birthday in Nov. 1942, subsequently heading that department for 2½ years. When the assistant publicity director’s berth became available in spring of 1945 Miss Ryan got the assignment, but resigned in August of that year to join the now deceased Associated Broadcasting Co. which was being organized then as a fifth network. Some six months later Miss Ryan founded and became associated with Harry J. Wendland Adv. Agency, Los Angeles. For the next 18 months whatever radio the agency had, she handled. Mary Ellen was a junior account executive and did client contact too. In addition she handled copy. She speaks affectionately of those days, expressing appreciation for knowledge acquired.

It was in June 1947 that her shift was made to Raymond E. Morgan Co.

Miss Ryan is first vice-president of the Hollywood Business & Professional Woman’s Club. She is also on the board of directors of the California Federation of Business & Professional Women’s Club and a member of Los Angeles Women’s Ad Club. In addition she is radio advisor of the Southwest Region of the American Association for the United Nations.

Although she is earnestly learning to play golf, raising orchids and cooking are her major hobbies. She collects cook books and adds recipes of her own to them. An outdoor girl, Mary Ellen also goes in for horseback riding.

POWER OF RADIO
Shown by Milan Free Fair

ALTHOUGH 20 miles away, WPAG Ann Arbor, Mich., is generally credited with being the sole successful advertising medium used in making Milan, Mich.’s first annual Free Fair, the success it was this summer.

Over 35,000 people from Northeastern Indiana, Central Ohio and Southeastern Michigan attended the five-day event. WPAG’s promotion included four remote broadcasts daily from Milan Fair grounds conducted by WPAG Farm Director Howard Heath, promotion announcements and news.

Official of Milan Rotary Club, sponsor of the fair, said WPAG can well be proud of its pulling power, especially as the fair was not a home town event.
Now Transcribed and Available

Here is a half-hour transcribed show that's responsible for the biggest laugh-fest in radio history - the show that holds the four topmost honors over the Canadian air-waves.

- largest radio audience
- top daytime program
- top sponsor identification
- Beaver Award (Radio's Oscar)
  (for Distinguished Service in the Field of Programs)

If Proof Is Needed... Here It Is!

<table>
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<td>WHEC—Rochester, N. Y. 12.1</td>
<td>I was not surprised when surveys taken in six cities gave the Happy Gang show a FIRST in five out of six markets.</td>
<td>“and signing up in 1939, the sponsor lived happily ever after.” Colgate-Palmolive-Peet</td>
</tr>
<tr>
<td>CKLW—Detroit, Mich. 5.5</td>
<td>Mary R. Miller Radio Director Newman, Lynde &amp; Associates, Inc.</td>
<td>11 years of satisfying listeners, providing entertainment and increasing sales!</td>
</tr>
<tr>
<td>WSGN—Birmingham, Ala. 7.2</td>
<td>WSIX—Nashville, Tenn. 11.1</td>
<td>WMFJ—Daytona Beach 16.5</td>
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For exclusive rights, order your audition samples NOW. All offers subject to prior sale.

GARRJ. CARTER INC.
NEW YORK 366 Madison Avenue — Vanderbilt 6-3417
BUFFALO 1373 Fillmore Avenue — Bailey 0520

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BIG TREAT

Andy, the little Orang-outang from Borneo, is celebrating his second birthday by eating a favorite American delicacy—a vanilla ice-cream cone. The way Andy's gobbling up that cone, you can bet he's enjoying his big treat.

There's a big treat in store for radio advertisers who are interested in the Baltimore market. That treat is Station W-I-T-H, the BIG independent which treats you to more listeners-per-dollar than any other station in town. W-I-T-H carries your message to 92.3% of all the radio homes in the Baltimore trading area.

That means you can do a LOT with a LITTLE money on W-I-T-H. So if you're looking for low-cost results, call in your Headley-Reed man for the whole W-I-T-H story.
NBC PLANS MAJOR SPLIT

AM, TV Would Be Separated

By ED JAMES

REPORTS of the impending division of NBC into two major structures, one for radio and the other for television, were confirmed last week by Niles Trammell, NBC president.

Mr. Trammell, speaking at the third annual convention of NBC Affiliated Stations at Greenbrier Hotel, White Sulphur Springs, W. Va., was understood to have said that two self-sufficient organizations would be created within NBC.

His remarks were not made public, but it was reliably reported that he briefly described to the affiliates the projected division of the company along lines which were detailed in Broadcasting two months ago.

Two Entities

He said the network would be split into two separate entities which would function independently under the coordination of top management of the company.

Although he did not elaborate, it was believed that the reorganization plan contemplated the appointment of an operating chief for each of the two major divisions. Presumably Sylvester L. (Pat) Weaver Jr., recently elected vice president in charge of television, would become the head of television of the network. A chief of the radio division will be named after the company is divided, it was believed.

Details of the reorganization are being completed by Booz, Allen & Hamilton, the management consultants who have been working at NBC for several months, Mr. Trammell was reported to have said. He did not forecast the date when the plan would be completed and put into operation, but it was known that it would be soon.

"In our approach to organization in the network field," Mr. Trammell said, "we are seeking to eliminate any possibility of burdening radio with television or burdening television with radio. We are doing that because we have abounding faith in the future of both media—should they are developed and administered intelligently to meet changing requirements."

Again Mr. Trammell did not amplify his statement, but it was pointed out by reliable sources that the intention of the reorganization was to create divisions so independent that in a sense they would be competitive.

After reorganization, the radio and television divisions would be responsible for the most energetic development of each medium, a situation bound to lead to being tempered only by the policy restraints imposed by top management of the company.

Part of Keynotes

Mr. Trammell's reference to the reorganization was part of his keynote speech delivered at the opening of the four-day convention.

Attended by 224 registrants, representing NBC and almost all its affiliated stations, the convention was conducted in a strongly competitive atmosphere.

Most speeches delivered by NBC executives stressed the position of NBC with respect to other networks.

Mr. Trammell, setting the pace, asserted that NBC had less time open for sponsorship than had any other network. He said the network had five evening half hours available, compared with 10 for CBS, 13 hours and 45 minutes for ABC and more than 17 hours for Mutual.

Harry C. Kopf, NBC administrative vice president in charge of sales, expanded Mr. Trammell's reference to sales.

Mr. Kopf said NBC was sold out, daytimes Monday through Friday save for a 15-minute strip. CBS, he asserted, still had an hour and a quarter Monday through Friday open for sponsorship.

Further he said, the average number of stations used by NBC sponsors was up this year. The average station lineup last January was about 85% of all affiliates. The average this fall is 91% he said, and is a record.

As an indication of sales success, Mr. Kopf reported to the affiliates, NBC has been able to sell all periods opposite former NBC programs which within the past year have been captured by CBS.

The convention's first two days, devoted to addresses by network executives and to a meeting of the affiliates, were marked by unprecedented harmony.

Chief among actions taken at the meeting of the affiliates Thursday morning was the reappointment of the stations' promotion committee which, in concert with NBC executives, fashioned the whopping fall promotion campaign which is about to get underway.

During the discussion of promotion, the question of cooperative campaigns was raised. At the afternoon session which followed with NBC executives in attendance, the network made clear its opposition to cooperative promotion.

To Survey Affiliates

The station's promotion committee was directed to make a survey of affiliates to determine in detail their reactions to the present campaign which was announced recently and their suggestions for the campaign to be undertaken in the fall of 1960.

Members of the stations promotion committee are Harry Bannister, WWJ Detroit; J. B. Conley, Westinghouse Stations; John J. Gillin Jr., WOW Omaha; Ewing C. Kelly, KCRA Sacramento; P. A. Sugg, WKY Oklahoma City; and George Thomas, Kivol Lafayette, La.

The affiliates were also polled (Continued on page 25)

DISTRICT 7

First NAB Session in Cincinnati

By FRANK BEATTY

ALL-OUT BATLE by the broadcasters to get a bigger chunk of the nation's four billion dollar advertising package got under way at the opening NAB district meeting, held Thursday and Friday at the Terrace Plaza Hotel, Cincinnati.

Starting the annual series of membership meetings, District 7 (Ohio, Ky.) set a furious pace by drawing from the NAB staff a complete battle plan for a competitive media drive. At the same time, district members received a quick but thorough course in the art of spending the station operating dollars where it will do the most good.

It was strictly a two-day workshop session. Prepared material was at a minimum as Maurice B. Mitchell, director of NAB's Broadcast Advertising Bureau, and Richard T. Doherty, director of the employ-employer relations dept., talked off the cuff and then answered a barrage of questions by broadcasters anxious to enter the current selling season with adequate competitive weapons. (See story on Mr. Doherty's talk, page 27)

Topping the two-day meeting with a first-hand story of the new NAB and its streamlined operation was President Justin Miller, who wrapped up the proceedings with an explanation of what the association is doing and what it has in mind for the future.

Gilmore N. Nunn, WLPK Lexington, Ky., presided as District 7 director. James D. House, WLW Cincinnati, director-at-large for large stations, had to cancel his plans to take part in the meeting because of the FCC's WHAS hearing in Washington. Harry M. Bitter Jr., WFBM Indianapolis, new District 8 director, attended the Thursday sessions. His first official NAB act since election to the post last July by the NAB board, Hugh M. P. Higgins, WMOA Marietta, Ohio, presided at the labor relations session as district chairman of that NAB activity.

Before the District 7 meeting had settled down Thursday, delegates showed they meant business by plying Dr. Kenneth H. Baker, NAB research director on loan to BMB as acting president, with a series of pointed questions on the current BMB study. And when Mr. Mitchell began easing into his story of what competing media are doing, the 90 delegates peppered him with questions.

When the first day's meetings had ended, broadcasters accorded Mr. Mitchell a hearty tribute for the way BAB has entered the (Continued on page 25)

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How's Business?

By TYLEN Nourse

As the fall season begins, the general economic health of America is good. Although there are declines in many fields from the same period last year, this, in most cases, merely a continuation of the leveling off process which was expected by many of the nation's top economic experts.

With indications of the continuation of a generally steady economy, advertising in general—and radio and television in particular—should be strong this fall. Radio plans as already formulated indicate that the industry will have a good season with spot and local business on the increase. Although network business is, for the present, below that of last year, network salesmen are still wooing the prospects [BROADCASTING, Sept. 5].

Personal income through the summer months has continued to show a small but steady increase. June total was $218.5 billion, compared to $212.9 billion in the preceding month and $213.4 billion in June 1948. The average of $213.4 billion recorded for the first six months of 1949 showed a sizable increase over the average of $207.3 billion in the same 1948 period.

The May to June increase in personal income figures was reflected mainly in an increase of farm income. Non-agricultural income—which comprised 90% of total personal income in 1948—has shown little movement in the last 11 months, fluctuating within the narrow range of 1%, according to the Dept. of Commerce. Factory pay rolls, which reportedly had declined steadily since last September, increased slightly in June.

**This increase in personal income presents an increase in the potential purchasing power of the nation.** The McFadden Index of Discretionary Spending Power now stands at 283 for wage earner families and 165 for all non-agricultural families (1939 = 100). This index is an indication of the amount of money available to a wage earner family after the cost of basic necessities has been subtracted from earnings. The "discretionary spending power" forms a large pool of money for the purchase of nationally advertised products.

An increase also has been seen in employment with August figures reaching a high for this year of 59,947,000. The number of idle workers dropped over 400,000 from the previous month, setting the unemployment figure at 3,689,000, the Census Bureau reported. July unemployment had been reported at 4,005,000 persons, the highest figure since 1942.

Although the July unemployment figure had been high, much of the increase from May was caused by a seasonal rise in the labor force—approximately 1.2 million of these people were students entering the labor market for summer or post-graduate jobs.

The decreasing number of idle workers was indicated by the end of August when "initial claims [for unemployment insurance], indicating new unemployment, dropped 15,700 during the week to 251,000, a new low for 1949," according to Robert C. Goodwin, director of the Labor Dept.'s Bureau of Employment Security. "The decline in initial claims indicates a continuation of the downward trend in layoffs which has been evidenced since mid-July," he said.

Expenditures in the third quarter for plant and equipment is expected to be at an annual rate of $18.5 billion. Although this is 4% less than the $19.8 billion for the second quarter of this year, considering the declining cost trends of construction and equipment, this dollar decline is not expected to reflect any great change in volume.

* * *

Retail sales showed healthy signs at the end of August with a slight increase in dollar volume. They were still, however, below the high level of a year ago. Promotional activities turned to fall apparel with favorable response from the buying public. The opening of school made for wide activity in the children's field and women's and men's fall clothes (Continued on page 49)

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HUDDLED between sessions Walter Wagstaff (II), KIDO Boise, Idaho; and Martin Campbell (center), WFAA Dallas, laugh over a good one by Quentin ("Q") Cox, KGW Portland, Ore.

MIDWESTERNERS who were stopped for the camera while on their way to an NBC meeting (l to r): Dave Gentling, KROC Rochester, Minn.; Mrs. Sidney Eiges, wife of NBC's director of public relations; Mrs. Gentling; Mrs. Fantle; and Bud Fantle. KELO Sioux Falls, S. D.

TENNIS rackets in hand, Mrs. Gustave B. Margraf (I), wife of NBC vice president and general attorney, and Mrs. Charles R. Denny, wife of the network's executive vice president catch their breath.

DISCUSSING matters of mutual interest, Sidney Eiges (I), NBC vice president in charge of press relations, is shown chatting with Jack Hopkins, WJAX Jacksonville, Fla.

RELAXING during a moment's respite from business talk are (l to r) Howard Pill, WSYA Montgomery, Ala., Mrs. Burton Adams, wife of NBC manager of the cooperative programs division, and Mrs. Easton Woolley, NBC wife of the NBC director of stations departments.
as to their willingness to accept advertising for hard liquors. In a show of hands voted, an uncounted but reportedly scattered minority said they would accept it, but the majority said they would not.

The sentiment was so heavy against liquor advertising that it seemed plain NBC could be counted out of future negotiations involving Schenley Distillers which has expressed hope of buying radio time on a national scale.

In his keynote speech, Mr. Trammell made a slam bang argument for hard selling by broadcasters to assure radio a healthy chunk of the advertising dollar.

He cited a number of "basic advantages" which radio enjoys over other media.

"Radio is universal," he said. "Years will pass before television will have "half as much coverage."

Despite its universality, radio is also selective, he said. "It can reach all of the upper income families and over 98% of this group own radios—and it can reach almost the same proportion of the middle income families. It reaches teenagers, it reaches and holds housewives, it is unmatched in its ability to cover all markets."

Radio is also economical, Mr. Trammell said, and is now a better buy than ever before. "Since 1939, the NBC networks cost per thousand listeners has decreased 23%. The cost per thousand for the largest weekly magazine has increased 17% with daily newspapers up 7% during the same period."

Radio is also getting bigger. The trend of radio set sales continues "on a healthy and vigorous scale," he said. "Even in 1951 the radio homes without television will exceed the total radio homes of 1948."

Mr. Trammell pointed out, however, that despite radio's bigness, television is to be considered a serious competitor of the future.

Only the broadcaster who exerts utmost ingenuity can hope to meet the eventual competition of television he said.

As measurements of the growth of television, Mr. Trammell said that a year ago NBC's interconnected network of television stations numbered seven, all on the east coast. By the end of this year NBC will have 28 interconnected stations in the east and midwest.

Now NBC Television has 19 1/2 hours sold to 28 advertisers, compared with 8% hours sold to 18 advertisers a year ago.

The billings of NBC Television in the first half of 1949 were more than twice as much as its nearest competitor, and five times as much as either of two other video networks Mr. Trammell said.

Hugh M. Bovie Jr., NBC director of research, elaborated on Mr. Trammell's discussion of radio's effectiveness.

He pointed out that since the war 44 million radio receivers were sold. "Between 1946 and 1949 the growth in radio families has exceeded the combined circulation growth of all daily newspapers by nearly a million and a half," said Mr. Bovie, "and radio's overall growth has nearly equalled that of all daily newspapers and the four leading weekly magazines combined."

Charles Hammond, NBC vice president and assistant to the president, outlined to the affiliates at the Wednesday morning session the fall promotion campaign which he described as the biggest in the network's history [BROADCASTING, Aug. 15].

The plan, which was originally announced several weeks ago, includes the use of five full pages in Life Magazine and 15 in Look, all paid for by the network, plus newspaper space run locally by the affiliates. Mr. Hammond urged cooperation from the stations.

At the station's meeting the next morning, Martin B. Campbell, WFAA Dallas, chairman of the Stations Planning and Advisory Committee, asked the affiliates to indicate by a show of hands how many would participate in whole or in part in the local newspaper campaign. All indicated they would do so.

Sydney H. Eiges, vice president in charge of press, followed Mr. Hammond with a discussion of the network's publicity plans for the fall season.

Mr. Eiges said that the network was embarking on its most ambitious publicity schedule as a means of meeting the increased competition from CBS. He called upon the affiliates to assist the network in exploitation and publicity locally.

(Continued on page 51)
NAB's FM-TV Aims

Mergers Possible

NAB's last week went into operation as a trade association equipped to serve all facets of broadcasting—AM, TV and FM—and unofficially geared to merge eventually with FM Assn. and Television Broadcasters Assn.

Two new developments point toward a possible consolidation of the three associations:

(1) An FMA-NAB liaison group will meet within a fortnight to discuss the merger idea.

(2) FMA's low-cost plan has drawn some 30 TV affiliates of its AM members into the ranks, a direct blow at TBA.

(3) TBA's board will meet Sept. 20 to plan an intensive membership drive, as well to arrange its part in FCC TV hearings starting Sept. 26.

(4) FMA has just started a membership campaign.

Though the FMA and TBA member movements don't appear on the surface to jibe with the merger talk, NAB obviously is planning to make its FM and TV service so comprehensive that FMA and TBA will be forced into the fold.

G. Emerson Markham, recently of WGY Schenectady, went to work at NAB Washington headquarters last week as director of NAB's new Video Division. Mr. Markham has been vice president of TBA.

Ralph W. Hardy, KSL Salt Lake City, last week assumed his duties as NAB's Audio Division director. Serving under him as director of FM activities for NAB is Arthur C. Stringer, who has handled FM as part of his functions as special services director.

The joint FMA-NAB liaison committee was named last week to study areas of agreement in the functions the two associations perform for their members. A definite date for the meeting has not been arranged, but it will likely be held just prior to or during the FCC's television hearings.

Joint Committee Members

Members representing NAB on the joint committee are Campbell Arnoux, WTB Norfolk, an NAB board member; Eugene S. Thomas, WOIC (TV) Washington; and Paul W. Morency, WTIC Hartford, for many years a member of the NAB board.

Representing FM Assn. are Ben Strouse, WWDC Washington; Leo

said any subscriber will be able to obtain the data on nonsubscriber stations. NAB has not received much ETA or $50. Main attention is given to AM in the study but BMB will be able to supply some facts on CM coverage, he said, adding that each report will be sent to the separate bureau director by the Census Bureau

A merger love story that was just as lively Friday morning as Mr. Doherty told stories of broadcasting and their will also follow NAB's staff around the nationwide circuit.

C. E. Arney Jr., NAB secretary-treasurer, and Bert Richards, director, dept. of public relations and publications, took part in the first meeting to get the sessions off to an organized beginning.

Judge Miller took the floor Friday afternoon to cover the two day's lessons and to tell the 'story of the new NAB. He coordinated the sales, cost and research discussions and explained they were typical of the service given by other NAB departments.

After reviewing legislative developements in Washington, the regulatory situation, events leading up to the NAB meeting, he stated the findings of the FCC's lotteries and its impact on the industry. He called the decision "the worst kind of reversion to star chamber procedures." Referring to network suits for an injunction to restrain enforcement of FCC's order, he said, "We will be very much surprised if the courts refuse the network petitions.

Judge Miller spoke of NAB's plans for expanded member service, with the Video Division, headed by G. Emerson Markham, and the Audio Division, headed by Ralph W. Hardy.

In this connection he discussed the coming meeting of an NAB-FM Assn. liaison group to discuss possible merger plans and the recent increase in NAB TV membership from six to 32 (see separate NAB-FMA-TBA story page 26). Status of the standards plans for program, engineering and other NAB services was reviewed.

Baker Outlines Study

Dr. Baker outlined the present BMB study, second nationwide survey by the industry-financed research group. His assurance that BMB would not move to finish the job brought inquiries from a number of stations interested in signing up for the data.

He said BMB is shooting for November publication but can gain a few weeks if enough new subscribers provide funds to pay for overtime work. The 380,000 return ballots are going through the machines yielding data on daily, occasional and weekly listening in every county, along with cities of 10,000 or more except in metropolitan areas where cities of 25,000 and up are covered. This will ring some 60 more cities into the survey that appeared in the 1946 study.

Dr. Baker said the hand-calculus method for a number of California stations. They said they indicated the current survey will be vastly superior to the first and show the study is statistically sound as well as highly sensitive to audience habits.

During a question period conducted by Mr. Nunn, Dr. Baker

Mr. BITNER
OPERATING COSTS

COST of operating broadcast stations of all income groups runs consistently higher on the West Coast and lower in the South, based on station income, Richard P. Doherty, NAB employs-employer relations director, told delegates to the NAB District 7 meeting in Cincinnati Friday, closing day of the first of the nationwide series of district meetings (see main story page 23).

Mr. Doherty presented an analysis of 1948 station operating costs based on a nationwide study that has been under way several months with the aid of the NAB Research Dept. [BROADCASTING, May 30, Aug. 29]. The study breaks down all types of operating costs by regions and by cost of stations.

The analysis shows that the more money a station takes in, the larger the share of its selling expenses which goes to advertising and promotion compared to salaries and commissions.

Nationally, total operating costs (based on relation to station income) were highest for stations with less than $50,000 annual revenue, falling steadily to the $125,000-$150,000 income class. At this point costs ran higher into the $150,000-$200,000 class and then fell off rapidly all the way up to stations with over $1 million annual revenue.

Mr. Doherty's detailed findings permit stations to compare their income and cost ratios to those of other stations in the five main geographical areas, by size of station. These revelations, he said, give management a chance to see what the rest of the industry is doing. The nationwide ratio of total operating expense to total broadcast revenue, by size of stations, follows:

<table>
<thead>
<tr>
<th>Gross Income</th>
<th>Operating Expenses</th>
<th>Operating Expense to Revenue Ratio</th>
</tr>
</thead>
<tbody>
<tr>
<td>Below $50,000</td>
<td>10% of Gross Income</td>
<td>8.7%</td>
</tr>
<tr>
<td>$50,000-$99,999</td>
<td>10% of Gross Income</td>
<td>8.6%</td>
</tr>
<tr>
<td>$100,000-$149,999</td>
<td>11% of Gross Income</td>
<td>8.4%</td>
</tr>
<tr>
<td>$150,000-$199,999</td>
<td>10% of Gross Income</td>
<td>8.3%</td>
</tr>
<tr>
<td>$200,000-$249,999</td>
<td>11% of Gross Income</td>
<td>8.2%</td>
</tr>
<tr>
<td>$250,000-$299,999</td>
<td>11% of Gross Income</td>
<td>8.1%</td>
</tr>
<tr>
<td>$300,000-$349,999</td>
<td>12% of Gross Income</td>
<td>8.0%</td>
</tr>
<tr>
<td>$350,000-$399,999</td>
<td>12% of Gross Income</td>
<td>7.9%</td>
</tr>
<tr>
<td>$400,000-$449,999</td>
<td>13% of Gross Income</td>
<td>7.8%</td>
</tr>
<tr>
<td>$500,000-$549,999</td>
<td>13% of Gross Income</td>
<td>7.7%</td>
</tr>
<tr>
<td>Over $500,000</td>
<td>13% of Gross Income</td>
<td>7.6%</td>
</tr>
</tbody>
</table>

In general, program salaries comprised the highest expense item, based on relation to total station revenue, Mr. Doherty found. Following in order were administrative salaries or other administrative expenses, and technical salaries.

A study of salaries shows that stations in the $150,000-$200,000 class have the highest salary ratio, with those over $1,000,000 having the lowest.

At stations below $50,000 the main salary items were program, technical and general, in that order; $60,000-$75,000, program, technical and general; $75,000-$100,000, program, technical and general; $100,000-$125,000, program, general and technical; $125,000-$150,000, program, general, and technical; $150,000-$200,000, program, general, and technical; $200,000-$250,000, program, general, and technical; $250,000-$300,000, program, general, and technical; $300,000-$350,000, program, general, and technical.

Operating Cost Breakdown, Showing Percent of Total Broadcast Revenue

<table>
<thead>
<tr>
<th>Total Income</th>
<th>Total Salaries</th>
<th>Selling Cost</th>
<th>Administrative Cost</th>
</tr>
</thead>
<tbody>
<tr>
<td>Below $50,000</td>
<td>49.3%</td>
<td>10%</td>
<td>30.1%</td>
</tr>
<tr>
<td>$50,000-$99,999</td>
<td>48.6%</td>
<td>10%</td>
<td>30.3%</td>
</tr>
<tr>
<td>$100,000-$149,999</td>
<td>48.0%</td>
<td>10%</td>
<td>30.4%</td>
</tr>
<tr>
<td>$150,000-$199,999</td>
<td>47.2%</td>
<td>10%</td>
<td>30.6%</td>
</tr>
<tr>
<td>$200,000-$249,999</td>
<td>46.8%</td>
<td>10%</td>
<td>30.5%</td>
</tr>
<tr>
<td>$250,000-$299,999</td>
<td>46.2%</td>
<td>10%</td>
<td>30.7%</td>
</tr>
<tr>
<td>Over $300,000</td>
<td>45.0%</td>
<td>10%</td>
<td>30.9%</td>
</tr>
</tbody>
</table>

* Administrative costs include administrative salaries, depreciation, local property taxes, experimental costs, professional offices.

**

ATLANTIC FOOTBALL

On 126 Outlets

West Is High, South Low

Broad Costing.

Regional networks totaling 126 radio stations will be used by the Atlantic Refining Co. this fall to cover its sponsorship of college, high school and professional football contests, according to an announcement by Richard Borden, advertising manager of the company, on Sept. 9.

This will be the most extensive radio coverage in the 14 consecutive years of Atlantic sports broadcasts. The schedule includes outstanding college games to be played week ends during the season, from New England down the eastern seaboard to South Carolina and westward into Ohio.

Leading college teams whose complete home schedule will be broadcast are Pennsylvania, Navy, Duke, Yale, Princeton, Harvard, Holy Cross, Boston College, Colgate, Temple, Pittsburgh, Ohio State, Cornell, Syracuse, Boston U., Brown, Dartmouth, Franklin and Marshall, Penn State, Virginia, Niagara and St. Bonaventure.


The largest regional networks of the season—44 stations—will be used on the Penn-Cornell game.

The company will again broadcast the 12 games played by the Pittsburgh Steelers in the National Professional League, plus four exhibition contests. This schedule will originate at WWSW Pittsburgh and will be carried by 19 stations on a Western Pennsylvania network.

Video Coverage

For the 10th consecutive year, Atlantic will sponsor TV coverage of the Penn games at Franklin Field over WPTZ Philadelphia. The TV schedule also includes the home games of Boston College, using WABC-TV Boston.

The first college games on the program are Boston College-Oklahoma, at Boston, and Boston U.-Syracuse, at Syracuse, which will be played on Sept. 29.

The final college games on the schedule are Boston College-Holy Cross and Auburn-Clemson, played on Nov. 26. The last contest to be covered this year will be the game between the Steelers and the New York Bulldogs, played at New York on Dec. 11.

Atlantic will have a staff of at least 65 trained announcers to handle the 1949 schedule. Many of these men are veteran broadcasters in the service of the company, who have kept the mikes since the early years of the long sportscasting series.

Atlantic's program is being directed again this year by its agency, N. W. Ayer & Son Inc., Philadelphia, which has managed these sports broadcasts since they were originated. As in previous years, all of the announcements will meet prior to the opening of the season for discussion of rules changes, improvement in broadcasting techniques, and a general exchange of information. This "refresher" meeting has been effective in building these broadcasts to a high standard of performance. This year's session will be held on Sept. 12 at the company headquarters in Philadelphia.

September 12, 1949  •  Page 27
RECRUITING

NATIONAL GUARD, through Gardner Adm. Co., Washington, will
apportion from $45,000 to $50,000 to radio to push across its national
fall recruiting campaign which starts next Monday and runs through
Nov. 19, BROADCASTING learned last
spent on spot announcements, with
a series of dramatic programs also
included.

The Guard last month began a
study of areas housing NG units,
with a view to lining up AM-TV-
FM stations for the projected campa"
[Clipped Circuit, Aug. 22].
About 1,740 AM stations and 85
TV stations are included in the
Guard program. The campaign
will be held in over 2,200

Radio will be allotted an amount
at least equal to, and possibly sur-
passing, that for newspaper and
magazine lineage, it was disclosed.
In addition, nearly 700 advertisers,
many of them using radio time,
and networks have indicated they
will cooperate with NG in their
regular ad campaigns, according to
Maj. Gen. Kenneth F. Cramer,
chief of the National Guard Bu-
reau.

NG’s plan is to use about four
spots—averaging one per every
two weeks—through the nine-week program on each of the stations
suggested by the adjutant general
(military adviser to the governor of
each state). Additionally, stations
will be asked to incorporate
general service announcements in
their program fare.

It was also disclosed that the
Guard has arranged with C. P.
MacGregor, Hollywood firm, for a
series of 13 quarter-hour dramatic
programs featuring such Holly-
wood talent as Alan Ladd, Ruth
Hussey, Brian Donlevy and others.
NG contracted for the series, to be
used during and after the campa"
for distribution to stations
to run as public service features—
free of charge. Stations liking

Guard Places $45-50,000
Radio Time

KICKING off in a third season of
radio promotion, Polsky’s depart-
ment store in Akron, Ohio, recently
displayed its latest fashions in
“Window-Vision” broadcasts over
WAKR Akron. Broadcasts origi-
nated from the large corner win-
dow of the Polsky’s store.

Combining radio sense with ad-
vertising and promotional ability,
the broadcasts, directed by Meg
Zahrt, radio and public relations
director of Polsky’s and chairman
of the Ohio Advertising Council
of the American Association of
Woman Broadcasters, NAB Wash-
ington, reportedly were highly successful
and drew record attendance. Chief
engineer for broadcasts was Irv
Knoopp and announcer was Art
Fassin, both of the WAKR staff.

Two previous “Window-Vision”
broadcasts, last year and Easter
week this year, had paved the way
for the third venture. Both shows
in past were reportedly successful.

Feature of this year’s broadcast
was Mademoiselle Magazine ap-
proved campus fashions as adver-
tised in the August “College Issue.”
Window display was made up of
an enlargement of the Mademoi-
quelle August cover with a stylized
mannequin sitting at the micro-
phone until broadcast time (1:15
p.m. Mon.-Fri.). At air time, Miss
Zahrt took the dummy’s place
dressed in an identical outfit.

During the broadcast, local col-
lege girls modeled the advertised
fashions by stepping through a
cut-out in the background. Two
models were used for each broad-
cast with 10 ensembles shown each

day. The girls were interviewed
briefly at the microphone.
Five broadcasts over WAKR

TAPLINGER
To Handle K&E Talent
SYLVAN TAPLINGER, formerly
with William Von Zehle as a vice
president and general manager
both New York, has been named
talent head of the radio and
television division of
Kenyon & Eck-
hardt, New York,
effective Sept. 12.

Mr. Taplinger
was with Weiss
& Geller as vice
president and head
of the radio
department prior
to his association
with the above agencies. Before
the war Mr. Taplinger was the
producer on The Kate Smith Show
for 5½ years. Previously he was

Mr. Taplinger

ZIPO LIGHTS UP
New Advertising Campaign
ZIPO Mfg. Co., Bradford, Pa.,
through its agency Geyer, Newell
& Ganger, New York, is planning
the most intensive advertising cam-

Sponsors ABC’s Russ Hodges
RICHFIELD Oil Co., through its
agency, Morey, Hunn & Johnstone
Inc., New York, will sponsor on
ABC, Russ Hodges, sponsor, in
a weekly round-up of football
scores.

The Richfield Sports Reporter
will be aired Saturdays, 7:30-7:45
p.m., effective Sept. 17, and will
feature highlights and interviews
with gridiron personalities.
NEGOTIATIONS seeking an FCC ruling on the Commission's rules on network giveaways [Broadcasting, Aug. 22] were instituted late last week by ABC, CBS, and NBC. They were conferred at length with FCC legal staff executives and followed up by submitting to the Commission itself the draft of a stipulation which would delay the effective date of the rules from Oct. 1 to 90 days after completion of the litigation which the networks commenced two weeks ago [Broadcasting, Sept. 8].

The draft was submitted late Thursday for Commission consideration possibly Friday or early this week. The Commission, advised of the proposal in advance, appeared inclined to reject it but awaited a chance to study the draft itself before reaching a final decision.

In conferences with the network representatives, FCC lawyers opposed the plan in the full scope proposed by the networks, but reportedly indicated a willingness to accept a limited version. The draft subsequently filed for the Commission action contained modifications designed to meet the staff objections.

Test Case in District Court

If the Commission and networks come to terms on a stipulation, it presumably will be entered as an order in the test cases the networks have started in district courts throughout the Southern District of New York, to enjoin the Commission from enforcing its rules.

Such a stay as the networks requested would mean, if granted, that the Commission's giveaway ban would be held in abeyance possibly for more than a year, since the cases seem certain to reach the U.S. Supreme Court regardless of the lower court's decision.

Participants in the conference between the networks counsel and FCC staff, held Wednesday, included General Counsel Benedict P. Cotton; Harry M. Plotkin, assistant general counsel in charge of broadcasting; Max Goldman, assistant general counsel in charge of litigation and administration, and Richard A. Solomon, chief of the FCC's litigation branch. All of the FCC: Joseph A. McDonald, ABC general attorney, and James A. McKenna and Alfred McCormick of counsel; J. D. Brauner, CBS general attorney, and Max Freund, of counsel for CBS, and Bob Zeller, of counsel for NBC.

Percy H. Russell attended the conference as counsel for Radio Features Inc., Chicago, producer of Tello-Test and Tune-Test shows, which meanwhile is acting against the giveaway rules in a suit similar to those filed by the networks.

William McFarland of the Justice Dept. also was present, since the suits technically are against the government.

The Commission staff represen-

its programs are not in violation of the Criminal Code (Section 1904, 18 U.S.C., QEPR) and are not the type of program that could be covered by the proposed FCC interpretive rules 3.192, 3.292 and 3.692 "if such sections were in fact valid." Its petition states that parties who have entered into contracts for production of its giveaway shows fear that the programs will be barred by the regulations and "in fact, fear that if they intend to or do broadcast the programs they not only may fail to receive a license or a renewal of their license but they may be prosecuted under the Criminal Code, fined and imprisoned."

"As a result," petition continues, "these parties now under contract have cancelled or are threatening to cancel their contracts as of Oct. 1 (effective date of the rules)."

Appearing for Radio Features were Walter E. Timaley and John M. O'Connor Jr. of the Chicago law firm of Kirkland, Fleming, Green, Martin and Ellis.

WMID SALE

Endicott to Purchase Outlet

NEGOTIATIONS for acquisition of WMID Atlantic City, N. J., by Richard Endicott, part owner of WTTT Coral Gables, Fla., were completed last week, subject to the customary FCC approval.

The sales price is $50,000.

The 250 w Mutual outlet, operating on 1340 kc, is owned in equal shares by Earl M. Johnson, Mutual vice president in charge of station relations and engineering; Charles Singer, assistant chief engineer of WOR New York, and David Friedman, Atlantic City accountant. The station commenced operation in mid-1947.

The new owner, in addition to his stock interest in WMID, is manager of the Steel Pier at Atlantic City and owner of the Endicott Hotel.

BEHIND the scenes pre-production talk on the new CBS Bergen show looks like this. That's Edgar Bergen in the light suit discussing script format with executives representing the advertising agency, the network and the sponsor. Left to right, Paul Louis of the D'Arcy Agency; Hubbell Robinson of CBS; Mr. Bergen; Felix Coste, vice president of Coca-Cola; Jess Opper, CBS producer; John Tiego of D'Arcy and Bill Brennan of CBS. Coca-Cola is sponsoring the radio show series beinning Oct. 2.
SPONSORSHIP is set for WCOP Boston's hour-long disc show, Let's Have Fun, which is conducted by 8-year-old Betty King, daughter of Gene King, the station's program director. Concluding negotiations are (I to r): William Scheff, representative of Richards Shoes, Boston outlet for Little Yankee Shoes; Harry Wheeler, local sales manager of WCOP; Samuel Smith, owner of Yankee Shoemakers and Joseph Minzer of Lawrence-Fortig Adv.

ARERRANGING telecasts of Roller Derby over WKRC-TV Cincinnati are (I to r) Billy Bogash, Derby play-er-coach; Charles Diebel, agency pro-ducer; H. Tracy Balcom, Jr., pres.; Wiedemann Brewing Co., sponsor; E. R. Strauchen, Strauchen & McKim Adv. Ay; Gerry Murray, star player.

SETTING contract at Toronto for world distribution of transcribed mystery series Shroud of Night are (I to r) Mr. Len Headley of RCA-Victor, Toronto; Pres. Garry J. Carter of Garry J. Carter Inc., New York and Buffalo; Ral Furry, Toronto, pro-ducer, Jerry Grant, Carter sales.

ADMIR FORCES Ad Policy Under Study

RESPONSIBILITY for a re-study of the Dept. of Defense's advertising needs for the Army and Air Force during the current fiscal year have been shifted in part from the Office of Public Information to the department's Personnel Policy Board because of inadequate personal, it was learned last week. William Frye, OPI director, originally had been charged with initiating the survey [BROADCASTING, Aug. 29].

Meanwhile, appointment of Mark Martin, vice president of Gardner Adv. Co., which handles the two accounts, to assist in the study [BROADCASTING, Sept. 5], gave rise to speculation that competition for the accounts may be re-opened sometime this fall. Gardner's contract expires Oct. 31.

Bidding for the two accounts would hinge upon whether continued advertising is deemed necessary in view of present Army-Air Force needs.

Mr. Martin already has indicated his agency would not compete in the event bids are solicited.

Gray's Request

Army Secretary Gordon Gray requested that the Defense Secre-tary have Mr. Frye's OPI and in-examin the need for advertising service in support of future re-cruiting and re-appraisal of the procurement system. At stake is a contemplated review of a $1,880,000 ad contract, a good portion of which has been syphon off to radio [BROADCASTING, Aug. 8].

A decrease in funds is foreseen, but some advertising will be main-tained, it is believed.

Gardner's contract actually expired June 30, and of fiscal 1949, with continuation until the Oct. 31 deadline expected momentarily. The Senate already has passed the 1950 military funds bill, currently tied up in conference committee.

The measure (HR 4146) made no specific allotments for Army and Air Force advertising, but overall provison were substantially the same as for the past fiscal period.

FM PROMOTION

Set by N. Y. Group

A DECISION that New York, as the most important market in the country, is the most important place for the promotion of FM listening and advertising, was reached Thursday by representa-tives of FM stations in the New York metropolitan area.

Group met at the invitation of Morris Novik, radio consultant, and Frank Gunther, vice president of Radio Engineering Labs, FMA directors for the area.

Mr. Novik was named chairman preliminary to the committee appre to draft plans for a campaign of FM promotion and research. Com-mitee will meet on Thursday for its first discussion and, when its plans are perfected, will report back to the full group. Other com-mittee members include Joseph Creamer, WOR-FM New York; Elliott Sanger, WXYK-FM New York; Elias Godofsky, WHHL-FM Hempstead, L. I.; Seymour Siegel, WNYC-FM New York; William Hurgan, WNYC-FM New York, Harry Hirschman, WABF-FM New York, and a representative of WDFR (FM) New York as yet unanamed.

Meeting was attended by Jack Aaron, WFS-FM White Plains; Lewis Arnold, WSOU (FM) Orange, N. J.; Mr. Coleman; Mr. Greener; Millard Faught, WXAA Alpine, N. J.; Louis Frankel, WFDR; Mr. Godofsky; Mr. Gun-ther; Mr. Hirschman; Walt Lewis, WXYK-FM Greentech, Conn.; Gordon Meyers, WGHL-FM New York; Mr. Novik; August Rickert, WFWU; Harley Samuels, WFDW; Eleanor N. Sanger, WQXR FM.

Lucerne Signs

MILLER NAMED
To Head Lang-Worth Post

APPOINTMENT of James A. Miller as research and engineering director of Lang-Worth Feature Programs Inc. has been announced by C. O. (Cy) Langlois, president of the firm, coincident with the presentation of the new Lang-Worth eight-inch transcription.

Mr. Miller described the transcription as Mr. Miller's "most revolutionary achievement . . . a product befitting his long years of experience and deep fount of knowledge — both in the scientific realm of electronics and the practical application of broadcasting. At Lang-Worth he will be given every opportunity to transfer this great inventive talent to all technical phases of our program service." Mr. Miller will be in charge of technical activities for New York City and Long Island City operations.

Mr. Miller pioneered in experiments with the first magnetic recordings, then turned to sound film and finally engraved tape. In 1907 he constructed a "wireless" station in Palo Alto, Calif., which went on the air the following year. He also worked on formation of the old Federal Telegraph Co., now part of IT&T.

During the first world war, he was named engineer in charge of construction of high-powered trans-Atlantic stations for the U.S. Navy and A. E. F. in Bordeaux, France, he helped build a 125,000-w station which reportedly transmitted the first message sent around the world.

After returning to San Francisco he installed radio multiplex stations between California and Oregon, and in the late 20's organized the old Vitavox Co., which recorded sound for motion pictures. He is the inventor of a recording system by engraving sound impulses on special film tape. During World War II he was commissioned in charge of arrangements for installation of top secret communication system between the U.S. and Europe. Immediately after he returned to work on recording, Mr. Miller is a member of SMPE, and has previously served as director for such recording firms as Victor and Brunswick.

WHSY to ABC

ABC last week announced the signing of an affiliation agreement with WHSY Hattiesburg, Miss., bringing to 282 the total affiliated stations. WHSY, a fulltime 250-w station, operating on 1220 kc, is owned by the Hub City Broadcasting Co., with Charles W. Holt as station manager.

PILLSBURY STOCKHOLDERS BROADCAST
Unique Report on WCCO Sept. 13

"BUSINESS and its methods are everybody's business," is the theme carried forth by Pillsbury Mills in its unique stockholders broadcast to be carried over WCCO Minneapolis-St. Paul evening.

Called Stockholders Meeting of the Air, the program, Merle S. Jones, WCCO general manager, says, will be an "actual documentary" presenting a straight special events broadcast. Several WCCO microphones spotted in the auditorium of the Pillsbury Bldg. during the afternoon will pickup meetings for recording. WCCO special events department then will edit pertinent portions and dub in narration before broadcast time on the day of the meeting.

Philip W. Pillsbury, president of the milling firm, will call the meeting to order and present his annual report. After appointment of inspectors of the election, actual election of officers will proceed while officials make annual reports from several divisions. Highlight of the program is a question and answer session with stockholders engaging in open discussion of company problems. Concluding portion of broadcast is announcement of election results.

In bringing the technical and somewhat personal proceeding to the microphone, Mr. Pillsbury said his firm believes "it is management's obligation to bring the facts of our company operation to everybody in the most dramatic method possible . . . radio."

Task of editing recordings in a five hour period has been assigned to WCCO newswriters, Ralph Bacilund and Charles Sarjeant. Sig Mickelson is responsible for over-all production for WCCO.

CANCER DRIVE
Radio-TV Give Much Time

RADIO donated over $2 million worth of time and television more than $100,000 to publicize efforts of the American Cancer Society's 1949 campaign.

This was announced last week in a report of appreciation by the society to all segments of the radio and television industry.

Local stations alone contributed $1,137,152.74 worth of time on a conservative estimate which used B time rates as the basis for dollar computations, the society said.

A total of 1,059 stations used the society's material as follows: 20-second E.T. announcements, 33,181 times; one-minute E.T. appeals, 77,856 times; five-minute musical transcribed programs, 4,401 times; five-minute script programs, 915 times; 15-minute E.T. dramas, 2,956 times; foreign language script announcements, 1,135 times; 15-minute script discussions, 268 times; Hollywood Comes A-Visiting, 1,241 times, and 30-minute E.T. special, 549 times.

Conservative Estimate

The Cancer Society said that the networks, the advertising agencies and their clients contributed 340 live appeals and mentions on special programs valued conservatively at $667,600 and 7,146 national spot advertisers' mentions valued at $107,400.

Local television stations numbering 50 gave the society 791 plugs valued at $60,901 on a B time basis while TV networks gave 340 showings of cancer material. Television was a whole donated over $100,000 in time, the society said.

VOL NET SET
To Air Tenn. U. Football

FOOTBALL games played by the U. of Tennessee Volunteers will be broadcast over a statewide Vol Network of at least 17 stations including WKGN Knoxville. According to Gen. Robert R. Neyland, the university's athletic director, games will be described by WKGN Sports Director Lindsey Nelson.

Gen. Neyland said the athletic association is producing the broadcast this year. For the opening game in Knoxville Sept. 24 between Tennessee and Mississippi St. there will be a network tie-in of the Mississippi Broadcasters Assn. and Vol Network.

By FLORENCE SMALL

IN RADIO as in macaroni, it's the draw that counts; and when the two items combined recently on WOR New York, suction was such as to break all mail-pull records for the station.

La Rosa & Sons, New York, nation's largest manufacturer of macaroni products, is sponsor of the C. P. MacGregor daytime dramatic series "Hollywood Theatre of Stars." For three weeks the show carried a spaghetti, macaroni and spaghetti noodle cook-book giveaway which had to be rescinded after that time because of the deluge of response to the offer run.

Horace Hagedorn, account executive and program liaison, with Kieswetter, Wetterau & Baker, Inc., New York, (agency for La Rosa) was forced to wire C. P. MacGregor: "Hollywood Theatre of Stars polled 10,143 requests for La Rosa Recipe Booklet after only five announcements on WOR only. STOP WOR advises this breaks all record停止 Offer withdrawn during third week STOP Congratulations!" La Rosa has a radio history that goes back to 1932 when they used mostly spot announcements on foreign language stations. The policy obtained in great degree until last year when, as a test they bought the C. P. MacGregor transcribed show and placed it on six stations. The test proves so successful that effective Oct. 3 the firm will have increased the number of stations to 18, in the entire northeast portion of the country where La Rosa has distribution. Three year contracts have been signed.

The program "Hollywood Theatre of Stars," presents a complete half hour dramatization each day, six times weekly.

V. La Rosa's advertising budget now allocates more than 50% of its outlay radio, with the rest divided between car cards and magazines.

The firm, organized in 1915, produces more than 200 million pounds of macaroni products in a year. The principal officers of the company are Stefano La Rosa, president, Peter La Rosa, vice president and Joseph Giordano, advertising manager.

The specific markets used by the advertiser are: Boston, Pittsburgh, Providence, Hartford, New York, Philadelphia, Troy, Schenectady, Albany, Sacramento, Wilkes-Barre, Allentown and Hazelton.

WAGNER

Resigns as Oilian Vice President

IRVIN J. WAGNER, vice president of Oilian Adv. Co., Chicago, for the past five years, has resigned to establish his own business as a consultant to agencies and advertisers, and also to package TV and AM programs. Mr. Wagner will maintain his association with Oilian as a consultant, working on radio and television spots and programs. Before joining the agency he had been an executive at Arthur Meyerhoff and the Schwinmer & Scott agencies in Chicago. He is well known in Chicago radio circles as a pioneer in musical jingles and gimmick spots and the setting up of unique commercials. His new office will be in Lincoln Tower, 75 E. Wacker Drive, Chicago.

Discussing promotional plans for the La Rosa Hollywood Theatre of Stars (l to r): Stefano La Rosa, president, V. La Rosa & Sons Inc.; Robert Wood, of WOR New York; Peter La Rosa, vice president, V. La Rosa & Sons Inc.; R. C. Maddox, vice president of WOR; Horace Hagedorn, vice president, Kieswetter, Wetterau and Baker, advertising agency, and Joseph Giordano, La Rosa advertising manager.

NARBA

Sessions Start Tomorrow

A 35-MAN U. S. delegation, including government and industry advisors, was slated to leave over the weekend for Montreal, where negotiations for a new North American Regional Broadcasting Agreement (NARBA) open tomorrow (Tuesday).

The delegation is headed by FCC Comm. Rosel H. Hyde with Fletcher Warren, U. S. Ambassador to Paraguay, as special consultant and John A. Willoughby, FCC's acting chief engineer, as chief technical advisor [ Broadcasting, Sept. 5].

The conference is slated to proceed through the weekend notwithstanding the large number of observers present at the initial meeting.

Members of the U.S. delegation:

Rosel H. Hyde, chairman; Ambas- sador Warren, special consultant; John A. Willoughby, chief technical adviser, and the following government advisers: James E. Harr, head of FCC Engineering Bureau's AM Division; assistant chief of State Dept.'s Telecommunications Branch; Horace Hagedorn, advertising manager; Horace Hagedorn, chief of the AM Division's Allocations Branch; FCC Engineering Bureau; Florence Kirlin, special assistant to deputy Secretary of State for Congressional Relations; Joseph M. Kinnear, assistant to FCC general counsel; Bruce S. Longfellow, assistant chief, AM Division's Allocations Branch; FCC Engineering Bureau; Donald R. MacQuivey, foreign affairs specialist; State Dept.'s Telecommunications Division; Ralph J. Rentschler, FCC engineer and U.S. member of the North American Regional Broadcasting Committee; F. V. Vandiver, chief of FCC Technical Information Division's Information and Analysis Branch.

Industry advisors: Walter Benoit, executive vice president, Westinghouse Radio Stations; Julius F. Brau- chers, CBS general attorney; Louis G. Caldwell, counsel, Clear Channel Broadcasting Service; W. F. Craig, broadcasting consultant, New York; W. Lohnes, counsel on radio and allocations engineering; R. Russell Egan, attorney, of Kirkland, Fleming, Green, Martin & Ellis; Raymond E. Jones, manager of radio and allocations engineering, NBC; Andrew G. Halsey, counsel, Al, Ralph N. Harm- son, engineering manager, Westinghouse Radio Stations; Howard, engineering consultant, E. M. Johnson, vice president and engineering director; William G. Lodge, CBS vice president in charge of general engineering; Gustav B. Margraf, NBC vice president and general attorney; Leonard H. Marks, counsel, Daytime Pe- rations Assn.; Frank Marx, ABC engineering vice president; Neal Nauntauch, NAB engineering director; Edward F. Napper, technical field director, Westinghouse Radio Stations; E. C. Page, engineering consultant; James D. Parker, CBS; Forrester Rahn, director of government relations for the ABC; Oscar W. Reed, Jr., engineering consultant, Jansen & Bailey; J. W. Wright, chief radio engineer, CBS.
RADIO listening in Iowa has increased 213% since 1941!

This and other significant trends are features of the 1949 Iowa Radio Audience Survey.* For the twelfth consecutive year, this outstanding Survey continues to give a complete and accurate picture of radio in Iowa. It enables advertisers and agencies to determine Iowa's greatest radio value for any radio promotion, in any or all parts of the State!

This valuable book will be off the press in a few days. Write now to reserve your free copy.

* The 1949 Iowa Radio Audience Survey is a “must” for every advertising, sales or marketing man who is interested in Iowa.

The 1949 Edition is the twelfth annual study of radio listening habits in Iowa. It was made by Dr. F. L. Whan of Wichita University—is based on personal interviews with over 9,000 Iowa families, scientifically selected from cities, towns, villages and farms all over the State.

As a service to the sales, advertising and research professions, WHO will gladly send a copy of the 1949 Survey to anyone interested in the subjects covered.

WHO

† for Iowa PLUS †

Des Moines . . . 50,000 Watts

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

FREE & PETERS, INC.
National Representatives
AUDIENCE PROMOTION

By JESSE THOMPSON
DIRECTOR OF ADVERTISING & PROMOTION
MUTUAL BROADCASTING SYSTEM

SOME 10 years that I know of, hundreds of thousands of dollars a year have been invested in audience promotion in all of its many forms. In 1949, due mainly to the fundamental schedule scrambles which, willy-nilly, is occurring on all the networks and will affect more than half of the nation's radio stations, this promotion expenditure will undoubtedly be doubled and tripled to a new high.

The results so far achieved on some major switchers have been disappointing—and the results of promotion still to be done on changes still to come remain in the realms of speculation and devout hope.

Time to Face Up

So the present would seem to be a good time to face up realistically to the basic question which we have not liked to ask: "Is all that money well spent, or is it money spent down a well?" And this, not unnatural, suggests another query: "How can we work it so as to derive more good from this money?"

The right answers to these poses are important not only to networks and stations; they are equally important to sponsors. For surely, there is no sponsor today who seriously thinks it is all network and station money or who fails to realize that, in the long pull, it is no one but the sponsor who pays—in time rates that must cover the stations' operating expenses plus a fair margin. How effective, then, is promotion money? I don't recall ever having seen any research into the influence of audience promotion on program ratings. Giving due weight to all the other factors involved in a rating-program quality, competition, time of broadcast and other inherent as well as external influences—does it take $600 to raise a rating by 1 point? Does it require $1,000 or $10,000? (If Mr. Nielsen has any flicker of interest in undertaking such a study, I have some notions to pass along.)

Promotion Gets Credit

In spite of this lack, if we believe at all in advertising, we have to hand audience promotion a lot of credit for building and maintaining audiences. At the same time, it is possible to hold the conviction that if audience promotion had more joint planning on the part of sponsors, agencies and networks, and more cooperation in execution on the basis that it is a common project, its impact could be greater, its results better.

And this assumption leads us on to take a new look at long-accepted fundamentals, which have possibly been equally long-neglected because of the immediacy of most audience promotion. Such a look at basics however, sometimes self-evident they might be, could well start some new thinking, suggest some worthwhile new approaches.

First Fundamental

Fundamental No. 1, on which audience promotion is necessarily predicated, stems from a basic characteristic of radio with respect to sponsored programs—one that exists in no other medium except television. An advertiser who buys space in a magazine or newspaper is not expected to provide the editorial content; that is done by the publication itself, and responsibility for building circulation and reader-ship rests with the publisher. The advertiser buys circulation, ready-made and his only job is to capture readership for his message, to develop stench ratings, with the most fetching ads he and his agency can produce.

In radio, by contrast, it is the unique fact that the advertiser (sponsor) furnishes his own editorial content (his program). And because of the complicating factor of "audience inheritance," some of the responsibility for editorial matter is in the hands of other sponsors and of the networks, depending upon whether the preceding block of programs is commercial or sustaining or both. But there is more: Not only must the sponsor build his own circulation based on a network's "listening habit"—that is, try for the highest possible rating for his "editorial!"—he must also get for his commercial (his advertisement) the biggest hearing he can. (The second part of the job is by no means automatic—or cor-respondent with the first.)

No Stake in Printed Media

Put in another way: In printed media the advertiser has no stake, though he has an interest, in editorial. In radio the editorial surrounding his commercial is his—has a definite money stake in it. And his is the foundation for his audience promotion.

The conclusion from the audience promotion viewpoint is that not only must successful programs be listenable—they should be promotable, must make good "copy." And that includes a lot of elements—personalities, story lines, guest shots, flexibility for tie-ins and ballyhoo.

Fundamental No. 2 flows from the foregoing: Its elementary: The purpose of audience promotion is to build audiences for programs. Immediately, however, we run into a corollary, a parallel with product advertising. Advertising can and does get customers to buy and try a product—and does keep a product spotlighted—but it is the product itself that has the burden, through quality and service and satisfaction, of keeping customers sold and producing the repeat sales which make businesses successful.

Persuade Listener

So also, audience promotion: It can and does persuade the listener to tune in once, twice, three times, but only the program itself can exercise a long-time hold on the audience and keep it tuning week after week. It is generally agreed that it takes time for a show to "establish" itself. Audience promotion can shorten this time element and so return dividends.

But it is well to realize that promotion doesn't have all the answers. For instance, promotion can add nothing to a show's maximum audience, because it is the program itself that performs in the realm of programming. What's more, a program which does not have the potential expected of it will never reach the top of the ratings.

Assuming a meeting of the minds of these two fundamentals, we come to "audience" No. 3 which is that: While networks and stations have been and are doing the best job they can (and it is a very good "best"), no audience promotion may be considered complete and well-rounded unless it includes:

a. Mutual cooperation of sponsor, network and stations, all three working toward the single goal. 

b. Planning and execution at both the national and local levels.

c. Approach to Answer

Where all this is done, there we begin with the answer to "how can we work promotion so as to derive more good from our money?" Suppose we take each party to promotion and look into the high-spots of what each can contribute to a well-rounded job? Maybe it will help.

THE SPONSORS' ACTIVITIES. Many sponsors are doing a great job with their part in promoting their shows and are finding the effort pays. But it may be said that more sponsors could do more to help their own ratings; and they could do it at little or no additional cost to themselves.

Here's a check list of the more important sponsor activities; neither new nor all-inclusive, it will nevertheless serve as a useful reminder of things which sponsors can add to their shows:

1. National Advertising. Many sponsors include some mention of their shows in their national printed advertising. However, a fairly attentive check through a current (Continued on page 52)

TALKING over promotion plans which NBC has undertaken this fall are (ft) Mr. Murray Bolen, Benton & Bowles, Hollywood; Sidney N. Strots, NBC administrative vice president in charge of Western Div., Ralph Edwards, m.c. of Truth Or Consequences and This Is Your Life; Nat Wolff, director of Hollywood Star Theatre.
CINCINNATI’S PULSE says they rate 1st 2nd 3rd

<table>
<thead>
<tr>
<th>Monday thru Sunday</th>
<th>WCPO-TV</th>
<th>TV-STATION 'B'</th>
<th>TV-STATION 'C'</th>
</tr>
</thead>
<tbody>
<tr>
<td>NOON to 6:00 p.m.</td>
<td>42%</td>
<td>25%</td>
<td>2%</td>
</tr>
<tr>
<td>6:00 p.m. to MIDNITE</td>
<td>32%</td>
<td>26%</td>
<td>19%</td>
</tr>
</tbody>
</table>

A Branham man will show you breakdown of ratings.

Represented by the BRANHAM COMPANY
A Scripps-Howard Radio Station
Affiliated with the CINCINNATI POST

A Tops in another August Survey-Tool!
"FAVORITE TV STATION"
WCPO-TV 56.7
STATION 'B' 36.8
STATION 'C' 6.5
**FIRST 15 PACIFIC HOOPERS—August 1949**

**District 7 Registration**

<table>
<thead>
<tr>
<th>Program No.</th>
<th>Cities</th>
<th>Sponsor &amp; Agency</th>
</tr>
</thead>
<tbody>
<tr>
<td>The Whirl</td>
<td>6</td>
<td>Wildroot (BDDO)</td>
</tr>
<tr>
<td>Amos Rap</td>
<td>6</td>
<td>Britt-Myers (JCB)</td>
</tr>
<tr>
<td>Mr. District Attorney</td>
<td>6</td>
<td>Brito-Myers (DCS)</td>
</tr>
<tr>
<td>N. Florida</td>
<td>6</td>
<td>Amer (BDDO)</td>
</tr>
<tr>
<td>On Parade</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Let's Do It</td>
<td>6</td>
<td>Oil Standard (Y&amp;R)</td>
</tr>
<tr>
<td>Henry Morgan</td>
<td>6</td>
<td>Britt-Myers (Y&amp;R)</td>
</tr>
<tr>
<td>Joe Morgan</td>
<td>6</td>
<td>Britt-Myers (Y&amp;R)</td>
</tr>
<tr>
<td>A Life in Your Hands</td>
<td>6</td>
<td>6-26-17</td>
</tr>
<tr>
<td>Turnaround</td>
<td>6</td>
<td>6-26-17</td>
</tr>
<tr>
<td>Our Miss Brooks</td>
<td>6</td>
<td>Col-Palm-Past (B)</td>
</tr>
<tr>
<td>Big Steve</td>
<td>6</td>
<td>Big Steve &amp; Co. (SSE)</td>
</tr>
<tr>
<td>Curb Your Time</td>
<td>6</td>
<td>Max Ins. (G)</td>
</tr>
<tr>
<td>Counts of Monte</td>
<td>6</td>
<td>Golden State Dairy</td>
</tr>
</tbody>
</table>

**SCBA Committees**

COMMITTEES for fifth annual exhibit for Broward County, Fla., broadcasters on Oct. 12 in Fort Lauderdale. MAJOR managers attended last week at Haan Tyler, KFI-TV Los Angeles manager, chairman. Those appointed include Robert Rogers, Thorns & W., WIMA; Darrell, Harry, BMI; Heiser, Hagenah, BMI; Mitchell listed BAB’s public relations manager, special to KBPI-FM; Frank Burke, manager KVFD, finance; Maury Gresham of KLAC and Oren Mattison, KMC, prizes; Jim Douglas, WHIS, and Buskett, KCL, golf; Bill Ray, KFBW, and Oscar Turner, NBC all Hollywood, reception. Affair will be held Oct. 4 at Oakmont Country Club, Glendale.

**WHCU AWARDS Given For Press Leadership**

WHCU Ithaca, the 1 kw CBS commercial outlet owned and operated by Cornell U., Saturday (Sept. 10) gave $1,700 in awards to six weekly New York state and Pennsylvania newspapers at the third annual Cooper Union Cornell U. Press-Radio Dinner.

The awards, offered for outstanding “editorial leadership” or “aggressive leadership” in community progress, were presented by WHCU General Manager Michael R. Hanna.

The meeting was attended by 25 press representatives, university officials and civic leaders and by 46 representatives from 43 of the 68 weeklies in 22 New York state and Pennsylvania communities who cooperate with WHCU in producing the station’s Peabody Award-winning Sunday program, Radio Edition of the Weekly Press.

The editors aid in production of the program merely by putting WHCU on their mailing list. The station then produces the program by culling the more than 60 papers thus received each week for “grass-roots” thinking on local, regional, national or international issues or problems. An estimated 50 million hours of labor go into the production of each week’s program—more than is used to produce many of the country’s better magazines. WHCU started as a minute sustainer and is now a 25-minute sustainer.

First prize of $500 for “editorial leadership” went to Corning News, Corning, New York, for the second straight year. Second prize of $250 in that category went to Ontario County Times-Journal, Canandaigua, N. Y., also for the second year. Third prize of $100 went to Dundee (N.Y.) Observer, while a special citation in that category went to Mid-York Weekly of Canastota, N. Y.

For “promotion of local community progress,” the Wyalusing Rocket of Wyalusing, Pa., drew first prize of $300; second prize of $250 went for the second year to Republican-Register of Moravia, N. Y., while the $100 third prize was the Courier (N. Y.) Courrier. Special citations for “community action” went to the Waverly Sun and Valley News, Waverly, N. Y., and Bee-Journal of Canasota, N. Y.

Operating Costs

(Continued from page 27)

of 50,000 to 250,000 and $1,392,647 in cities over 250,000. The study does not break out large station income by regions.

Highest share of the broadcast dollar of local stations goes to operating expenses at Mountain-Pac, and to local stations. A similar situation is found in the case of medium stations. Operating expenses take 72.28% of the revenue of stations in cities under 50,000; 77.20% in cities of 50,000-250,000; 74.65% in cities over 250,000.

Mr. Doherty said full-time stations rather consistently, for all purposes, are in a better cash income than part-time stations. Affiliation stations as a group in all areas had higher per-station income than non-affiliates.

Local full-time stations had average income of $117,073 in 1948 while local part-time stations took in $77,495, he said. Regional full-time stations averaged $97,477 while regional part-time stations had $114,108. Large full-time stations averaged $1,016,175 compared to $826,415 per station income for local part-time stations.

Small market stations (250 in cities under 50,000 population) within the New England, New York, Pennsylvania and New Jersey states, had highest income for the year, $99,674 compared to lowest average revenue of $50,195 for stations in the area embracing Missouri, Tennessee, Arkansas, Oklahoma, Louisiana and Texas.

Both part-time and non-affiliates spent larger proportions of their income on operating expenses than full-time and affiliated stations, respectively, Mr. Doherty said.

National average income for small stations follows: Small cities, $289,140; medium cities, $1,640; large cities, $232,256.

Medium stations: Small cities, $136,054; medium cities, $288,440; large cities, $457,437.

Small cities, $291,850; medium cities, $621,583; large cities, $1,351,270.

**Mogul Places $100,000**

WMCA New York has signed contracts totaling $100,000 yearly with the Emil Mogul Co., New York Agency, on behalf of its clients, National Shoe Stores, Barney’s Clothes and Modern Industrial Bank, all New York. Campaigns include participation in Mr. & Mrs. Music, recorded music programs and spot announcements. In addition, the Bank will participate in the Antique Record Shop program. Schedules start this month.

ALL announcements for candidates for mayor of Detroit have been invited to partake in the Detroit meteorological record station area.

**BROADCASTING • Telecasting**

**MWBT**

Page 36 • September 12, 1949

**KYW At Reading Fair**

SIXTEEN separate broadcasts—
including news summaries, on-the-scene interviews, descriptions of a beauty pageant and harness racing—will highlight Westhinghouse’s KYW Philadelphia coverage of the Reading, Pa., Fair which gets underway today (Monday).
THE BOARD

and you in radio who help make the song hits

"ROOM FULL OF ROSES"

BY TIM SPENCER

BROADCAST MUSIC, INC.
580 FIFTH AVENUE • NEW YORK 19, N.Y.

New York • Chicago • Hollywood

September 12, 1949 • Page 3
'NAB's FM-TV Aims
(Continued from page 26)
directors—Mr. Dillard and Frank U. Fletcher, WAKL—Heart—rep-resent FM on the NAB board.
The original FMBI was intended to solve an allocation problem. FMA's functions were set out as
mainly promotion at the time of its formation but it quickly assumed a
trade association hue.
FMA members still feel FM
should be promoted, and will
demand service of that type should
NAB and FMA decide to merge.
With 700 FM stations on the air
and several million sets in homes,
they believe some of the promotion
will be automatic. FMA has manu-
facturer members who contribute
to its support. Its 200 station
members pay $100 a year dues.
Any NAB-FMA merger would
require approval of the FMA board
and membership.
Some TBA officials take the posi-
tion that NAB's recent acquisition
of 29 new TV stations, all affiliated
with AM members, at $10 a month
merely amounts to "signing cou-
pons." The TV stations pay $10
a month until Jan. 1, with NAB's
board to set up permanent fees
when it meets in November. Video-
only stations pay $125 per month
dues to NAB. At present, 32 of
the 78 television broadcast stations
are NAB members.
The TBA dues scale is on a
sliding basis, ranging from $100
to $800 per year depending on size
of city. Originally TBA's dues were
$1,000 a year. TBA officials believe
that once stations are in the black,
the association will have no trouble
getting new members. At present
there are 32 broadcasting members,
18 affiliates (manufacturers, etc.)
and nine educational members.
TBA's main function since its
formation five years ago has been
to promote development of tele-
vision as an industry. Its officers,
perched in the big chair, have
been: Secretary-Treasurer Will
Baltin, work without pay and
devote considerable time to asso-
ciation work; Vice President Jack R. Poppele,
WOR New York, is president. The
association has a $20,000 annual
budget.
Last summer TBA was rumored
to have contacted FCC Chairman
Wayne Coy for its presidency, but
TBA has never officially discussed
the matter. A plan was conceived
to raise $100,000 from manufac-
turers to finance this project. A.
D. Willard, Jr., former NAB execu-
tive vice president, is another per-
son contacted for the post.
TBA's board will spend much
of its Sept. 20 meeting preparing
the association's appearance at the
FCC's video hearings. Plans for the
autumn membership drive will be
discussed. No action is expected
at this meeting on the proposal to
hire a paid president.
NAB and TBA held a series of
merger conferences last autumn and
winter. A merger plan submitted
by NAB would have given
TBA autonomy within NAB, much
like the BMB and BMI operations,
but eventually the whole matter
was dropped.
TBA's service record includes these operations: Fight with AT&T
to TV rate structure for net-
working; got Bureau of Internal
Revenue to rescind 20% amused-
tax on tavern TV; brought
New York ban on apartment house
TV antennas, setting national pat-
ttern; active on Radio Technical
Planning Board.
TBA produces a program guide,
and has a statement of program
policy used by its members pending
adoption of a code after industry
policies have settled down. TBA
\-------------------------------------------------------------------------------------------------
\NIELSEN
\Issues First Pacific Ratings

MEASUREMENT of the audience delivered by each network broad-
cast in the 4,457,000 radio homes in the Pacific network area has
been made on a monthly basis since May by the A. C. Nielsen Co. Niel-
sen Pacific ratings for May were distributed to 10,000 subscribers in
booklet form last week.
Last Thursday BROADCASTING
also obtained a preview of the June
Pacific report, not yet off the press,
showing for the first time, the fol-
lowing top ratings for summer radio:

Evening, one weekly—"Adventures of Sam Spade" 21.3%; "The Whistler"
17.5%; "Original Amateur Hour" 15.4%.
Evening, multi weekly—"News of the World" 7.7%; "Supper Club Club" 7.4%.
"Besbath Show" 6.8%.
Weekday—"Backstage Wife" 10.1%; "Young Wieder from Cabin" 7.5%.
Day, Saturday—"Grand Central Station" 0.4%; "Stars Over Hollywood"
9.1%; "Let's Pretend" 8.6%.
Day, Sunday—"Oklahoma B" 8.5%; "Fred Allen" 6.4%; "Noon Day Digest" 5.3%.

Nielsen claims its monthly Paci-
cific reports are the "only such
measurements of audience size
anywhere available," that they
cover the entire area "not just a few cities," cover homes of all
types "not merely telephone
homes in big cities," and cover "all
the listeners and all the listening
in each home, including secondary
receivers."

\WOW INC. STAFF
\AM- TV Changes Reported

PERSONNEL changes in radio-
television operations of WOW
Omaha have been announced by
Lyle DeMoss, acting general man-
ger of WOW Inc.
Soren Munkhof, veteran manager of
WOW's news department, has
been named director of news and
special events for WOW- TV, while
Harold W. Baker, newsroom re-
write man for the past eight years,
becomes WOW news manager.
Harold Storm, publicity manager,
has shifted to the WOW-TV film
department as chief. His post re-
 mains unfilled for the present.
Bill O'Halloran, continuity chief,
will devote considerable time to
video, and be assisted by Paul
Harrington, Nebraska U. radio
and journalism graduate. In addi-
tion, Glenn Flynn, chief control
operator, has been placed in charge
of aerial technical operations, the
station station has
Drafted a standard rate card
form, which AAAA has approved
except for one revision.
TBA's legal committee has been
working 18 months on a standard
TV advertising contract form, with
the networks participating. It
recently issued a booklet refuting
the claim that TV hurts the eyes.
A regular Washington report is
published along with quarterly re-
ports on industry progress.

\With Good Solid Programming
...From Early Morning 'til
Late At Night...
\IT'S ALWAYS Good Listening
on WIOD

That, plus the enthusiasm to
follow through, is the reason this
station does such a whale of a
selling job for you.

For All The Facts About
WIOD's Leadership In
Miami...Call Our Rep... 
George P. Hollingbery Co.

James M. LaGrate, General Manager
5,000 WATTS - 610 KC - NBC
For complete coverage of the Pacific Northwest with a single contract use Pacific Northwest Broadcasters

KXL Portland
KXLE Ellensburg
KXLY Pullman

KXLL Missoula
KXLK Great Falls
KXLJ Helena

KXLQ Bozeman
KXLF Butte

MERCHANDISABLE AREA
BONUS LISTENING AREA
SERVING 3,835,800 PEOPLE

EASTERN Sales Manager: W. H. Walker 551 3rd Avenue New York City, N.Y.
WHAT "XL" DOES - Advertisers Like

"SWAN SOAP SALES INCREASE 30%!"

"A REALLY GREAT JOB!"

"SALES INCREASE, 50%!"

"SHOWED A 25% INCREASE!"

"RETAIL SALES UP 30%!"

"50% INCREASED DISTRIBUTION!"

HOW "XL" DOES IT - Experts Like

THE CITY COLLEGE OF NEW YORK
Honorable Mention
FARMING FOR PROFIT

THE CITY COLLEGE OF NEW YORK
Award of Merit
EXCEPTS FROM THE BOOK OF HISTORY

the pacific northwest broadcasters
LA. ASSN.

T. B. LANFORD of KRMD Shreveport was elected president of the Louisiana Assn. of Broadcasters for the coming year at its annual meeting held fortnight ago in the new studios of KTBS Shreveport, NBC affiliate. Mr. Lanford succeeds Roy Bobbadie of WBBO Baton Rouge.

A series of all-day sessions were attended by more than 40 station executives on Aug. 27. Legal problems confronting broadcasters were highlighted in an address by Francis Edwards, KTBS attorney, after the group was welcomed by Shreveport Mayor Clyde E. Fant. Report on NAB activities was given by W. H. Slavick of WMC Memphis, NAB Board Director for the Sixth District comprising Louisiana, Arkansas, Mississippi and Tennessee.

Later in the day reports were presented to the group by Mr. Bobbadie and outgoing Secretary-Treasurer Paul Goldman of KSYL Alexandria. Talk on the role of broadcasters in selling to their communities by Gaydon F. Smart, president of Shreveport Advertising Club was followed by Ted Fontenot of WSMB New Orleans, who outlined pointers on looking for hidden advertising.

Rounding off the program were speakers Dierrell Ham of KANE Shreveport on major hurdles in radio advertising and Charles L.

FRANK MORRISON

N. Y. Ad Dean Succumbs

FRANK E. MORRISON, 85, described by many as the dean of New York advertising men, died Friday, Sept. 2, at his Brooklyn home.

Mr. Morrison, who had been in retirement during recent years, was at one time with Charles Austin Bates, The Advertising Federation, and Success magazine. Traditional host at Advertising Club of New York functions, he organized the group to supersede the Advertising Men's League, of which he was a charter member.

Surviving Mr. Morrison is his widow, Mrs. Joseph Taylor Morrison.

Nationally

In Birmingham, ALABAMA

WSGN

AM 610 KC
FM 93.7 MC

MORE PEOPLE
Listen More!

Ask for latest Conlan report.
See how WSGN delivers more.
Represented Nationally by Headley-Reed
AAA Plans

AMERICAN Assn. of Advertising Agencies has announced its general plans for four scheduled fall regional conventions.


The AAAA Central Annual meeting will be held Oct. 14 at the Hotel Drake, Chicago. Earl Ludgin of Earl Ludgin & Co., Chicago, council chairman, is in charge of program plans.

The Pacific Council annual meeting will be held Oct. 16, 17 and 18 at Arrowhead Hot Springs Hotel, San Bernardino, Calif. C. Burt Oliver, of Foote, Cone & Belding, Hollywood, council chairman, is in charge of arrangements.

Ralph L. Wolfe, of Wolfe-Jickling-Conkey Inc., Detroit, will head program plans for the Michigan Area Fall meeting, to be held Nov. 3 at Detroit’s Hotel Statler.

AMATEUR RADIO
Council Bows FCC Plan

NATIONAL Amateur Radio Council Inc. has filed petition with FCC supporting the Commission’s proposal to outline long-range plans for development of the amateur radio service. NARC’s stand is opposite to that of American Radio Relay League which charged such government planning would “stifle initiative” [Broadcasting, Aug. 15].

FCC has called an informal conference Oct. 10 on its proposals to amend the rules governing amateur radio operations. The proposals were announced last April. NARC said it “endorses in principle the general objectives of the rules” and agrees with the Commission “that the Amateur Radio Service would very much benefit from, and needs, a new overall plan or blueprint to provide scope and direction for the immediate and long range development of the service.” Modifications were suggested on several minor technical points.

Mayoralty Race
Newbold Morris Uses Radio

FIRST use of radio in the 1949 mayoralty campaign in New York City was made Wednesday evening, when the citizens committee for Newbold Morris sponsored half-hour broadcast, 7-7:30 p.m., on six stations — WJZ, WQXR, WMC, WINS, WEVD, WDFD (FM). Broadcast from a meeting at the Astor Hotel, program featured Raymond Massey, actor, and Lucia Albanese, opera star, as well as Mr. Morris, Republican-Liberal candidate for mayor. Program was placed by Furman & Feiner.

Handsome!
Says TGW of Its Announcers

WHEN it comes to announcers, La Voz de Guatemala (TGW-TGWA), Guatemala City, Guatemala, says it is ready to meet all comers. Claiming the largest regular staff in Central America, La Voz de Guatemala has eight smiling “bib-dodgers.”

Proof of its—and the announcers’—popularity, says the station, is indicated by the 56% of first-

42 HA ZLETON, PENNA.

WAZL

HAZLET ON, PENNA.

Page 42 * September 12, 1949
dependable, convenient, helpful Graybar

And we do mean everything. For Graybar can provide not only the whole gamut of equipment — from mike to antenna — for building or maintaining an entire AM or FM station; Graybar also is your best source of everything for wiring, ventilating, signaling, and lighting ... for your entire structure and grounds!

Graybar is a dependable source. We've been serving broadcasters ever since 1925. We know the business. We have the nation's outstanding lines of equipment. Our supply service has expanded steadily and rapidly to the all-inclusive operation it is today. Like broadcasting service itself, Graybar service tomorrow will be even greater and better.

Graybar is a convenient source. No matter where you are in the U. S. A., one of our more than 100 offices (with warehouses) is near by.

Graybar is a helpful source. Our Broadcast Equipment Representatives are well qualified to assist with technical recommendations. And our business philosophy of extra service to every customer is reinforced by the fact that Graybar is owned entirely by its operating and retired personnel.

Why not discuss your needs with the nearest Graybar Representative? Graybar Electric Company, Inc. Executive offices: Graybar Building, New York 17, N. Y.

In the list of Graybar offices below, the names and phone numbers of Graybar Broadcast Equipment Representatives in key cities are included:

**MANUFACTURED BY:**

- Amplifiers (1) (See key to numbers below)
- Antenna Equipment (1)
- CABINETS (5)
- Consoles (1)
- Loudspeakers and Accessories (1, 3)
- Microphones, Stands, and Accessories (1, 3, 6, 7, 8)
- Monitors (1, 4)
- Recorders and Accessories (9, 19)
- Speech Input Equipment (1)
- Test Equipment (4, 10)
- Towers (11)
- Tower Lighting Equipment (2, 12)
- Transmission Line and Accessories (13)
- Transmitters, AM and FM (1)
- Tubes (1, 2, 18)
- Tuntables, Reproducers, and Accessories (1)
- Wiring Supplies and Devices (3, 8, 14, 15, 16, 17)

**BROADCASTING'S BEST:**

- Western Electric (1)
- General Electric (3)
- Whitney Blake (4)
- General Radio (5)
- Karp Metal (6)
- Hughes Lyon (7)
- Maletron (8)
- Hubbard (9)
- Presto (10)
- Weston (11)
- Blow-Knox (12)
- Crouse-Hinds (13)
- Communication Products (14)
- General Cable (15)
- National Electric Products (16)
- Triangle (17)
- Bryant (18)
- Mochlitz (19)

**ALABAMA**

- Birmingham
- Montgomery

**ARIZONA**

- Phoenix

**ARKANSAS**

- Little Rock

**CALIFORNIA**

- Fresno
- Long Beach
- Los Angeles—R. B. Thompson
- San Diego
- Sacramento
- San Francisco—K. G. Morrison

**COLORADO**

- Denver

**CONNECTICUT**

- Hartford
- New Haven

**DELAWARE**

- Wilmington

**DISTRICT OF COLUMBIA**

- Washington

**FLORIDA**

- Jacksonville—W. W. Winfree
- Jacksonville—W. W. Winfree
- Jacksonville—W. W. Winfree
- Miami
- Orlando
- Tampa

**GEORGIA**

- Atlanta—E. W. Stone
- Savannah
- Atlanta—E. W. Stone
- Savannah

**IDAHO**

- Boise

**ILLINOIS**

- Chicago—E. H. Taylor
- Peoria

**INDIANA**

- Evansville
- Hammond
- Indianapolis

**IOWA**

- Davenport
- Des Moines

**KANSAS**

- Wichita

**KENTUCKY**

- Louisville

**LOUISIANA**

- New Orleans

**MAINE**

- Portland

**MARYLAND**

- Baltimore

**MASSACHUSETTS**

- Boston—J. P. Lynch
- Springfield
- Worcester

**MICHIGAN**

- Detroit—P. L. Gundy
- Flint
- Grand Rapids
- Lansing

**MINNESOTA**

- Duluth
- Minneapolis—W. G. Free
- St. Paul

**MISSISSIPPI**

- Jackson

**MISSOURI**

- Kansas City—R. B. Uhlir
- St. Louis—J. P. Lankard
- Newstead
- St. Louis—J. P. Lankard
- Newstead

**MONTANA**

- Butte

**NEBRASKA**

- Omaha

**NEW HAMPSHIRE**

- Manchester

**NEW JERSEY**

- Newark

**NEW YORK**

- Albany
- Binghamton
- Buffalo
- Jamestown
- New York—F. C. Sweeney
- Watertown
- Rochester
- Syracuse

**NORTH CAROLINA**

- Asheville
- Charlotte
- Durham
- Winston-Salem

**OHIO**

- Akron
- Canton
- Cleveland—J. B. Thompson
- Cincinnati
- Cleveland
- Columbus
- Dayton
- Toledo
- Youngstown

**OKLAHOMA**

- Oklahoma City

**OREGON**

- Eugene

**PENNSYLVANIA**

- Allentown
- Harrisburg
- Philadelphia—G. L. Jones
- Pittsburgh—R. F. Crockett
- Reading

**RHODE ISLAND**

- Providence

**SOUTH CAROLINA**

- Columbia

**SOUTH DAKOTA**

- Aberdeen
- Brookings
- Harrisburg
- Rapid City

**TEXAS**

- Austin
- Dallas
- Houston
- San Antonio

**UTAH**

- Salt Lake City

**VIRGINIA**

- Norfolk
- Richmond—E. F. Toms
- Richmond

**WISCONSIN**

- Milwaukee

**MADE IN AMERICA**

- General Cable
- Bell Telephone
- J. B. Thompson
- E. F. Toms
- E. F. Toms
- E. F. Toms
- E. F. Toms
- J. B. Thompson
- E. F. Toms
- E. F. Toms
- J. B. Thompson
- E. F. Toms
- E. F. Toms

**GRAYBAR INTERSTATE PUMPS**

- Taylor & Taylor
- Gundy & Gundy
WCKY is 20 Y PUBLIC
FIFTY THOUSAND WATTS OF SELLING POWER
celebrating EARS SERVICE ...at a little profit

L.B. Wilson WCKY CINCINNATI
Radio's Cost of Living

NO BROADCAST problem is closer, or more critical, to management than cost of operation. With the steel overbreadth all the way from the office boy's salary to the price of heavy equipment, the manager has found it increasingly difficult since the end of the war to keep gross receipts rising in proportion.

Intelligent study of station costs, based on comparisons with other stations of similar size and geographical situation, is now possible thanks to figures coming out of the calculating machines at NAB. There Richard P. Doherty is turning out economic studies showing just where the industry's operating dollars are going. Initial reports on these results were made at the first of the series of NAB district meetings at Cincinnati last week.

A nationally known economist as well as labor expert, Mr. Doherty will report on every phase of station operation. Figures tell graphically where operating dollars are going and what the station operator is getting for his money.

This penetrating analysis shows the extent to which the labor pendulum has swung in radio, as it has in other fields. It shows that the ceiling, or something approaching it, has been reached, if radio is to earn a reasonable return on invested capital—the underlying thesis of our free enterprise system.

Several of the unions in radio appear to recognize this situation and the decline in living costs in their current negotiations. These breakdowns demonstrate clearly the extent to which employer and employee must work together, for it is a two-way street. There should be no room for speculating on its usefulness in resolving such issues.

It is recognized also that there can be no ceiling on initiative and enterprise—and there never has been in the radio arts.

Cloud Over NARBA

MEXICO'S DEFLECTION increases the responsibility of America and other nations represented at the NARBA treaty conference, which opens in Montreal tomorrow (Tuesday). The job now is more than establishment of an equitable plan for use of the AM spectrum in North America. It is also to find a way to make that plan work, despite the Mexican boycott on negotiations.

It is regrettable that Mexico chose to sit this one out. The move seems purely tactical, to improve Mexico's bargaining position at some later date. Let the delegations therefore not forget, in working out national priorities, that one day they doubtlessly will be faced—singly, perhaps—by an offer of "terms" from Mexico. Let them prepare against that day.

We have faith that the U.S. delegation, under FCC Commr. Rosel H. Hyde and Ambassador Fletcher Warren, will rest its negotiations on fairness. It also is committed to firmness. We would remind the delegates, that, early in the preparations for the conference, broadcasting spokesmen warned that it would be better to have no treaty than one which gave valuable U.S. rights away. Fairness works both ways and should not be confused with charity.

What's in That Name?

"It would defy all the laws of logic to ban giveaways. The name 'giveaway,' refutes all arguments relating to gambling."

This very interesting argument does not emanate from any of the protagonists in the FCC's anti-lottery proceeding. It was made in a letter to the editor of the Washington Post from an Old Subscriber, one L. Hartley of Annapolis, Va.

Continues Reader Hartley:

"If it isn't legal to give, what is legal? * * * Some laws sanction bootlegging, which in truth is nothing but a cover for gambling..."

Radio listeners would be well advised not to favor sponsors who use the radio to advertise their products. Ban the big advertisers and the radio stations would have to fold up their tents and silently steal away. Viva giveaways!

Let the FCC take heed. Here is the voice of the little man, not of the tycoons or their high-powered attorneys.

Mr. Hartley's perfectly reasonable definition causes us to wonder whether giveaway winners haven't been over-charged by the tax-collector. Giveaways are not other men's property, or to call them loot is not taxable. If that holds aren't some refunds due?

Listenin', John Bull?

GREAT BRITAIN is in another financial crisis. Its top ministers are meeting with our Secretaries of State and Treasury to negotiate more American dollars and longer credit.

Intricate trade balance matters, and lack of American dollars to buy American goods are involved. Britain is looking for ways of increasing its productivity and home consumption. Ours is a dynamic economy; theirs a declining one.

All this high international financing may be remote from radio. We do not profess to know the answers.

But there may be a radio lesson tucked away in Britain's money headache. Britain has always had state-controlled, non-commercial radio. It has promulgated the world-over in favor of the "British Plan," as opposed to the American Plan of free competitive radio. It has spent many American-borrowed dollars in its unending efforts to BBC-ize Europe, its dominions and even Latin America.

How better to move goods for domestic consumption than to promote them by radio? Britons do not prefer BBC radio. They listen to American-made programs over Radio Luxembourg and other continental transmitters using our transmissions. [See Open Mike, Aug. 29.]

If British programs, like American programs were sponsored, they would be good. Britain then would sell more goods.

U.S. stations and networks created more than 14½ billion listener impressions, representing an estimated $15 million in time and talent, through campaigns initiated by the Advertising Council, in the year ending last March. These were for all kinds of public service campaigns—campaigns that sold the American economy and sold goods.

The British government now has a commission studying the BBC to determine whether the state monopoly system, undertaken by a $4 annual license fee on receivers, should be continued. That has been done periodically, and the answer always has been the same—BBC's career bureaucrats have prevailed.

This is no job for a commission. It's a job for Bevin and Cripps, who are here now putting the bite on Uncle Sam.

Are you listening, John Bull?

Our Respects To—

ROBIN DALE COMPTON

If THE many varied talents and gifts of Robin Dale Compton were laid end to end, the industry's more ardent optimists who predicted its success by 1950. An enthusiast who takes TV with a grain of caution, he feels that the television picture is like a vast jigsaw puzzle; its economic stability will be assured only when all the pieces properly complement each other. He believes the same holds true for FM and Stratovision. Fm will come along as a natural sound development until it replaces AM broadcasting—but slowly, he cautions.

Robin Compton was born Nov. 15, 1907, in Mankato, Kan., and attended grammar school there and at Courtland. "In the early part of the second grade I decided that I wanted to be in radio and silly as it may seem I have never done anything else," he recalls.

There were digressions: A truck garden (he farmed before he ever started school) took up much of his time and he also tended bees. (He once made a deal and came home with swarms of bees whose honey he sold for 35¢ a pound). The bees and a paper route kept him "well-fed" during World War I.

When his eldest brother joined the Army

(Continued on page 74)
The lonely wail of the prairie dog and the screech of big city taxi...the farmer who is up at 5:00 and the salesman on the 7:42 for the office...13,000,000 New Yorkers or cattle herdsmen of the western plains, we're Americans all with a love for what is truly our own.

That's why right here in big New York, American folk music—hillbilly if you prefer—enjoys a popularity equal to that on the prairie from which it came.

That's why Prairie Stars, presented on WOV by Rosalie Allen, sweetheart of the prairie, has built and holds one of the most loyal responsive audiences (64% of whom are women) in all of radio.

For maximum results at minimum cost—for listeners who buy—for a program that sells—for product loyalty—for proven sales results, buy Prairie Stars, broadcast nightly at nine.

Ask to see the recently completed Prairie Stars Audience Audit. It's the facts on who is listening to...

**PRAIRIE STARS**

a WOV feature presented by

**ROSALEE ALLEN**

**WOV**

NEW YORK

RALPH N. WEIL, Gen. Mgr.
The Bolling Company, National Representatives
JOE ALISON appointed general manager of KFAB Laredo, Tex.  RALPH HENRY, program director and assistant manager of KYER Albuquerque, N. M., from 1947-48, returns to station as assistant manager. He previously had been with WBLK Clarksville, W. Va.

LESLEY F. WARE appointed station director for KXXL KXLW-FM Clinton, Mo. He has been associated with St. Louis County Broadcasting Co., owner of stations, since 1946, as commercial manager and executive director.

VIC DIERH, general manager and part owner of WAZL WAZL-FM Hazleton, Pa., starts fourth consecutive year as president of Hazleton Chamber of Commerce.

B. GEORGE BARRER Jr. resigns as manager of WJAY Mullins, S. C. Future plans have not yet been announced.

Gene Williams III

GENE WILLIAMS, vice president of Broadcasting Corp. of America, which owns and operates KPRO Riverside, Calif., suffered a heart attack while on a recent vacation trip in the Midwest. Mr. Williams is now confined in Blessings Hospital, Quincy, Ill. His condition is reported favorable and he is expected to be released shortly. When his health permits, he will fly back to the West Coast.

OLD CAMPAIGNER

DULUTH, MINN.—"Don't say I didn't warn ya," righteously says Otto Mattick as he makes like 'Baby, It's Cold Outside.' "Come winter and you'll be sorry you didn't plan now to include the KDAL Market in your 1949-50 campaign." Of course Otto doesn't mean YOU. You know from past experience that KDAL's grip on the rich Duluth-Superior Market produces top results from the advertising dollars you spend there. Otto's talking to the advertiser who doesn't realize that folks in KDAL's territory always have money to spend. He's too busy now moving ahead on his program and promotion plans for fall and winter to stop and give you market figures. But if it's facts and figures you want, Avery-Knoedel will be glad to see that you get them fast.

RCA VICTOR Takes Over NBC's Thesaurus And Syndicated Programs

J. G. WILSON, executive vice president in charge of the RCA Victor Division, Sept. 2 announced the transfer of the operations and personnel of NBC's Thesaurus Musical Program Service and Syndicated Programs to RCA Victor.

The operations will be integrated into RCA Victor custom record division and will henceforth be known as the RCA Recorded Program Service. The transfer will enable RCA Victor to offer to radio stations a complete and all-encompassing program service, staffed by specialists completely familiar with all phases of radio station program requirements.

Established in 1935, the Thesaurus has been a leader in the musical program library field," Mr. Wilson pointed out. "The Thesaurus combined with the large catalogue of Syndicated Programs have constituted the most comprehensive program service available to radio stations and local and regional advertisers. With the transfer of the operations to RCA Victor's Record Department, the new Recorded Program Services will add to its reservoir of top musical talent a group currently represented on the RCA Victor label for the Thesaurus and Syndicated programming. This will enhance immeasurably the value of RCA Recorded Program Services to its present and future clients."

Donald J. Mercer, director of NBC's Radio Recording Division, will head RCA Recorded Program Services, reporting to James P. Davis, manager of RCA Victor's Custom Record Department.

Herbert H. Wood, who has been program manager of the NBC Radio Recording Division, becomes program manager for RCA Recorded Program Services, and will work closely with Joseph G. Caida, manager of RCA Victor's Popular Artists and Repertoire Department.

Key personnel in the NBC organization who will move to RCA Recorded Program Services in its new headquarters at 120 East 23rd St., New York, include: Elyre Barnes, sales manager, and Bennett Rosner, promotion manager. Regional sales representation will continue as formerly with Amor-Kermit handling the eastern territory; William Reilly the midwest from RCA Victor's Chicago studios, and William Gartland the west coast from RCA Victor's Hollywood offices.


AIMS MEETS

Fall Session Sept. 21-22

ASSOCIATION of Independent Metropolitan Stations, with more than 30 members, will hold its Fall meeting Sept. 21-22 at Stevens Hotel, Chicago. Independent stations in cities of more than 100,000 population will be represented.

Session will pass on several membership applications, discuss promotion projects and exchange select program features produced by members.

Advance list of AIMS members planning to attend includes Pat McDonald, WTVK Memphis, Tenn.; Ben Strouse, WDWD Washington; Hugh Feltis, KING Seattle; Bob Venn, WMIE Miami, Fla.; Steve Cisler, WKYW Louisville; Sherman Marshall, WOLF Syracuse, N. Y.; Roy Albertson, WBNY Buffalo; John Englebrecht, WIKY Evansville, Ind.; Al Meyer, KMYR Denver; Frank Devasey, WMIN St. Paul, Minn.; Ralph Stufflebeam, KSTL St. Louis; John Hurley, WPEN New York; Mass.; Pete Schloss, WWSW Pittsburgh; Elroy McCoy, KPOA Honolulu, T. H.; Gene Kelly, WLXW Indianapolis; Charles Balhthre, KITE San Antonio.

Also, Cole Wylie, KREM Spokane; Jerry Sill, WMIL Milwaukee, and Dave Baxley, WJMO Cleveland.

RAY GREEN DIES

Began Kermit-Raymond Co.

RAY GREEN, executive vice president of Transcription Broadcasting System, New York, died Aug. 31 at his Mahopac, Westchester, home, of automobile accident injuries (Aug. 26) complicated by heart disease. He was 35 years old.

Mr. Green 12 years ago founded Kermit-Raymond Co., a transcription service, which was superseded last February by TBS, producers of transcribed shows on a network basis. He is survived by his wife, Wilma, and a daughter, Gall, 5 and a son, Harvey, 13.

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How's Business
(Continued from page 24)
also showed slight gains. The market for food increased slightly at the end of August with total volume remaining at about the same level as last year. Total retail volume, according to Dun & Bradstreet, was estimated to be from 4 to 8% below a year ago.

Wholesale trade has again picked up as retailers anticipate the fall season. Re-orders are becoming more numerous as merchants find they have underestimated demand or have been misled by stories of how bad their business is. Although total dollar volume of all wholesale orders continues slightly below that of last year, the number of buyers in wholesale markets is reported to be on the increase.

Retailers are increasing food purchases slightly with meat and frozen foods coming more into demand. Textiles reportedly are remaining in large demand and furniture and household goods have risen slightly although remaining below the level of a year ago.

Increase in Demand
With an increase in demand, industrial production rose at the end of August—although it remained slightly below last year's high level. Steel ingot production reportedly is up to 84.8% of capacity and automobile production dropped slightly at the end of August. Despite the drop, automotive production still is far above last year's level.

With production and employment holding a fairly steady pace—although slightly below last year's level—let's take a look at the price situation as it stood at the end of August. Average primary market prices had advanced 0.3% in the week ended Aug. 30 with the index standing at 152.4% of the 1926 average. These Bureau of Labor Statistics figures show a drop of 0.1% below four weeks ago and 9.8% below the same period in 1948.

The general movement of prices on organized exchanges during the period was upward with the exception of hogs, cotton, cottonseed oil and cocoa beans. Grain prices advanced for winter and spring wheat, corn and barley. Steel scrap was up on the Philadelphia market to $20 a ton. Livestock prices were mixed with hog prices declining slightly and steers up to 28.8 cents a pound, a new post-war high.

Construction Advances
Construction in August advanced in value, gaining 3% over revised July totals. Despite the increase, construction followed the general trend and was 2% under the total for August of last year. All types of construction advanced seasonally in August, the Dept. of Commerce reports, except private non-residential building and some types of utility construction. Private non-farm building was 2% above the revised estimate of $650 million for July. As a result of the continued decline in industrial and commercial building, private non-residential building was off 2%.

PETRY PLANS
To Be Outlined Wednesday

Plans for “community action” programs and instructions for the U. S. Delegation to the UNESCO General Conference in Paris next month were among the topics for discussion by the U. S. National Commission for UNESCO, which was scheduled to meet in Washington, D. C. this past Friday and Saturday.

Leaders in the discussion were to include Milton S. Eisenhower, president of Kansas State College, chairman of the National Commission; George V. Allen, assistant Secretary of State for public affairs, which supervises Voice of America broadcasts; and others. NAB President Justin Miller, a vice chairman of the Commission, originally was slated to take part in the discussions, but was absent due to the NAB District meeting in Cincinnati.

Meanwhile the names of Secretary Allen and Mr. Eisenhower—along with those of Luther Evans, Martha B. Lucas and Reinhold Niebuhr—were submitted to the Senate last Wednesday as representatives of the U. S. to the General Conference. Mr. Evans is Librarian of Congress. They were referred to the Senate Foreign Relations Committee.

WPTW Piqua, Ohio, originated over 48 live broadcasts from grounds of Miami County Fair, Troy, Ohio. Station plans coverage of other fairs in its listening area.

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PETRY PLANS
To Be Outlined Wednesday

PLANS of Edward Petry & Co. for the sale and promotion of radio and television time during the coming year and beyond will be outlined Wednesday by Edward Petry, president of the firm, at a meeting of managers of the AM and TV stations represented by the Petry firm.

Some 40 top station executives are expected to attend the one-day meeting, reportedly the largest ever held by a station representative. Session will convene at New York's Waldorf-Astoria Hotel at 10 a.m. Following the all-day business meeting, the group will have dinner at the Stork Club.

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UNESCO

WORKS OVER PARIS PLANS

UNESCO PLANS for “community action” programs and instructions for the U. S. Delegation to the UNESCO General Conference in Paris next month were among the topics for discussion by the U. S. National Commission for UNESCO, which was scheduled to meet in Washington, D. C. this past Friday and Saturday.

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WHOLESALE PRICE INDEX FOR WEEK ENDED AUGUST 30, 1949

(1926 = 100)

<table>
<thead>
<tr>
<th>Commodity Group</th>
<th>Aug. 30</th>
<th>Aug. 23</th>
<th>Aug. 16</th>
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<td>Farm Products</td>
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<td>Fuel &amp; Lighting</td>
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<tr>
<td>Metals &amp; Metal Products</td>
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<td>Furniture &amp; Building Materials</td>
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<td>All Other</td>
<td>160.6</td>
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<td>160.2</td>
<td>160.1</td>
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1 These weekly indexes (other than the special indexes) are based on a sample of about one-third of the commodities included in the monthly comprehensive index.
2 Includes hides and leather products, chemicals and allied products, house-furnishing goods, and miscellaneous commodities.
3 These special subgroup indexes, which are computed independently of the weekly index series, are based on the same commodities as in the monthly comprehensive index.

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FIRST IN THE QUAD CITIES

DAVENPORT, ROCK ISLAND, MOLINE, EAST MOLINE
AM 1,500 W
FM 1240 Ks
TV C.P. 22.9 Ks, visual and sound, Channel 5

Basic Affiliate of NBC, the No. 1 Network

WOC is the FIRST individual station... the only Quad-Cities station to offer its clients commercial copy services. On request WOC's Research Department will furnish WOC advertisers' copy for sales promotion, including the radio and video programs of these stars.

Mr. Rogers this week will begin taping programs for his new radio series, which is to start Sept. 19 as a morning half-hour series on WOC Monday through Friday, 11:30 a.m. to 12 noon. Miss Pickford also is planning a radio series which is being discussed with both ABC and CBS. Mr. Boyd will make his Hollywood office in addition to his new location in New York.

MAL BOYD ADDS
New Office in New York

MAL BOYD, president, Television Producers Assn. of Hollywood and personal representative of Buddy Rogers and M. P. Pickford, will open New York headquarters in conjunction with Gainsborough Assoc., who will work with him in producing and publicizing the radio and video programs of these stars.

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WSIL Shamokin, Pa., has made quarterly hour of radio time available to every candidate for office of City Commissioner.
Renewal and Transfer Favored

The record in this proceeding firmly establishes, and the conclusion is compelling," the decision continued, that WMEX "is furnishing an outstanding public service to the Boston area, and, in connection with this, there is reason to believe that the public, as such, is dependent upon this station as a regional outlet." WMEX had made the extensive public service programming of the station.

In conclusion the decision stated that the "record is devoid of evidence as to how the policy toward this station is made, nor on the other hand can it be said with any greater assurance that the public is not served by WMEX, the independence of the Commission and the public's confidence in it. The record shows that WMEX did not willfully perpetrate a deception upon the Commission which may be imputed to the licensee corporation.

No Malicious Intent

"Accordingly," the decision said, "we are disposed to attribute the mistakes of fact and other irregularities herein shown to either the licensee's lack of legal advice, and a lack of sound legal advice. It is observed, in this connection, that Allen T. Dresser has been 'in the business' with WMEX.

Concerning the horse racing programs, which WMEX is continuing to carry without modification, the decision said the record "reveals that the amount of time WMEX voted to programs involving this subject represents not more than a reasonable proportion of the total time regularly set aside for broadcasts involving all types of sporting events; and there is no evidence of record to suggest the policy of the station in broadcasting information concerning horse racing is designed as an aid to gamblers' interests in Boston." Elsewhere the decision noted that WMEX programs do not violate any municipal, state or Federal laws.

"With respect to the issue concerning arrangements whereby the blocks of the station's time were voted to individuals under brokerage arrangements," the decision declared, "it appears that such arrangements prevailed at the station for some years, but were terminated prior to the release of a Commission statement of policy which abolished radio station operations not to employ the practice."

The decision reported that the sponsor of the horse race broadcasts, heard several times each afternoon daily except Sunday, is Armstrong Daily Sports Inc., publisher of William Armstrong's Daily Sports Race Information Sheet. Information aired includes announcement of winners, prices paid, track conditions and "other related data." It was found that

The record in this proceeding firmly establishes, and the conclusion is compelling," the decision continued, that WMEX "is furnishing an outstanding public service to the Boston area, and, in connection with this, there is reason to believe that the public, as such, is dependent upon this station as a regional outlet." WMEX had made the extensive public service programming of the station.

In conclusion the decision stated that the "record is devoid of evidence as to how the policy toward this station is made, nor on the other hand can it be said with any greater assurance that the public is not served by WMEX, the independence of the Commission and the public's confidence in it. The record shows that WMEX did not willfully perpetrate a deception upon the Commission which may be imputed to the licensee corporation.

No Malicious Intent

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NABET-CWA PLAN

NATIONAL Assn. of Broadcast Engineers and Technicians last week was reporting favorable response from its membership to the proposal it submitted to the Communications Workers of America, CIO, according to Clarence Westover, NABET executive secretary.

The NABET membership, however, will not vote on the affiliation proposal until the NABET National Council meets in New York Oct. 9 and authorizes such balloting.

Meanwhile, the 18 NABET chapters and its seven sections are in process of holding meetings to discuss the proposition made public two weeks ago [BROADCASTING, Aug. 29].

Sentiment at meetings already held has been entirely favorable, said Mr. Westover.

It was said that NABET engineers and technicians were being spurred toward affiliation by two factors: first, that some management, was said to wish the network's coverage in other countries, and second, that two rival AFL unions, IBEW and IATSE, also are adverse to the proposed affiliation.

That NABET would line up with some big organization has been a matter for speculation for some time. The independent union has been engaged in rivalry with both AFL unions, particularly with the latter. The development of television intensified the rivalry. It became known that IATSE wanted to have NABET join it. Fighting against such a development, NABET, a pugny compared with the huge moving picture union, felt hard pressed. That it might want to affiliate with the CIO became a possibility, since it did not wish to join IATSE or IBEW which have radio and TV jurisdiction in the AFL.

What was open to NABET, therefore, were the alternatives—join either the left wing American Communications Assn., then a non-complying CIO union under the Taft-Hartley Act because its officers had not filed non-communist affidavits, or to join the CWA, a union made up primarily of telephone and Western Electric workers and regarded as comparatively conservative. The CWA has since taken action to comply with the T-H law.

By joining the CWA, NABET will have added to its resources, the CWA treasury and the war chest of the CIO, thus making it a formidable bargain, said Mr. Westover.

Such affiliation will cost members 50 cents per month. No complaint about the dues increase has been made, said Mr. Westover.

Upon affiliation, it is expected that NABET will keep its individuality inside the CWA, retain both its present officers and officials and be organized as a separate division of CWA.

There's a New Look in Northeastern Ohio

IT'S A NEW LOOK BECAUSE . . .
IT SPARKLES WITH GREATER
SALES RESULTS FROM TODAY'S
MORE CONSERVATIVE AD EXPEND-
ITURES

IT'S A BOLD LOOK BECAUSE . . .
THE PATTERN NO LONGER CONFORMS
TO OLD FASHIONED AND OUT-MODED
TRADITIONS IN TIME-BUYING

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

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

RESULT: WHBC in 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 several ways.

CHECK TAYLOR-BORROFF ABOUT . . .

... Brand New Hooperings
... More listeners at less cost
... Retail sales of new cold firm
... Local promotion that sells
... A 5-county "BRIGHT SPOT" market

ASK WHBC CANTON about the NEW BOLD look in NORTHEASTERN OHIO

September 12, 1949 • Page 51
PROOF OF THE PUDDING

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

*Ask your Free & Peters Colonel for survey material.

A 16-CAR train, organized by WOW Omaha, Neb., and packed with Midwestern products, will snake its way westward Sept. 15 for a tour of the West Coast.

Purpose of the trip is not only farm study but also to boost mid west farm products, Mel Hansen, leader of the WOW Farmers’ West Coast Tour, said last week. Shown will be products representative of midwesterners’ own labors.

The train will be packed with animals and farm goods bred and cultivated principally on Nebraska farmland. Topping the list is a live sow, “Nebraska Belle,” of champion quality, which will be presented to a 4-H Club boy in Los Angeles by the Nebraska Duroc Breeders Assn.

Also on board will be 250 double-eared tall cornstalks, 50 bush Ak-Sar-Ben beans, 1,000 miniature bags of Nebraska corn, wingless chickens, fancy cutup fryers, some bushels of oats, and several oversized pumpkins. They will be paraded out to governors, mayors and film celebrities who turn out to welcome the train along its route.

Top-quality products will be distributed at the Los Angeles Fair on WOW Farmers’ Day, Sept. 26. Fair officials promise to reciprocate by giving each tour member a bale of California cotton, sample of oranges, avocados, walnuts and even a bottle of California wine.

In the bag of tokens for the West Coast are pins and lifetime memberships to the so-called Knights of Ak-Sar-Ben. A bushel of oats will be given the horse which wins the WOW Farmers’ Handicap to be staged at the Pomona Fair.

The NETWORKS’ PROMOTION FUNCTIONS, Whenever a new advertiser signs with a network, or an old sponsor renews or returns from summer hiatus, or there is a time change or the need to boost a rating, that’s the signal for the network audience promotion people to swing into action. Working with sponsor and agency they plan the campaign (almost always a special, not a “ canned” job) and then translate it into practical material for use both by the network itself and by its affiliates.

Check List

A check list of network audience promotion activities would read something like this:

1. Audience Promotion Kits for station use. Included are: (a) Air announcements for local announcers; (b) advertising and publicity—ads, suggested copy, photographs of stars, publicity stories; (c) showmanship—ideas and plans for tie-in activities; (d) merchandising — suggestions and plans for working with sponsors’ local distributors and outlets; (e) display, ideas, techniques and plans.

2. Air Announcements. Live, on network; transcribed, using the program’s own talent, both on network and locally; cross plugging on network; plugging of program “ blocks” or sequences.

3. Special Closed Circuits. Conferences by wire with sponsor and network executives addressing stations as well as sponsor’s field sales organization and distributor and dealer set-ups.

4. Regular Conference Calls—dedicated to promotion and publicity matters. These are actually practical operating conferences between network and station personnel.

5. Weekly Mailings—announcements based on current story lines; current promotion news and ideas; special exploitations.

6. Recording Sessions—with station taking special announcements off the line.


Under these heads go an enormous amount of planning and preparation—the fundamental being that the network does the job on the local level and prepares and furnishes material for stations to use on the local level.

Station’s End

THE STATION’S END OF PROMOTION. This is perhaps the most important leg of the promotion tripod and involves considerable activity that is practically impossible to set down and that certainly does not show in any check list. However, let us attempt such a list:

1. Air Announcements—both live and recorded. Much of this material is furnished by the network “kit” or in recording session, but some of it is written locally. Most of the time, the announcements are devoted to specific shows, but sponsors often get the additional benefit of “ block” or sequence announcements.

2. Advertising. Space in newspapers and local publications of various types. Also car cards, outdoor advertising, and other media, the scope and variety of which depend on the local situation. Ads from network “kits” are used, but again, the station frequently prepares its own.

3. Publicity. In local daily and other publications. In house organs, program folios and other media.

4. Letter and post card campaigns to distributors and dealers; personal calls; work with dealers and distributors on behalf of sponsors’ programs and, not incidentally, on their products.

5. Display. Ranging all the way from displays in the windows of the stations’ own building to trailers in the local movie houses.

6. Showmanship—which ranges from contests and parades to appearances at local luncheon clubs and open-house parties.

7. Reports. One of the most imp-
portant of all station functions, from the sponsor's viewpoint, is a complete report of what a station has done to promote a given show. This is an arduous and time-consuming task and is performed with commendable regularity. It is the pay-off, and the stations are rightly and pardonably proud of their reports. (A Note to the Sponsor: Station people are human and they like to know that their efforts are appreciated. A bit of friendly acknowledgement from the sponsor can go a long way toward making the station's promotion people feel good—feel worthy of a medal for the thoughtful sponsor. Try it.)

This has been a quick review of some promotion fundamentals and of the functions which belong to each of the facilities. To complete their job of audience promotion, the wind-up takes us full circle back to our main premise: That the cooperation of all those in planning and the coordination of the work of each can result in more effective audience promotion, which is only another way of saying more listening to sponsors who produce enhanced value for their radio money.

**DOCTOR OF LAWS degree is bestowed on Dr. Stanton, (1) by Dr. Stradley.**

**Dunton Urges Increase At Ottawa**

INCREASED RECEIVER license fee and a sizable television receiver license fee were asked for by Canadian Broadcasting Corp. in its Radio Division on Ottawa on Sept. 6. In a 66-page brief, A. D. Dunton, CBC chairman, stated that Canadian creative abilities and ideas in radio must not be swamped by imported radio programs.

He told the Royal Commission that the CBC operates on five basic points: (1) All judgment in broadcasting must be based on public interest; (2) Canada's national interest can be met only by a national system, supported and owned by the public; (3) national system must be in a position to use all suitable resources and must have power and means necessary; (4) it is in public interest to have private broadcasting stations as ancillaries to the national system, as long as their operations do not conflict with the paramount requirements of an effective national system; (5) the present national system, under which CBC has over-riding rights and co-ordinating control, is in the public interest.

Programs Available

Mr. Dunton pointed out that the national system made its programs available to private stations and that, in general, public and private operation had worked well and to advantage of the Canadian listener. He stated CBC is the greatest user of creative artistic talent in Canada, and that CBC worked with the objective of adding to the variety and richness of the life of the people in all parts of Canada and in all walks of life.

Mr. Dunton explained that programs should be predominantly Canadian in origin, but that there was room for programs from other countries. He stated that at present

**CBS' STANTON Honored with OSU Degree**

CITED for "scholarly attainments...original contributions to knowledge...and the advancement of radio... broad human understanding... and unusual executive ability and administrative gifts in a technical field of high social responsibilities," CBS President Frank Stanton has received an honorary doctor of laws degree from Ohio State U.

The degree was conferred at the university's summer commencement exercises at Columbus Sept. 2 by Dr. Blland L. Stradley, university vice president, acting in the absence of President Howard L. Bevis. Mr. Stanton was presented by Brig. Gen. Carlton S. Dargue of Columbus, a university board member.

Mr. Stanton is a former Ohio State professor of the psychology department, and received both his MA and PhD degrees at the school. His BA was taken at Ohio Wesleyan.

Mr. Stanton left the Ohio State faculty in 1935 to become CBS research director and was made network president in 1946 after serving as vice president and general manager.

Referring in detail to requests made by Canadian Assn. of Broadcasters and other organizations for the setting up of a separate independent regulatory body to control both CBC and private stations, Mr. Dunton stated that such a policy is fundamentally unsound and would be a duplication in a large extent of the present set-up.

He pointed out the CBC would still have the responsibility, but would take away CBC's authority to carry on an effective national system.

---

**Memo To ALL VPs**

**It's time to buy.**

ALL VERY PARTICULAR SPONSORS consider these facts.

**CONSISTENTLY dominates listening audiences in the Glosseville-Johnstown area, leading glove manufacturing center in the world.**

Covers more than 11,000 Radio homes spending over $16,000,000 each year for YOUR products and services.

To sell Glosseville-Johnstown housewives you Must
ALL-RADIO FILM

CONTRACT for “Lightning That Talks,” a 45-minute documentary film portraying the power of broadcasting as an advertising medium and a social force, has been awarded to International Motion Picture Producers Service. The All-Radio Presentation Committee announced the award Tuesday, after it had considered bids from ten motion picture producers for the job [BROADCASTING, Sept. 5].

IMPS, in accepting the contract, agreed to meet the schedule laid down by the committee, calling for delivery of prints of the completed picture for use by subscriber stations and networks by Jan. 1, 1950. In addition to the full 45-minute film, IMPS will also prepare two 20-minute versions, one a hard-selling quickie designed for showing to prospective advertisers, the other for use before civic groups and educational organizations more interested in the social impact of broadcasting.

Ben Gradus, president of IMPS, served as consultant to the All-Radio Presentation Committee during the months of research and writing of the film and aided Victor M. Ratner, CBS vice president in charge of sales promotion and advertising, in the writing of the script. IMPS previously produced the CBS-TV promotional film which that network has been using in its video sales campaign. Mr. Ratner, who will also act as producer of the all-industry film, said that it will show where radio goes but not where it comes from. "There will be no pictures of radio studies, no pictures of programs going on the air, no pictures of New York or Hollywood. Instead the picture will show people listening to radio and advertisers using this medium. Audience for this film will get radio as America gets it, by sound alone."

The picture will be shot largely on location in the actual scenes of the success stories it will relate, Mr. Ratner said. It will show real advertisers, real stores, real customers, he added, with only two professional actors used in the entire film. One of these will portray Ben Franklin, whose travels to find out what has happened to lightning since his day to make it talk will solve the narrative chain of the picture.

In addition to his many other achievements in science, politics and publishing, Ben Franklin was also author of the first soap advertisement ever to appear in America, Mr. Ratner stated. Financial details of the contract were not disclosed by the committee. It was learned, however, that the proportional cost involved, the picture is being made by an all-union crew.

JOHN CARSON

Confirmation Battle Brews

INDICATIONS that John Carson's commission on the Federal Trade Commission would inspire more than nominal opposition on the Senate floor were increasing last week as the upper house was poised over his nomination and Senate Republicans reaffirmed intentions to block the appointment.

Mr. Carson, research director of the U.S. Cooperative League and President Truman's nominee to replace Robert Freer, previously had drawn the Senate Interstate & Foreign Commerce Committee, [BROADCASTING, Aug. 22], although the 8-4 vote reflected party sentiment. Generally he was favored by the Democrats and disapproved by the Republicans.

Observers feel that a stiff fight, led mainly by Sen. Owen Brewster (R-Me.), and other Republicans, is in prospect. Meanwhile, Senate Majority Leader Scott Lucas (D-Ill.) has promised to ease the nomination before the chamber again predicted a long-drawn-out fight which would greatly delay Senate action on other legislation. It was Sen. Kenneth S. Wherry (R-Wyo.) who, on Sept. 11, had his brother's name be passed over last Wednesday when the executive calendar was considered.

Earlier, President Truman indicated at a news conference that he probably would re-appoint Lowell Mason to the Commission for another seven years. Currently acting Chairman Mr. Mason's term expires Sept. 25.

KOMO SERIES

To Sell Community Faith

TO HELP reduce “jabber jitters” and sell optimism in the Pacific Northwest, KOMO Seattle has invited city leaders to transcribe expressions of faith in the community, for presentation on the air throughout each day. With some 32 such statements broadcast each week, the series is expected to continue for several weeks.

"Each speaker has been asked to give his optimistic evaluation of the present and future, with the purpose of countering any note of pessimism which is easily fanned into uncontrollable consequence during times of unsettled readjustment," it was explained by KOMO's national sales manager, Richard E. Green, who originated the idea. Business and community leaders are being enlisted in the project by George Dean, KOMO public relations representative.

Among those scheduled to present their views are the Right Reverend Stephen F. Bayne Jr., Bishop of the Episcopal Diocese of Olympia; William S. Street, president of Frederick and Nelson; Rex Allison, president of The Bon Marche; Dr. N. H. Engle, director of the U of Washington Bureau of Business Research.

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A UNION fight between actors on the one hand, and musicians, on the other, was joined Thursday by Associated Actors of America which voted to support one of its member unions in a row with American Federation of Musicians.

Specifically, the International Board of the 4-A’s, parent body of 90,000 union actors, defied the order of AFM President James C. Petrillo that no member of the musicians union be permitted to join or remain a member of American Guild of Variety Artists, a 4-A union made up of vaudeville performers, many of whom appear on television.

The 4-A board action followed a threat by Mr. Petrillo that the 4-A’s would be closed if it was found that any 4-A member was working with a 4-A union actor.

The 4-A board meeting, Mr. Petrillo was among those who spoke in favor of the proposal.

"The 4-A’s will not be intimidated oppression," Mr. Petrillo said. "It is always ready to follow the pattern of American labor and sit down with Mr. Petrillo to discuss any problems that may arise.

Following the 4-A board meeting, Mr. Petrillo answered the actors’ requests that the National Board of the Associated Actors make a decision on the problem of the 4-A’s branches.

"The 4-A’s will be considered an attack upon our actors," Mr. Petrillo said.

"The 4-A’s will not be intimidated over trouble," Mr. Petrillo said. "We are ready to follow the pattern of American labor and sit down with Mr. Petrillo to discuss any problems that may arise.

The Associated Actors of America which voted to support one of its member unions in a row with American Federation of Musicians.

Specifically, the International Board of the Associated Actors made the following statement: "We cannot allow Mr. Petrillo to operate a monopoly over the work of Associated Actors. We will not allow him to control the work of the Associated Actors. We will not allow him to control the work of the Associated Actors. We will not allow him to control the work of the Associated Actors. We will not allow him to control the work of the Associated Actors. We will not allow him to control the work of the Associated Actors. We will not allow him to control the work of the Associated Actors. We will not allow him to control the work of the Associated Actors. We will not allow him to control the work of the Associated Actors. We will not allow him to control the work of the Associated Actors. We will not allow him to control the work of the Associated Actors. We will not allow him to control the work of the Associated Actors. We will not allow him to control the work of the Associated Actors. We will not allow him to control the work of the Associated Actors. We will not allow him to control the work of the Associated Actors. We will not allow him to control the work of the Associated Actors. We will not allow him to control the work of the Associated Actors. We will not allow him to control the work of the Associated Actors. We will not allow him to control the work of the Associated Actors. We will not allow him to control the work of the Associated Actors. We will not allow him to control the work of the Associated Actors. We will not allow him to control the work of the Associated Actors. We will not allow him to control the work of the Associated Actors. We will not allow him to control the work of the Associated Actors. We will not allow him to control the work of the Associated Actors. We will not allow him to control the work of the Associated Actors.
WHY CHOOSE FAIRCHILD FOR TOP PERFORMANCE

Each month you read equipment specifications in the advertising pages of your favorite magazines. Specifications are fine things, but often difficult to interpret in terms of what the equipment will do for you. For example, suppose we say that Fairchild Disk Recorders and Transcription Turntables have a time accuracy of ±1.6 x 10^-3 at 33 1/3 rpm; an instantaneous speed deviation of 0.075%; noise level of such and such decibels below some steady velocity at so many cps. Impressive? Sure. And factual, too. But what you want to know is... what do these specs have on your operations. What is the performance, after the specifications are paid for? Here are the data on Fairchild Recording and playback equipment, in facts and effects.

<table>
<thead>
<tr>
<th>FEATURE</th>
<th>FAIRCHILD EQUIPMENT</th>
<th>OTHER DESIGNS</th>
</tr>
</thead>
<tbody>
<tr>
<td>Type of Drive and Readout Speed Regulation</td>
<td>Direct to center-gear.</td>
<td>Rim drive—puck or pulley.</td>
</tr>
<tr>
<td>Absolute specification for use with sound-on-film and on the nine programming. Accuracy within ±0.0092 seconds in 20 minute play period at 33 1/3 rpm.</td>
<td>Usual accuracy—10” seconds in 20 minute play period (1.5% speed regulations). Does not permit rigid synchronization nor on the most programming.</td>
<td></td>
</tr>
<tr>
<td>Possible time error—record and playback (20 minute disk)</td>
<td>±0.0092 seconds</td>
<td>±0.11 seconds (based on above)</td>
</tr>
<tr>
<td>Instantaneous speed deviation and Effect on audible signal</td>
<td>Less than 0.3%</td>
<td>Approximately 1.25%</td>
</tr>
<tr>
<td>Noise and Rumble</td>
<td>Experienced users of Fairchild Equipment claim dynamnic range of 60 db.</td>
<td>Dynamic range limited by noise and rumble when wide tolerances are permitted in machining.</td>
</tr>
<tr>
<td>Control of cutting speed (12600 rpm)</td>
<td>Studio model: turn knob for continuous and instantaneous pitch change from 80 to over 600. Invert speeds per inch. Can be varied at will during the recording. Portable model: inside small gear—no-dissymmetry required—only one feed screw for all pitches.</td>
<td>Portable and Studio model: disassembled and automatic mechanism—change feed screw—resemble live mechanism. Or, change pulley ratios.</td>
</tr>
<tr>
<td>Overhead cutter assembly</td>
<td>Secured in integral part of turntable deck. Always in positive alignment.</td>
<td>Lift or swing into position. Possible of cutter misalignment—causing varying depth of cut and incorrect groove shape.</td>
</tr>
<tr>
<td>Portable model</td>
<td>Actually a console model in a portable case. Same performance on location as in the studio.</td>
<td>Sacrificed in mechanical design to gain portability. Further exaggerate inferior performance.</td>
</tr>
<tr>
<td>Maintenance</td>
<td>Periodic lubrication of drive mechanism. Always at peak performance—useful for the owner and operator.</td>
<td>Lubrication, and frequent replacement of puck and pulleys. Continued adjustment necessary to keep speed of turntable up to specifications.</td>
</tr>
</tbody>
</table>

Fairchild specializes in LIP SYNCHRONOUS recording and playback equipment for SOUND-ON-FILM, TV PRODUCTIONS, and all such installations requiring laboratory standard performance. Write for full details.

VOICE CONTEST

EIGHT prominent American citizens, representing diversified walks of democratic life, will preside as judges in the annual Voice of Democracy contest Week Oct. 30-Nov. 5, the Voice of Washington last Thursday.

Once again four high school students each will emerge richer by virtue of a $500 college scholarship award for efforts in writing and voicing the best five-minute radio scripts on the subject, "I Speak for Democracy." The contest, already underway in the second, third, and fourth years of high school, will be climaxed with the National awards luncheon on Washington's Birthday, Feb. 22, 1950.

NAB, U. S. Chamber of Commerce and Radio Mfrs. Assn. each year jointly sponsor the competition, which is endorsed by the U. S. Office of Education, Federal Security Agency.

List of Judges

J. J. Stewart, famous motion picture star, chairman of the Board of Judges;
J. V. Allen, Assistant Secretary of State for Public Affairs, whose Voice of America brokers have carried previous winning radio scripts to the nations of the world;
Tom C. Clark, newly-appointed as counsel of the United States Supreme Court, who as Attorney General served as chairman of the judges and presented the annual awards;
Douglas Southall Freeman, southern editor and author of "Robert E. Lee and Lee's Lieutenants;"
Andrew D. Holt, president of the National Education Association; and
Edward R. Murrow, newsmen commentator for CBS.

Meanwhile, a manual on the contest is being distributed to principals of 27,900 high schools in the U. S., all broadcasting stations, local chapters of the Junior Chamber of Commerce, and radio dealers in all communities. In mid-October special model transcriptions will be used on all stations as guides for students writing radio scripts.

Dics Readied

The voices of NAB President Justin Miller, discussing "Freedom of Expression;" Actor Jimmy Stewart, on "Platform for Democracy;" and Dr. Earl J. McGrath, U. S. Commissioner of Education, on "Education for Democracy," will be heard on the transcriptions, timed for five-minute broadcasts, length set for the competing scripts.

Model broadcasts are slated to run during Radio Week when the students will pen their own scripts, to be voiced by themselves in school and community competitions. Present plants call for advertisement of local winners by Nov. 12, state finalists by Nov. 26. Competition is judged on broadcasting standards, with special stress given to content, delivery, and originality. National and state judging are done by transcriptions made by local stations.

Last year's contest drew nearly half a million contestants in all 48 states, Alaska, Hawaii, and the District of Columbia. Winners were feted by President Truman and Congress, and taken on a tour of historic interest near Washington. Tom Clark, then Attorney General, presented the awards at the luncheon, which was broadcast to listeners everywhere. The students also appeared as guests on other programs including television.

Philo Dividend

BOARD of Directors of Philco Corp., Philadelphia, have declared regular quarterly dividend of 50¢ per share on common stock payable Sept. 12 to holders of record Aug. 29. Board also declared regular quarterly dividend of 934 per share on corporation's preferred stock, 3 1/4% Series A, payable Oct. 1 to holders of record Sept. 15.

EVENING Art School of Pratt Institute, Brooklyn, N. Y., will conduct Television Survey course during 1949-50 session.

GOOD NEWS!!

FOUND

A NEW rate card—with new streamline rates and complete market data. The first of its kind in Connecticut.

Write or wire today, we will send you one.

WICH

NORTHWICH, CONN.

1400 KC FULLTIME

John Deme, Gen. Mgr.

Page 56 • September 12, 1949
NEGRO STUDY
Show Station Prospects

A STUDY of economic prospects for a Negro owned radio station in each city of the United States with a Negro population of 25,000 or more reveals that Negro oriented broadcasting would be an "excellent business risk" in 28 cities. The survey was completed last week by the Chicago firm Kyle, Carter & Eubanks, Negro radio promotion counselors.

Only 11 cities in the class studied were found unsuitable for Negro broadcasting enterprises, according to Dr. Clifford F. Kyle, member of the firm and general manager of WVON Chicago, whose application for a CP now is pending before the FCC.

The counseling concern has arranged a series of conferences in key cities where members of its technical staff will confer with business, church and civic leaders who are interested in building radio stations.

"With emphasis on freedom of speech by means of radio stations, it is felt that less sympathy, which is not necessary, but better understanding, which is vitally important, will be achieved," Dr. Kyle said in releasing the report. "We cannot expect the world to understand the Negro's problems unless they are properly presented by means of an unprejudiced channel. Radio provides that means."

Kyle, Carter & Eubanks provide complete engineering, financial, programming, sales, advertising and administrative services. In addition to Dr. Kyle, other members of the firm are Andrew R. Carter, formerly associated with RCA in New York and WTPK Charleston, W. Va., and now chief engineer of WVON, and Thad B. Eubanks, a Chicago attorney. Dr. Kyle is director of Negro programming at WHFC Chicago and has conducted programs at WSBC Chicago and WJOB Hammond, Ind.

TWIN FALLS FEATURE
Auto Firm Marks Second Year On KLIX

Mr. McIntyre (r), accepts keys of first 1950 Studebaker Land Cruiser delivered in Idaho from Vern Teasley, president of the Twin Falls Motor Co., as C. G. Wylie, vice president of the auto firm, looks on.

AN AGGRESSIVE 250 w ABC affiliate, KLIX Twin Falls, Idaho, is celebrating more than two years of radio advertising by a single local motor company which has netted that firm a good part of its million dollar annual business.

Twin Falls Motor Co., Studebaker franchise holder, has sold as high as 24% of all new cars registered in the county, KLIX Manager Frank C. McIntyre reports. This is an impressive record, he continues, because many makes have more than one dealer with every make represented. "As the Twin Falls firm says, 'We spend about 95% of our budget with KLIX. We're doing all the business we can do. So maybe radio's doing us some good.'"

Debut of the first new 1950 Studebaker Land Cruiser delivered in Idaho was prefaced by the automobile firm with a 100 spot campaign on KLIX. Mr. McIntyre reports that the firm has used 10 quarter hours and two half hours weekly on the station for over two years. While the motor company favors musical programs for year round institutional advertising, saturation spot campaigns are used to publicize special events.

BOSTON IRE
Broadcast Group to Meet

BROADCAST Engineers Group, newly-formed Boston Section of IRE, is to hold its first meeting in Boston this Thursday, with Professor Hobert H. Newell of Worcester Polytechnic Institute as guest speaker. He will speak on "Broadcast Station Performance Measurements as Required by the FCC."

Meeting planned by Roger W. Hodgkins, chief engineer of WGAN Portland, Me., vice chairman of the group and engineers from WBZ WOOP WEEI, all Boston. Technical personnel in New England are invited to attend initial meeting, first of technical series slated for the coming winter season, and dealing with problems of broadcast operators and engineers.

THREE Suas, recording artists, will be included among releases sent to subscribers of World Broadcasting Co.'s transcribed library service.

45.0 "HOOPER" **
(average 5 periods, Winter, 1948)
proves the best buy in DANVILLE, VA.
is WBTM
5kw 1kw ABC
(d) (n) Rep: HOLLINGBERY

PROBLEMS in Radio Mrs. Assn.'s planned presentation before FCC later this month dealing with expanded television service are expected to dominate the Sixth Joint Conference of U. S. and Canadian RMA officers and directors at White Sulphur Springs, W. Va., Sept. 15-16.

RMA President and other officers will play hosts to the Canadian RMA delegation headed by President Frank R. Deakins. Last year Canadian officials entertained the American group. Board meetings of the Canadian and U. S. directors will be held on successive days, Sept. 15 and 16, with officials from each board sitting in as guests at both sessions at the Greenbrier Hotel.

RMA's Television Committee, headed by Mr. Baleom, will meet during the two day conference to complete preparations for the association's presentation at the FCC hearing beginning Sept. 26

Also slated for consideration is TV set advertising. In addition, several industry promotion projects, including plans for National Radio Week and a Town Meeting for servicemen in Washington, D. C., will be presented to the RMA board of directors. Still another is a review of TV educational films to be made available by RMA to TV broadcasters.

Sensational!
COLUMBIA MICROGROOVE TRANSCRIPTIONS

WFAA, DALLAS
"...Decided improvement
both from the standpoint of
cuing and quality...."

WMAL, MACON
"...Offer excellent quality
...banding is a definite aid...."

For details phone, wire or write:

COLUMBIA TRANSCRIPTIONS
A Division of Columbia Records, Inc.

LOS ANGELES NEW YORK CHICAGO

September 12, 1949 • Page 57
FIRST Broadway structure tailored for television, at an estimated cost of $9 million, is expected to be ready for occupancy by May 1, 1951, it was revealed last Thursday.

Plans for the 20-story edifice were filed with New York's Department of Housing and Buildings by John Sloan Assoc., architects and engineers. The building will occupy the block bounded by 51st and 42nd Streets, Seventh Ave. and Broadway, and will be utilized almost exclusively for video studios and offices. Tentatively, the building will be known as the Television Bldg.

Sponsor of the project is Herbert J. Freer of New York, a shirt manufacturer who has been associated with the Broadway show "Diamond Lil," and thus is not new to show business.

The block has been leased by Mr. Freer for 30 years, with two-30-year renewal options.

NBC Signs 'Riley'

NBC has acquired for television as well as for radio the rights to Life of Riley, from Irving Brecher, who will continue to produce the show for both radio and TV under Pabst Sales Co. sponsorship. The radio series will originate in Hollywood, resuming after its hiatus on Oct. 7, 8-9:30 p.m. (EST). The TV version will be filmed in Hollywood and then telecast from New York, starting Tuesday Oct. 4, 9:30-10 p.m.

"The Ed Wynn television show is Hollywood's chance to show that it can be done on the coast," David G. Lyon, vice president of Cecil & Presbrey Inc., Speidel Co. agency, advised Broadcasting last week.

"To my mind the CBS Ed Wynn show is the ideal type of vehicle for a smaller advertiser who can't afford a big show every week," he said. "But he cautioned that it is important for any television advertiser to have a good show every time he is on the air. Thus he contends that Speidel stands to gain much by being on 'every other week, with a good show."

"After all," he reasoned, "a good show every other week is much more effective than a poor one every week."

Questioned about the likely acceptance of the program in eastern markets via kinescope, Mr. Lyon said that he has had every assurance from CBS officials that it will be technically acceptable.

To observe the start of the first major television program to originate from Hollywood, CBS' Ed Wynn show will be the recipient of major premiere treatment on Sept. 22, under auspices of Los Angeles Chamber of Commerce.

The program will be aired "live" over KTTV Hollywood on Sept. 22 and KNXT New York and "about 13 other eastern and midwestern markets starting Oct. 6," CBS has announced. Harlan Thompson, motion picture veteran, will produce the program and Ralph Levy will direct.

FOOTBALL TV

NBC Lists 24 Top Games

NBC television last week claimed the heaviest collegiate football schedule in video history, listing 24 top games to be carried over a ten-week period under sponsorship of American Tobacco Co. through N. W. Ayer. CBS also announced it would televise the entire home schedule of Columbia U.'s gridiron contests under sponsorship of another tobacco company, Liggett & Myers Co., through its agency, Newell-Emmett Co.

The NBC schedule will include six Army, one Navy and six Ivy League contests.

ED WYNN FOR SPEIDEL

Bi-Weekly Program Idea Cited by Lyons

"Open Mike"

(Continued from page 11)

monest words in the English language, as they come over the air:

To wit:

inter ... instead of in-ter-es-ting
wot... instead of what
half and half of half and laugh
Potland ... instead of Portland program
... instead of pro-gram
everybody instead of everybody
close ... instead of clothes
... instead of aunt
genuine ... instead of predicitc
... instead of in-dus-try

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Mr. H. B. Frederickson
Arlington, Mass.
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EDITOR, BROADCASTING:

Reverence for our late lamented ... tower moves us to protest your Sept. 5 story "Hurricane," which reports that mere 122 mile-an-hour winds felled WSWN's antenna. Our own accurate wind instruments gave up the ghost registering 140 miles-an-hour and things got still worse before they got better. Only last year ... survived late summer breezes of 135 miles-an-hour.

Tom Watson Jr.
General Manager
WSWN Belle Glade, Fla.

COLOR CONVERTERS

$100 Retail—Tele-Tone

TELE-TONE Radio Corp. can mass produce converters enabling standard TV monochrome sets to receive pictures in color as well as black-and-white and to retail at about $100, S. W. Gross, Tele-Tone president, said last week. One of the companies which is providing color reception equipment for the CBS color tests to be conducted in Washington in conjunction with the FCC hearings starting Sept. 26, Tele-Tone, can begin mass production without delay, Mr. Gross said.

Mr. Gross reported that his company also had developed a new TV receiver which will receive both color and monochrome programs.

CBS announced on Thursday that additional receivers for its color tests have been ordered from Crosley Div. of Avco Mfg. Corp.
"An excellent job well done"

says KOCY-FM, Oklahoma City

"Yesterday's 85-mile-an-hour wind speaks well of the ruggedness of our new Truscon Tower", continues a letter from M. H. Bonebrake, general manager of this important Mutual Network member, to Truscon's Oklahoma City District Manager. "Your design is serving our purpose excellently and also makes a beautiful tower."

Including the General Electric 8-bay circular FM antenna and its beacon, this Truscon Guyed Radio Tower rises 938 feet above the Oklahoma plain. Yet it stands

strong, slender and sure in the face of high velocity winds, and delivers the KOCY-FM 176 kilowatt signal on a frequency of 94.7 megacycles without interruption.

This sincere tribute is evidence of Truscon engineering and construction skills in assuring AM, FM and TV Tower dependability. Whether your operations call for tall or small towers ... guyed or self-supporting ... tapered or uniform cross-section ... contact your nearby Truscon District Office ... or our home office in Youngstown— for expert assistance without obligation.

TRUSCON STEEL COMPANY
YOUNGSTOWN 1, OHIO
Subsidiary of Republic Steel Corporation
**FCC FLAGS AT&T**

By RUFUS CRATER

AT&T'S POLICY against interconnection of its network television facilities with those of private broadcasters was branded "unlawful" in a proposed report issued by FCC last Thursday.

The report upheld telecasters' contentions that for the development of the visual art the telephone company must link its network facilities, upon demand, with any private intercity relay which FCC authorizes.

The Commission reiterated its view that common carriers alone should handle all intercity TV relaying whenever they have established facilities adequate to meet broadcasters' demands, but made clear that this degree of adequacy is not likely to be reached in "the near future" or for "an appreciable interval of time."

This ruling would require interconnection of AT&T facilities not only with authorized private relays, but also with TV stations' private mobile radio pickup equipment authorized by FCC, and with intercity relays accomplished by direct

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**LEGEND**

1. Cities with one or more authorized television stations
   - in operation on Dec. 7, 1948 and Aug. 1, 1949
   - in operation on Aug. 1, 1949 only
   - not yet in operation as of Aug. 1, 1949

2. Television Network Routes
   - network routes in service in 1949
   - network routes under consideration, 1950-1952
   - coaxial cable in place and operating for telephone service, but not equipped for TV network operation

**NOTE**: Television stations in Riverside, California and Stockton, California, were deleted between Dec. 7, 1948 and Aug. 1, 1949.

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off-the-air pickups from other stations.

So long as FCC authorizes private broadcasters to operate intercity relays, the report asserted, such authorizations are clear evidence that the Commission does not consider common carrier facilities to be adequate. When they do become adequate in a given area, the report continued, the private authorizations in that area will be terminated, "giving due consideration to the opportunity such broadcaster may have had to amortize his facilities."

Wields Effective Veto

By refusing interconnection with facilities which FCC has authorized, the report charged, AT&T wields an effective veto over Commission determinations of what is in the public interest.

The report concluded that FCC cannot now, without further hearings, require AT&T to interconnect specifically with the intercity facilities of another common carrier—Western Union, in this case—but said it has power to do so if specific hearings show that such a requirement is "necessary or desirable in the public interest."

The report indicated that this question may soon be taken up with respect to interconnection with Western Union's New York-Philadelphia relay.

Based on Hearings

FCC's report, subject to oral argument, was based on lengthy hearings conducted last fall and winter as part of a general FCC investigation of AT&T and Western Union's network television rates [Broadcasting, Oct. 4, 11, Nov. 8, Dec. 6, 1948]. The hearing on the rates themselves was deferred pending decision on the interconnection question.

Comr. Robert F. Jones dissented from the report; Chairman Wayne Coy and Comr. George E. Sterling did not participate.

The issue is the legality of the telephone company's policy of refusing to connect its own intercity TV channels, either coaxial cable or radio relay, with those of private broadcasters except to cover areas where AT&T does not have its own facilities established. Thus, for example, AT&T refused to transmit an NBC program from New York to Boston because the program had been sent to New York over Philco Radio Corp.'s Philadelphia-New York relay link at a time when AT&T had a channel which could have been employed between Philadelphia and New York.

The broadcasting interests in the hearing—Allen B. DuMont Labs., Philco, and Television Broadcasters Assn.—contended that such a policy hampers the growth of television by discouraging construction of new intercity facilities at a time when existing facilities are inadequate; by imposing unreasonable restrictions upon private broadcasters' use of their own equipment and personnel, and by deterring construction of new TV stations in areas where AT&T network service is unavailable and unplanned. Further, they claimed, it promotes monopoly for AT&T.

Phone Company Argument

The telephone company argued that its policy was based on principles which have had the sanction of "courts and commissions"; that unrestricted interconnection is economically harmful to a carrier; that duplication of facilities and service is inefficient, uneconomical and contrary to public interest; that uniformity of operation is necessary for coordination and efficiency; that its policy is necessary in the interest of uniform and reasonable rates; that private broadcasters would "skim the cream" by constructing facilities in less costly areas and leaving the more expensive and less profitable operations to the carriers, and that the development of improved equipment and methods would be retarded if AT&T were forced to abandon its policy.

The telephone company made plain that it felt a single common carrier—AT&T—should furnish all intercity video transmission service. But the Commission's proposed report, overruling the other major arguments of the telephone company, over-ruled this one too. Referring to its February 1948 report (Continued on page 85)

**TELECASTING**

**Proposes Interconnection Policy Be Banned**

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**A Service of Broadcasting Newsweekly**

SEPTEMBER 12, 1949

**THIS MAP, based on FCC official records as of Aug. 1, was prepared by the Commission to show the adequacy—or inadequacy—of the Bell System's intercity TV facilities. The map was part of FCC's proposed report labeling "unlawful" the AT&T policy against interconnection of its intercity facilities with those of private television broadcasters.**
The Du Mont Television Network
Telecasts from WGN-TV, Chicago as well as WABD, New York

For the promotion-minded Midwest, Du Mont offers every facility for producing the best in television through the studios of its Chicago affiliate, WGN-TV. National advertisers now have their choice of two originating cities, serving a list of stations which can be seen by 99% of the country's television receivers!
CURRENT stalemate in negotiations between NAB's Television Music Committee and ASCAP over a licensing formula to cover video contracts will be tackled head on by TV broadcasters in an 11th hour industry-wide conference slated by NAB. The meeting will be held in Washington, D.C., Sept. 23.

This was apparent last week as ABP's Justin Miller strongly urged each TV representative to "individually make its own decisions and participate in its solution at the meeting during which committee members will report on current progress with ASCAP. He warned that "the outcome of these negotiations will set a pattern for television broadcasters and affect their operation for years to come."

The present temporary license expires Oct. 1, and if advised no further extensions will be granted, the NAB president pointed out. Since Dec. 31, 1948, TV stations have been operating on a temporary month-to-month basis at the request of the NAB TV music group.

Notified of Meeting
Judge Miller notified TV broadcasters of the impending meeting in a recent letter, which recalled briefly the progress to date and some of the factors involved in present negotiations, and which urgently called upon TV operators to meet to consider the "next steps to be taken." Conference will be held at the Mayflower Hotel on a Friday, three days before the FCC hearings on TV allocations, Judge Miller noted, making it possible for them to combine two meetings in one trip.

In a recent letter in negotiations thus far with ASCAP has been NAB's desire to arrive at a blanket plus per-program licensing formula which would be recommended to TV operators. ASCAP maintains the per-program plan is a losing venture for its members. It agreed, however, on the blanket deal which would carry up to the AM rate. If another 10% is added [Broadcasting, July 18]. The agreement would not require clearing of special uses and paying special fees for such use. When contracts are finally evolved by NAB and ASCAP, they will run from three to five years, retroactive to Jan. 1, 1949.

The TV Music Committee felt that the proposal for special fees for special licenses would establish a pattern which was "thoroughly inexpedient and unacceptable" and that ASCAP placed too high a value on TV's use of music according to Judge Miller.

On the other hand, the Committee believes the blanket formula was an "acceptable proposal" but

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EXCLUSIVE TV distribution of all Assoc. British-Pathe short subjects is granted in England to Hubbell Television Inc., of New York, by Thomas Ebeling (seated), ABP executive. Witnessing proceedings are (l to r) Kyra Hubbell, vice president and secretary; Richard W. Hubbell, President of Hubbell Television Inc., and Bob Richardson, managing director of Richard-son-Hubbell Television Networks Ltd., Hubbell European affiliate. Under contract, Hubbell Television acquires rights to Pathé Films Library. Pathé is producing film series for use by American stations [Broadcasting, Aug. 22].

TV NETWORKS

July Time Sales Hit
$614,468—PIB

COMBINED gross time sales of the four TV networks in July totaled $614,468, according to data released last week to Broadcasting by network time sales for the year bases its reports of billings by class of advertising, agency totals and other breakdowns, are available only on a quarterly basis. Therefore, the next such analysis of video network business will appear approximately two months from now, when PIB has completed its report for the first nine months of the year.

NAB's Board of Directors directed it to obtain alternative proposals of TV-per-program licenses. Finally, Judge Miller named a station sub-committee, aided by Robert Myers, NBC assistant general counsel and chairman of the full committee, and called upon TV operators "controlled" by AM licensees to take part in ASCAP negotiations. A number of them, presently operating under per-program licenses with ASCAP, were unable to participate, the NAB president observed.

"The conclusion of per-program negotiations on a basis satisfactory to television station operators who intend to operate under or wish to consider per-program licensing is a vital necessity," he asserted. "This problem is a station problem. . . . Only you . . . can make the next decisions. . . ." Judge Miller asserted.

He termed negotiations with ASCAP as "extremely complicated" by a number of factors including these: (1) ASCAP's TV agreement with its members permitted only two-year licenses ending Dec. 31, 1950; (2) rights obtained were much more limited than rights for sound broadcasting, with result of special licenses and special per-use fees for certain performances; (3) many ASCAP members feel combined visual-vocal use of a composition is of greater value than a mere vocal use; and (4) ASCAP insisted that differential in rates paid by networks and stations in AM was not justified.

The blanket deal agreed on by ASCAP-NAB and termed "acceptable" by the TV committee would mean in effect:

1. Licenses running for from three to five years (retroactive to January 1, 1949) to the temporary licenses under which all television broadcasters using ASCAP music since the first of the year have been operating.

2. Retention of the local station blanket commitment of June 11, 1948, which fixed the network rate of 2.75% (with clearance at the source) based upon "net time sales" and subject to the 10% mark-up mentioned in (6) below:

3. As in AM, "net time sales" would be computed by deducting rate card discounts and rebates, 15% agency commission and 15% sales commission.

4. In the case of "net time sales" the cost of inter-connecting stations (the counterpart of the present AM wireline deduction) would be allowed up to 25% of net time sales during the first two years, 20% during the third and fourth years and 15% during the fifth year. (Under the AM blanket agreements, networks deduct their full wireline costs. The costs of inter-connecting stations to TV are much greater than in AM that ASCAP feels combines more than 25% of total television stations in the amount of the deductions in television.)

5. Both local and network blanket sustaining fees would be computed on the fourth basis plus the 10% mark-up mentioned in (6) below;

6. As in AM, running fees have been computed on the foregoing basis, they would be increased.

7. Co-ops would be accounted for as "net time sales" without prejudice to the position of ASCAP and the broadcasters on the AM cooperative problem.

General Agreement
 Asked to comment on the status of negotiations with ASCAP for TV licenses, Mr. Myers noted that general agreement has been reached between the TV broadcasters and ASCAP on the terms of a blanket license proposal.

When it came to per-program licenses, Mr. Myers reported ASCAP's proposal followed the radio formula, which it believed had resulted in an unfair relationship between fees paid under the blanket and per-program license agreements. Attempts to find a new formula that would meet ASCAP's wishes and still be acceptable to TV broadcasters who prefer the per-program form of license have reached a point where the broadcasters committee feels it cannot proceed without direction from the NAB Board of Directors, he said. All TV stations, licensees and CP holders are invited to attend, whether or not they are NAB members, he noted.

Mr. Myers declined to reveal any terms or details of the per-program licenses which have come up in the discussions with ASCAP. He said that the agreement is now being put in writing, and he has no way of knowing what the individual broadcasters will approve or disapprove and that any advanced disclosure of suggested license details would be "unfortunate."

He pointed out that while only about 100 or 110 out of the 2,800 AM stations are operating under per-program licenses, these include (Continued on page 64)
IS THERE A DOCTOR IN THE HOUSE?

We mean a "specialist" not a general practitioner.

Radio and Television are highly competitive media. And since they began to vie for the advertising dollar, there has been an urgent need for "specialized" representation of each.

On the proven theory that one man cannot efficiently serve two masters, Blair-TV, Inc. was born.

We are specialists ... TV sales specialists devoting 100 percent of our energy and talents to the sale of television time and programs.

Blair-TV, Inc. has developed its own sales technique which will mean more dollars for TV Station owners.

May we tell you about the Blair-TV "Ten-point Sales Plan?"

Write Blair-TV, Inc., 22 East 40th Street, New York 16, N. Y.
KECA-TV DEBUT

Seventh Video Outlet
In Los Angeles

BOW of KECA-TV Hollywood, place this Friday (Sept. 16) on the nation's only city with seven fifth TV outlet of ABC, will take Channel 7, marking Los Angeles as operating TV stations.

Robert E. Kintner, executive vice

Screams predicts that the West Coast will then begin to supply the Empire with as many hours of programming as it receives. Among these, he pointed out, will be a top budget weekly variety show, to be produced by Steve Goggin, ABC Hollywood senior television producer.

WOW-TV

In Full Operation

WOW-TV Omaha, Neb., is giving regular service to an estimated 75-mile area, Bill Wiseman, promotion manager, reported last week in a summary of activities of the station which began operation Aug. 29.

The outlet, a member of the "non-interconnected" NBC-TV network, has a four-hour schedule. During inaugural day, greetings from Justin Miller, president of NAB; Nebraska and Iowa Seniors; and Representatives for NBC officials, Turk Telecast. Ralph Edwards filmed a special Truth or Consequences TV salute to the station.

Also estimated by Mr. Wiseman was the number of "sets in use," which he placed at 4,000, after a vigorous two-months set sales campaign on WOW. The new outlet is the third of Radio Station WOW Inc. headed by John J. Gillin Jr., president and general manager. Other stations are WOW Omaha and KODY North Platte, Neb.

WOW-TV got off to a start with sports coverage of the American Legion "Little World Series" baseball games. The action was daily from Nebraska and Iowa State Fairs. The station will carry all U. of Nebraska home football games from Lincoln using a special microwave relay setup. Also on its schedule is showing of the professional exhibition game in Omaha between the Los Angeles Rams and the New York Giants, Sept. 14, other football games, and wrestling and hockey.

During the first week of operation, a half-hour musical variety show, WOW Calling, was carried by the station.

New staff appointments were announced by Harold, former chief technical adviser, has been named WOW-TV manager, and Russ Baker will be production chief. Mr. Baker is from the opening team. President John Gillin who had been hospitalized for three weeks. He was to be taken to his home from the hospital for several weeks rest before resuming his duties. During Mr. Gillin's absence, Mr. Wiseman reports, Lyle DeMoss will act as general manager and also program director of all three stations.
When Mr. A. G. Doukas, VP of Metro Washers, had faith in TV to sell $50 portable household units...some experts took the dim view...but he brightly signed up for the Art Ford Show on WPIX...11-12 p.m. Saturday nights.

Viewers were asked to telephone for a demonstration...kept phone lines warm with leads...and almost 100% were converted to sales!

After three weeks, the advertiser found costs so low...he is about to double his expenditures...says TV is a Sensational Sales Success!

WPIX has a range of result stories advertisers ought to know more about...from 10c toiletries for women to $400 air conditioning units bought by executives and professional men. Whatever your product or price range...WPIX makes sales...moves merchandise from shelves and selling floors...converts customers to cash.

...for full facts on open opportunities.

call Jack Patterson, Scotty Donahue,
or any WPIX representative...
ENGINEERING details on CBS and RCA "compatible" 6- and 4-color television systems for an FCC hearing this week to FCC and the public, disclosed that:

- RCA's system initially employs three color signals which are sequentially scanned and electronically, combined, transmitted as one signal in time-multiplex fashion and reproduced simultaneously at receiver via triple-kinescope projection onto single screen. System stems from 1946 wide-band developments of RCA.

- CBS system can be either "all-electronic", "mechanical (disc type)" or combination of both, and that system "is not inherently a mechanical system as has been widely reported." All types of color camera and receiving apparatus reported thus far—including RCA, Color Television Inc. and Du Mont-ChurchADOR—could be employed in CBS system "with but minor adaptation."

The technical data, heretofore closely guarded, was supplied to the Commission Tuesday at request of a fortnight ago for more specific information [BROADCASTING, Sept. 5]. The move was a further effort toward solution of the color television enigma which shadows FCC's overall TV hearing to commence Sept. 26 and which has caused very little concern in industry, Government and Congress.

Meanwhile, FCC last week granted Bamberger's WOIC (TV) Washington special temporary authority to commence tests Sept. 25 of the CBS color system in conjunction with that network and cited the latter as "an innovation" to New York authority from Sept. 7 to further test its color TV system there. Both authorizations are for 15 days.

The Commission also extended from Sept. 12 to Sept. 26 its deadline for acceptance of counterproposals and oppositions to comments now pending on the general TV reallocation plan [TELESTATUS, Sept. 5].

Another development in the color field last week was the filing by Leon Rubinstein, New York color photography and optics expert, of comments on his system for compatible, all-electronic 6- and 4-color TV, based on color engraving principles. The system, claimed to be very inexpensive, employs Mr. Rubinstein's invention of "optical systems" to be used in camera and receiver and for which patents have been requested. The brief was accompanied by petition for late acceptance of view of the past 15 days on color matters.

The RCA system, technically explained by Dr. E. W. Engstrom, vice president in charge of research, RCA Labs. Division, initially was announced in late August by vice president of the same division [BROADCASTING, Aug. 29]. RCA at that time indicated it was ready for further effort toward all-electronic color. Color Television Inc. reported its technical details the same week and CBS had outlined its developments the previous week [BROADCASTING, Aug. 22].

**RCA Explanation**

In a step-by-step explanation of the system, the RCA brief said the color camera produces three signals, one for each primary color. Each of these signals may contain frequency components out to 4 mc maximum.

Each of these individual signals then follows two routes which later join. These are "mixed," and of the optical system. This is explained as a "new and outstanding engineering development," which combines," the camera produces three signals along with the "mixed" high frequencies described in the color TV processing of several years ago, works in this fashion. The three color signals from the camera are combined in what is termed adder No. 2, and are jointly fed through a bandpass filter. The output of this filter contains frequencies between 2 and 4 mc, with contributions from each of the three color channels. This output of mix-highs then goes on.

Resulting adder No. 1 signal is fed into a low-pass filter which cuts off at 4 mc. The signal from this filter is applied to the modulator of the VHF or UHF television transmitter. RCA explained the transmitter is used "as existing VHF transmitter... used, with the same vestigial sideband filter, sound transmitter, diplexer, and transmitting antenna."

In the receiver the system works in reverse. However, the brief explained that the radio-frequency signals are received by an electronic receiver, intermediate-frequency amplifiers, sound detector, sound intermediate-frequency amplifiers, discriminator and audio circuit to recover the signals from those of conventional black and white sets. The color receiver in addition includes a sync separator, deflection circuits, sampling pulse generator, electronic sampler or commutator, and cathode-ray tubes or kinescopes having appropriate color producing phosphors.

CBS told the FCC that cameras thus far used and demonstrated have been disc-type to avoid problems of optical image reconstruction, intermediate-frequency registration and light loss "inherent in all-electronic cameras thus far suggested." However, it was stated, "the various types of 'all-electronic' systems which have been suggested in connection with other systems could, if their technical performance should be satisfactory for other color pictures, equally used with the CBS system."

**Line Frequency Greater**

Scanning frequency is departure in CBS system. Line frequency of 29,160 per second is cited as compared with 15,750 for standard black and white. In CBS system this gives field frequency of 144, color frame frequency of 48 and color picture frequency of 24. Field frequency of 180 is used in CBS's medical demonstrations to simplify problems with local power supplies, it was explained.

CBS explains precise choice of field and line values rests largely on relation to television, vertical and horizontal geometrical definitions, and if disc-type receiver is used, goes, "the reason for this interrelationship is the higher utility of the television picture bandwidth, with 4.5 mc channel bandwidth being maximum of about 8,000,000 changes in light intensity, for example, and for the color synchronizing pulses and flyback time. In any increase one factor leaves fewer pulses for other two, it was said."

Assuming a 4.5 mc picture bandwidth and 405 lines with 144 fields, CBS said, number of picture elements along each line is 45% less than standard black and white picture. Standard F.C. synchronizing pulse is used speeded up to 29,160 lines and 144 fields available instead of 128 fields. CBS pointed out that its system employs standard broadcast transmitters and relays, without modification, and its color receivers are "all-electronic, both color and monochrome."

The receiver can be adapted to receive CBS color signals in monochrome by means of plates which re-include the scanning frequency. CBS has developed an adaptor which can be plugged into existing tube sockets within the set, with all used tubes being used in adaptor itself.

Once an existing monochrome receiver has been fitted with scanning adaptor, it can receive color when black-and-white sets are placed in the front of the picture tube. Converter now used contains color disc, motor, automatic disc synchronizing unit and magnifying lens. CBS early estimated converters could be mass-produced for about $75. Network last week also added AVCO's Crosley Division to group to films making color recordings for demonstration before FCC.

Mr. Rubinstein's method of color television has variations known as "Avco," "CBS," "Raytheon," "Laboratory," and B are termed all-electronic and claimed to be "simplest and least costly of all existing systems of color television," while System C is claimed to be similar to other three-filter systems.

Existing transmitting equipment may be used in systems A and B with only minor adjustments amounting to "less than $100 per camera." Existing receivers require only nominal adjustment to get color, costing $25-100 for equipment, excluding distribution and installation costs and depending upon size of kinescope window. Receiver cost may change should it continue to reproduce monochrome from the color signal.

Mr. Rubinstein asserted the screen used in System A is "produces an image of superior quality" while the screen used in System B may be optionally used in A, "produces an image of higher utility than any television image," and as "a wet or "color."" He explained the "wet" color screen is wider, "gives the image the appearance of a color document," and as "graphic projection."

No color filters are used in Systems A and B. Instead, in A, two adjacent colors are used in camera and receiver. One screen is "inexpensive" Rubinstein creation, called "single dry metaphotographic screen," and other is adding color screens of from 175 to 280 color dots per square inch such as used in color cameras.

Brief explained single dry metaphotographic screen is said to resemble the ordinary photographic film and actually transmits when viewed at most distances, but becoming transparent when brought closer. It is then immediately transparent to anything placed in distance within about a half inch from it. Actual composition is unexplained.

The screen has a relatively smooth surface and when viewed through transmitted light "it appears broken by a network of irregular dark lines — a network of irregular dark lines." Effect, it was pointed out, is to make light viewed through a network of irregular lines appear as physically optically excited. Mr. Rubinstein's brief was filed by George S. Elpern, attorney.
You can buy THIS . . . a lot or a little

Youngsters' birthdays are announced at Woody's daily cake-cutting.

Big hit of the show is the daily movie serial which is telecast during program.

WOODY WILLOW

is the hottest salesman in the south

If your client's product is bought by children; if its purchase is influenced by children (and what family purchase isn't?!)—then WSB-TV's Woody Willow is for you. Here's a top flight show, so brilliantly diversified in entertainment features that it has Atlanta's big juvenile video audience tied up tighter than a drum. Here's a rough on the format:

Time is 4:30 to 5:30 every afternoon, Monday through Friday. Highlight of the period is a serialized adventure in Puppetland featuring Woody Willow and other puppet characters. This is followed by audience participation games and contests for which prizes are awarded. Woody's announcement and celebration of his fans' birthdays is a daily feature also. Grand finale is Woody's daily showing of animated cartoons and movie serials.

Time may be bought in units of the full hour, 30 minutes, 15 minutes or 1 minute live or film announcements. The price is right. No production problems to worry you. For full details on outstanding sales jobs this show has done and is doing—for complete information on availabilities, contact WSB-TV direct or call your nearest Petry man.

WSB, AM AND FM, AND WSB ARE AFFILIATES OF THE ATLANTA JOURNAL, ATLANTA, GEORGIA
TECHNICAL discussion of Stratovision as a method of networking television via airplanes, with exhaustive data on 14 months of testing in a B-29 plane, is presented by Westinghouse Electric Corp. and Glenn L. Martin Co., co-developers of the skyborne system.

The results of the costly research project are reviewed in a 510-page volume covering the second phase of Stratovision experiments. The system was originally announced Aug. 10, 1945 by Westinghouse and Martin officials.

First tests were conducted in a Lockheed bomber between Dec. 9, 1945 and Aug. 30, 1946, when measurements were made at ground stations on frequencies of 1 mc, 107.5 mc and 514 mc. This series of tests led to the conclusion that measured values of field intensity agreed with predicted values, and that effects of plane motion would permit a large airborne TV broadcasting system.

Second Tests

In the second series of tests—Dec. 5, 1947 to Feb. 17, 1949—actual pictures and sound were transmitted in a standard TV channel, with 37 flights logging 164 total hours of testing.

C. E. (Chili) Nobles, Westinghouse section engineer, prepared the report on the second series. The elaborate charts and tabular material are supplemented by reception reports over a wide area.

Westinghouse, at the moment, is not publicly testing Stratovision. The B-29 plane was turned back to the Army, which had provided the craft in exchange for propagation data covering high-frequency bands. Latest word from Westinghouse is that further work on Stratovision depends on FCC allocation of its potential use in a TV frequency.

FCC has shown interest in progress of Stratovision and its engineers will have a chance to study the findings of the new report. Frequencies used by the plane's transmitters were TV Channel 6, 250 mc, 750 mc and 3800 mc.

Many observers who have watched the tests feel that Stratovision has been demonstrated as commercially feasible. Next step, it is agreed, depends on the economic practicality of the system. Stratovision developers contend the country can have networked TV by this method at a fraction of the cost of cable and microwave relays.

TV HAND BOOK
Covers All Video Phases

VIDEO HANDBOOK, by Morton G. Scheraga and Joseph J. Farnham, Montclair, N. J., Belair & Beyce, 892 pp. CLAIM made on the jacket, "Complete technical television hand book," is borne out by the contents. Fourteen sections cover past, present and future of TV; fundamentals; receivers; TV stations; antenna systems; creating programs; descriptions of modern receivers; installation of receivers; servicing: test equipment; receiver building; data section; television terms, and a bibliography.

The hand book is replete with technical drawings and photographs. Each section has been numbered for quick reference. Technical material is extensive, especially in the case of receivers and their installation and servicing. The co-authors have had extensive experience. Mr. Scheraga is with Allen B. DuMont Labs. and Mr. Roche is co-author of Radio Data Book and editor of Radio Maintenance Magazine.

DuMont Programs
EIGHTY PERCENT increase in volume of programming fed by DuMont Television Network to affiliates, as compared with summer schedule, began last Monday. James L. Caddigan, DuMont program director, said that three-fourths of fall network programming would originate at WABD (TV) New York and other fourth at WGN-TV Chicago.
WORLD’S LARGEST TELEVISION STATION!

KECA-TV  CHANNEL 7  LOS ANGELES

on the air September 16

ABC's FIFTH Owned and Operated Television Station in a Key Sales Market—Newest Link in the Powerful ABC Television Network

Now ABC—and only ABC—has its Owned and Operated television stations in five of the six major markets in America! Thus, ABC now offers you a distribution of TV stations that cannot be matched by any other broadcasting company.

And in Los Angeles, ABC offers you facilities unlimited—including:

- Two largest television stages in the world (238’ x 105’ and 175’ x 94’), each with 4 cameras, complete switching arrangements.

- Two auxiliary studios.

- Two remote facilities set-ups, each with 3 cameras.

- Fully equipped theatre seating 300 people.

- Two rehearsal halls.

- Six private dressing rooms, complete facilities for male and female chorus groups.

- Complete 35-mm facilities.

- Complete 16-mm facilities with Bulopticon, 2 slide cameras, small screening theatre seating 25.

- Complete audio facilities.

- Complete production department for building sets, props and handling lighting.

ABC-TV gives you top service as well as top facilities. You buy from one—and only one—representative; he handles ALL your television problems.

The efficient way to sell your products is to use ABC-TV

... in New York WJZ-TV Channel 7
  Giant television center

... in Chicago WENR-TV Channel 7
  Tallest TV Tower in Chicago

... in Detroit WXYZ-TV Channel 7
  Detroit’s most modern equipment

... in San Francisco KGO-TV Channel 7
  1362 feet above sea level

... in Los Angeles KECA-TV Channel 7
  A 23-acre TV studio

ABC TELEVISION
American Broadcasting Company
PEORIA VIDEO

WMBT (TV) Relinquishes CP

REQUEST was filed with FCC last week by Peoria Broadcasting Co., licensee of WMBD Peoria, Ill., to relinquish the construction permit for its television station WMBT (TV) there. No reason was given for the action. Originally granted in July 1948, WMBT is assigned Channel 6 (82.88 mc) with power of 17.2 kw visual, 6.8 kw audio. Its present extension of construction authorization will expire Sept. 29. Considerable sums already have been spent by Peoria Broadcasting, headed by Edgar L. Bill, on television facilities. New AM studios have been equipped with wiring and conduits for TV, large auditorium studio has been included and transmitter plant and antenna facilities have been made to include TV.

With deletion of WMBT there would be no television facility left at Peory, FCC sources say, cancellation of the permit of WEEK-TV Peoria, associated with WEEK there. No TV applications are pending.

WALCO television tower, reportedly strongest television tower up to now, can be erected to height of 120 ft. or more by one person. Tower is helpful in obtaining clear TV signal in non-television or “fringe areas.”

FOR SMART TELEVISION

COMMERCIALS

1. RESPONSIBILITY

2. GET PRICES FROM VIDEO VARIETIES BEFORE YOU ORDER FILMS

VOC A SYMBOL OF VIDEO VARIETIES CORPORATION

OFFICE 411 S. 50TH ST.

STUDIOS 510 W. 57TH ST.

NEW YORK

MURRAY MILL 8-T162

DISCUSSING '49, Magazine of Televising show are camera-arresting Rita Hackett (1) and John Murphy, manager of WLWD (TV) Dayton, O., in the new radio and television audition room of the huge Wageniemi Advertising Agency, Dayton. The agency, which handles the show for the Anderson Piano Co., held Open House displaying to the public its enlarged facilities in the Talbott Bldg.

TV COMMITTEE

SWG Names Seven Members

SCREEN Writers Guild last week named seven members to represent it on the proposed 13 man West Coast committee of the National Television Committee of the Authors' League of America. Appointed were Oliver H. P. Garrett, Morgan Cox, Valentine Davies, Sheridan Gibney, John Larkin, Emmet Lavery and Mary McCall, Jr.

Yet to be named to West Coast committee are three representatives from Radio Writers Guild; two from Dramatists' Guild; one from Authors' Guild. Group will negotiate television writers' contracts on West Coast as will its counterpart in East, according to plans set down at recent Authors' League meeting in New York.

DuMONT’S PLANT

Stated to Open Sept. 26

OFFICIAL dedication and opening date for the new Allen B. DuMont Labs television receiver assembly plant in East Paterson, N. J., has been set for Sept. 26, President Allen B. DuMont announced last Tuesday. Plans for the afternoon ceremonies will be announced shortly.

The plant, containing more than 480,000 square feet of floor space, was purchased for $3,300,000 from the War Assets Administration last December. It was formerly a Wright Aeronautical plant. DuMont is spending more than $750,000 in preparing the building for its operations.

Film Report


Fred Mandl, Princeton Film Center, Princeton, N. J., has returned to U. S. after six months photography junket through mountains and jungles of South America. Mr. Mandl directed photography for film on transportation, “Venezuela on the March,” which is due to be released this fall. Jack Chertok, president of Apex Film Corp., Los Angeles, is in Minneapolis discussing production aspects with executives of General Mills, of Lone Ranger series currently being produced for that company. Flimtome, Hollywood, has been signed to make weekly 30-minute film version of Life of Riley which will be sponsored by Pabst over NBC-TV Network.

Marc Frederic, formerly merchandising executive with Kay Jewelry Co., Washington, D. C., has formed Hollywood Television Enterprises at 915 N. La Cienega Blvd., Los Angeles. Phone Crestview 6-6006. Firm will produce and distribute television and 16 mm commercial films.


KTTV SURVEY

Tavern TVs Checked

SURVEYING the bars of Los Angeles county, KTTV (TV) Hollywood reports that 11% of the area's 3,000 bars responded to a questionnaire which showed that only 3% of those responding did not have television sets.

Of the sets installed, station reports that 35% are RCA; Philco with 25% and other brand names spread out. In answer to query of which television night has been best, Friday winds up on top followed closely by Saturday. The station points out this is in sharp contrast to the East where Tuesday is reportedly the top tavern night.
**TUBE COSTS**

TUBE costs being one of the major expenses of television operation, The Journal Co., owner of WTMJ-TV Milwaukee, set up, prior to inaugurating TV service, a system for keeping a continuing record of these costs.

In the system, original tubes are considered part of plant investment. All spare tubes and replacements are charged to the inventory account. As a tube is retired from service it is replaced with one from inventory and the price of the tube is credited to the inventory account and charged to operating expense. Where the replaced tube has not been used for its guaranteed life, the credit and charge are held in memo form until the manufacturer’s credit is received and then the credit and charge for the replaced tube are finally entered.

In order to keep a record of each tube, each camera is equipped with **METROPOLE**

**Lauds Video Results**

APPEALING to the housewife’s natural laziness by offering to do her laundry free of charge via demonstration of its $50 portable washing machine, Metrople Machine Corp., New York, is having “sensational success” with its participation spot demonstrations on WPX (TV) New York. Metrople has therefore doubled its expenditure with the station.

The advertiser, who has been converting the WPX leads nearly 100% into sales, has been using time on Art Ford’s Saturday Night, musical variety show. Presentation includes studio demonstration of the washer and direct sales talk by Mr. Ford.

“After three weeks on WPX,” wrote Charles M. Higgins, executive vice president of Donner & Co., New York, the Metrople agency, “our cost per lead was so low that we decided to double our expenditure.” He added that his firm was convinced that television got results.

**KGW**

**KGW-FM**

**PORTLAND, OREGON**

**AFFILIATED WITH**

**REPRESENTED NATIONALLY BY EDWARD PETRY & CO.**

**broadcasting** • telecasting

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**WTMJ-TV Uses Check System**

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**... Like Kate's Moon**

**MOUNTAIN** jumping isn’t supposed to be a telecasting feat but reports from Utah and after-baffling the books. KDYL-TV Salt Lake City has received letters and cards from mountain-locked towns in the state indicating that is being enjoyed there as much as at big-city areas. Typical are comments from Provo and Tooele, both under 40 air miles from Salt Lake but apart by high mountain peaks. Mount Timpanagos, 11,000 feet al耀d and one of Utah’s highest peaks, stands directly between the station’s transmitter and Provo in Utah County. And Tooele is behind the Oquirrh range which has occasion to review and revise its supposedly a block to TV reception. But the towns’ residents report good TV reception. Aside from height, the following distances of telecasting from Salt Lake have been indicated: San Diego, Calif.; New Westminster, B. C.; Fort Smith, Ark., and Duncan, Okla.

**WORKERS ASK**

**Lift of TV Freeze**

**PETITIONS** and postcards calling for a lifting of the television licensing freeze on economic grounds are pouring in upon FCC offices from the Camden, N. J., area literally by the hundreds.

“This freeze is affecting the job security of the workers in the industry and threatens the welfare of the entire community,” declares one of the petitions carrying hundreds of names.

The movement apparently is being sparked by the United Electrical, Radio & Machine Workers of America (CIO), whose Local 108 at Camden is among the petitioners. It was estimated 800 postcards alone had been received, aside from petitions which have that many names or more.

The freeze was imposed in September 1948 to permit the Commission to review and revise its television standards. Authorities now see little chance of this being completed before Spring 1950 at the earliest.

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**LIBBY PLANS**

To Air TV Show Sept. 30

LIBBY, McNeil & Libby, Chicago, will sponsor a half-hour weekly series, Auction Air, on ABC’s eastern TV network, Friday, 9-9:30 p.m., effective Sept. 30. The program is the first television auction in which home viewers will be participants. The home audience will be invited to bid, with labels from Libby products purchased in neighborhood stores, for objects displayed on the screen.

Jack Gregson will oversee the bidding and put up for sale everything from automobiles to zebra. During the course of the half hour, Mr. Gregson will put up countless valuable products for which viewers will bid via local telephone calls to the station. Calls automatically will be transferred to a switchboard on the stage at the TV studio in New York, where bids in Libby labels will be accepted by Auctioneer Gregson. To the highest bidder will go objects for sale.

Show will be seen in New York on WJZ-TV, in Philadelphia on WFIL-TV, Boston WNAC-TV, Baltimore WHAM and in Washington on WMAL-TV.

J. Walter Thompson, New York, is the agency. Program is owned and packaged by Masterdon, Reddy & Nelson.
Mr. Graham Black
Prater Advertising Agency, Inc.
St. Louis, Mo.

Dear Graham:

Here's a few tricks about WCHS you
folks or ter keep in mind. First,
you're more'n 22 thousand families in th
city of Charleston an' good-
ners know many's outsid.
But the really surpris-
ing thing is that these here fam-
ilies averaged nearly 56,000 dol-
ars a piece during 1941. Now that's hard ter
beat, Graham, an' it's money ter be
spending, you know. On topa all that ter
WCHS has 16 percent more listeners in
this here fine market than any other sta-
tion, so all that ter listeners takes what it's ter
WCHS with her 560 watt on 580
m. Yrs.

Alvy

WCHS
Charleston, W. Va.

Local Know-How Proved By Station's Own Mail

That a station knows what makes listeners respond is proved when the station's sustaining programs are acting the leading mail pulls. And at WLS Chicago that's true in summer as well as any time of year.

The first week in August, the weekly WSB "Stumpus" program topped all mail pulls—8,174 letters, sending the year-to-date mail to 177,707! Another WLS-built feature, "Children's Hour," has pulled 26,341 letters this year... "Man About the House," week-end household hits program, 11,280 letters. The station's total mail through August 6 was over 650,000 letters—well on the way to a million letters for the twentieth year.

Advertisers, too, are inundated with this proof of listening. A jar maker received 12,000 inquiries... a company 16,000... insurance company 12,000... and a household item 28,000 direct sales to WLS listeners.

Here's further proof that a station which knows its audience—a station like WLS Chicago—gets results—at any time of day or year, with any WLS-built program. That's a thing to remember—that WLS Gets Results!

WLS
The Prairie Former Station
Chicago 7

Represented by John Blair & Company

Mr. Graham

Production

KEN BOUTLINGHOUSE, formerly
WIKY Evansville, Ind., joins
WJOY Carmi, Ill., as program
director.

BOB REPOWER appointed chief an-
nouncer and promotion director of
WFBR, Columbus, Ohio. WAVE-CBS
LINES named music and farm director for
station.

ED PALEN, formerly program director of
WAKR Akron, Ohio, appointed
Program coordinator for Yankee Net-
work owned stations in Wes-
ter ter, Mass.; Providence, R. I.; Port-
land, Ore.; and Bridge-
port, Conn. He also was program director of WCFL
Chicago, WJW Cleveland and gen-
eral manager of WFRP Savannah, Ga.

Bill Carpenter, formerly of
WMZB Saranac, WSNY Schenectady
and WHAM Rochester, N. Y. and KLO
Ogden, Utah joins WOY Schenectady,
N. Y. as an announcer.

Joe Graydon, singer, will be
featuring in half-hour musical show Joe
Graydon's Music Shop to start in Oc-
tober on KLAC-TV Los Angeles.
Show, to run 13 weeks, is Jack Creamer
of Hollywood package.

Larry Lawrence, formerly of
WSFC (was WSEF) Stamford, Conn.,
and WKB Koster Bay, L. I., joins WKBW
Buffalo, N. Y. as disc jockey.

Murphy, formerly writer and
dialogue director for Warner
Bros. Studios, joins CBS Hollywood
as associate director of the tele-
tag show. Ed Wynn Show. Other additions to CBS
television staff are Gus Peter-
son, formerly director of photography
for several motion picture studios, as lighting
supervisor; and John
Goetz, as floor manager.

Cary H. Simpson, for two years
program director of WHN Hunting-
ton, Pa. and more recently with
KCQW Alliance, Neb. in similar posi-
tion, named program director for
WMRN Marion, Ohio.

Jack Parker, formerly assistant
production manager for World Pic-
ture Productions, joins KTAL (TV)
Los Angeles as assistant director
of programs.

Larry Goodwyn, former member
of staff of WATA, Texas A & M
station, joins KTSA San Antonio, Texas
as announcer to handle news and
sports. Phil Alexander, formerly
with KRLQ McAlenn, Tex., joins sta-
tion as continuity manager.

Allan K. Kurnan resigns from
KVRB Albuquerque, N. Mex. and is
joining a local station to devote more time to his ed-
cation.

Alberta Hackett, formerly
with Compton Adv. Inc. Los Angeles,
as business manager and producer of

CBS Guiding Light joins KTTV (TV)
same city, as traffic manager. Prior to joining Compton, Miss Hackett
worked with NBC New York as production
manager.

Bertie Nichols, formerly fre-
elance public relations counselor and
before that women's editor for NBC
Western Division, has joined CBS
Hollywood press information staff as
photo editor. She replaces Mal-
orie Hamilton, resigned.

Earl Stevens of KRTL (TV) Los
Angeles staff and Betty Fald, Don
Lee, Hollywood receptionist, were
married Sept. 10 in Hollywood.

Freeman Goshen of CBS Amos 'n
Andy show is the father of a boy.

Comer Meine, assistant producer of
Don Lee network. Ladies First is
renewing for future operations
at Hollywood Presbyterian
Hospt.

RCA CAMPAIGN

Ad Drive Opens Sept. 20

RCA Victor, Camden, N. J.,
Sept. 20 launches an "all-out" ad-
vertising promotion of a sales-
free drive which will be carried through
the Christmas buying season.

Drive will be marked by a na-
tional spot announcement cam-
paign which, during the first week
of the schedule, will use approx-
imately 30 major radio stations to
broadcast more than 700 announce-
ments of the new price offers of
$12.95 for Victor's 45-record
package.

RCA Victor's Kukla, Fran and
Ollie TV program, carried three
days a week over the NBC-TV net-
work and scheduled in 43 cities, will also be used in the campaign,

as well as all national magazines on
the company's fall advertising
schedule.

SCOTUS

Gwts Gag, Little Rock Cases

The U. S. Supreme Court will
have before it two cases having
important bearing on the broad-
casting business when the highest
tribunal convenes in October.

Papers have been reported ready for filing in the Arkansas Su-
preme Court decision upholding
Little Rock's city tax on radio
stations [Broadcasting, May 30].

The same court, which
recently upheld the state
"Beard, is being appealed on
the ground that broadcasting is essen-
tially an interstate business and
not liable to such a local tax.

This appeal follows long-established Supreme Court doctrine.

Second appeal comes before the
highest court in the form of a re-
quest by the State of Maryland
for a writ of certiorari in the Bal-
timore Gag case. The Maryland
Court of Appeals last June held
6-to-1 that the Baltimore court
ruling restricting broadcasting of crime news was invalid.

In this case the appellate court
overruled a decision of Baltimore
criminal court. The lower court
had held three Baltimore stations—
WFBR, WCBM and WITH—guilty of contempt for broadcasting
offi-
cial police advice: the arrest
and confession of an indicted
murderer who later was convicted.

The Maryland appeal contends
the prisoner was denied right to
an impartial jury trial because of
the broadcasts and notes that
the question of the influence of
published or broadcast matter on
prospective jurors has never been
decided in the Supreme Court.

The state contends that the appellate
court relied on Supreme Court de-
cisions applying to effect of pub-
licity on judges rather than impact
on potential jurors.

Appoints D & D

HOUSE Beautiful Curtains Inc.
New York, has appointed Dinion &
Dubrow Inc., also New York, to
handle its advertising. Firm will
"test television fully" by buying experimental time, spots and par-
ticipations.

The best minds MIND BEST
this advice:

In Memphis

Buy

WMPS

10,000 WATTS DAY
6,000 WATTS NIGHT
680 KILOCYCLES

AN AFFILIATE OF THE AMERICAN BROADCASTING COMPANY

RADIO REPRESENTATIVES, INC.

BROADCASTING • Telecasting

Page 72 • September 12, 1949
Club Picnic

OVER one thousand members of Eager Beaver Radio Club held their first annual picnic as guests of WOC Davenport, Iowa. Club is part of station's early morning program, Wake Up With Music, and numbers over 4600 members representing 70 communities in station's listening area. Contests and games for all age groups with prizes awarded by program's sponsor, Petersen-Barred Von Maur department store, were featured. Presentation of awards to winners was tape recorded and aired on WOC same evening. Ice cream and soft drinks were served by station to club members.

Foneholder' Mailing

PLASTIC Foneholder, enabling telephone users to hold phone without use of hands, has been awarded to trade by KGER Long Beach, Calif. Holder has station's call letters, phone number and location stamped on it, and was accompanied by small card reading, "Greetings! This Ruberlyke Plastic Foneholder is sent to you with our compliments, RELAX during your phone calls.

No Wrong Numbers

YOUNG LADY who tells Pittsburgh telephone users they have "dialed incorrectly" when they forget to add new figure "1" to all city's exchange letters, has transcribed messages for WWSW Pittsburgh for promotional purposes. Listeners, accustomed to hearing girl's voice on telephone reminding them of new phone numbers, hear her over station with such remarks as, "You have dialed correctly. This is Pittsburgh's twenty-four hour voice where you hear sports, music and news night and day."

Promotional Idea

BRIGHT FOLDER, with cover showing drawing of women grouped around CBS mike and headed "What's the big IDEA?," is being sent to trade by Columbia Pacific Network. Folder gives format of Meet the Muses show, and remarks, "Big ideas make the difference between Columbia Pacific and other Coast networks. Ideas in programs, production and promotion..." Back of folder is graph with line showing sharp climb upward, and is signed, "Columbia Pacific...the idea network."

WBIG Market

HEADED by crest with call letters of WBIG Greensboro, N. C. and its network affiliate, CBS, station's current mailing features summary of Piedmont marketing area. Also included in folder is picture of Greensboro and short description of its business and industrial opportunities, station's Hooperating, and picture of new general manager.

Market data reflects area's population growth, its food and drug sales as well as comparative data with other areas in the country.

Distribute Booklet

UTILIZING their booth at Minnesota State Fair for promotional as well as broadcasting activities, WCCO Minneapolis distributed 50,000 booklets celebrating station's 25th anniversary. Twenty-page brochure traces station's development and includes biographical sketches of personalities and highlights in its history.

Personnel

JOANNE PASKINS replaces MARILYN LASSEN as WGN Chicago public relations representative on station's television staff. Miss Paskins worked previously at J. Walter Thompson, same city. Miss Lassen has been transferred to television continuity staff.

CODY PFANSTIEHL, director of press information and promotion for WTOP WTOP-FM Washington, will conduct course in public relations at Institute of Contemporary Arts, same city.

MARK FINLEY, public relations director of Don Lee Broadcasting System, named commanding officer of reserve unit of AFBS in Hollywood. A lieutenant colonel in reserve, he is veteran of World War II, with more than 18 years reserve service.

'TOUCHDOWN TIPS'

NBC Series Sales Increase

SALES for Touchdown Tips, NBC Radio Recording Division's fall football series show a sharp increase over the program's sales this time last year, according to Wade Barnes, the division's manager of Thesaurus and syndicated sales.

Most of the subscribers so far this year, both stations and advertisers, are people who bought the show in 1948, Mr. Barnes said.

The program, 18-quarter-hour periods, presents Sam Hayes and his predictions on contests and other football information.

FORTUNE POPE

Leaves WHOM Post

FORTUNE POPE, executive vice president of WHOM New York and vice president and treasurer of Colonial Sand & Stone Co., effective immediately will devote his full time to the latter firm due to its expanding operations.

Both WHOM and Colonial contracting companies are owned by Generoso Pope, father of Fortune Pope.

Gene Pope Jr., currently editor of II Progresso Italo-Americano, also a Pope enterprise, will succeed his brother Fortune as executive vice president of WHOM.
**LATEST HITS**

from RCA VICTOR

...special “DJ” couplings for your platter shows*

**Programs**

**TWO DOLLAR** giveaway is one angle of format of *Return Envelope* program on WPEN Baltimore. M. C. Brent Gants offers prize for every listener’s record he uses on program. Collectors send in lists of titles and artists on recordings made 20 to 30 years ago. Whenever something good is seen, Mr. Gants writes listener enclosing prize money and telling him to send record along to be aired. Show is broadcast five nights weekly.

New News Angle

PULITZER prize-winning cartoonist, Vaughn Shoemaker of Chicago Daily News is featured on 15-minute TV program over WNBQ (TV) Chicago. Each Wednesday, Mr. Shoemaker draws “Cartoon of the Day” which will appear in News the following day. While drawing, artist discusses news background and implications of his cartoon.

For Sale!

CANARIES, trumpets and antique lamps are bought and sold over Bargain Counter show via WNMP Evanston, Ill. Daily 15-minute “good will” show has “want-ad-of-the-air” format, and offers without charge items listeners want to buy or sell. All letters are combed before airing by Manager Angus Pfaff.

**CALVERT CORP.**

Opposes Radio Liquor Ads

CALVERT Distillers Corp. has gone on record, in effect, as opposed to liquor advertising on radio and television with the announcement that “under no circumstances” would it change its 15-year policy as a matter of “public interest.”

The announcement was made by W. W. Wachtel, president of the firm, at its annual management conference in Montauk Point, L. I. Simultaneously the company announced its plans for the fiscal year begun Aug. 1, which call for an increase in newspaper ads. Calvert’s ad budget, handled through Lennen & Mitchell and Geyer, Newell & Ganger, both New York, runs close to $2 million annually.

Mr. Wachtel pointed out that Calvert’s ad budget was supported by a number of other distillers who agreed not to use radio for advertising 14 years ago after “considering what was best in the public interest.” Calvert is a member of the Distilled Spirits Institute which has opposed the threatened entrance of Schenley Distillers, a non-member, into the radio and TV field. [BROADCASTING, Aug. 1, 8, 15, 22].

Meanwhile, spokesmen for the House Interstate & Foreign Commerce Committee foresee no action in this session on the Crawford bill to restrict radio and TV media for liquor ads. Authored by Rep. Fred Crawford (R-Mich.), the measure (HR 1111) would expressly forbid their use through an amendment to the Alcohol Administration Act [BROADCASTING, Aug. 28].

Authorities for the Alcohol Tax Unit, which supervises spirits advertising in part, have termed the Crawford legislation as “inevitable” and pointed out that the now-defunct Federal Alcohol Administration, whose functions now are vested in the Tax Unit, had recommended as far back as 1938 and 1939 a curb on radio advertising of all liquors, wines and beers by amending its act.

Respects

(Continued from page 46)

Signal Corps in 1917, the younger Compton was delighted to receive his code practice outfit and radio books. Deligently Robin practiced code and studied the “Duck” catalogs of values and bargains in wireless parts. Lack of funds, however, prohibited his joining the amateur ranks.

When the Comptons moved to Courland, Robin stumbled upon two ardent amateurs who gave him the run of the place. The aspiring young engineer then “bought and begged” parts to make an all-wave regenerative receiver. With it he copied ship-to-shore and Army messages, then enrolled in a correspondence course with the National Radio Institute of Washington, D. C., to learn theory. He was graduated in 1926 after corn-picking kept him out of school for a short time.

Recalls Manufacturer Enterprises

Mr. Compton likes to reminisce that during his high-school tenure he went into the receiver manufacturing business which turned out several creditable neutrodynes and later superheterodynes before certain interests “decided we should either take out a license on certain patents or ‘cease and desist.’” Robin and his crew preferred to “desist” since fairly satisfactory receivers had begun flooding the market. They turned out “supers” in flush quality, but the profit after royalties was not large, he recalls.

In January 1927 Mr. Compton boarded the SS Dorchester as an operator for the Radiomarine Corp. of America. For over 18 months he operated ship-board installations, shipping from Philadelphia with Merchants and Miners and the Sun Oil Co.

He returned to Kansas—this time Manhattan—in August 1928 to attend Kansas State College and joined part-time at KSAC, the college station. Two years earlier, armed with a first class ticket, he had served short relief roles with KFEO Oak, Neb., and KMMJ Clay...
Center, Neb., to launch his commercial radio experience.

Late in 1928 he transferred to Kansas U. at Lawrence taking a full term and attending summer school. With a crowded schedule, he worked fulltime at WREN and became chief engineer. One of his duties was installation of studio pickup equipment in Kansas City, Mo., where WREN also maintained a studio.

Two years later (1930) found him back in Manhattan doubling as chief engineer of KSAC and radio engineer for the extension division of Kansas State College. Besides redesigning the college's broadcast facilities, operating the station and writing and delivering a weekly series of radio programs on radio theory and operation, he also found time to act as assistant instructor in the speech department teaching radio broadcasting.

It was there Mr. Compton got his first taste of television, serving as chief engineer of the college's experimental video station. In addition, he rode herd on amateur radio activities of Kansas State College.

The WOIC engineer received his bachelor of science degree in electrical engineering in 1934—after a succession of significant happenings. Despite his repeated absences, he had written equipment specifications which were accepted for English themes and submitted business correspondence for Business English credit. The degree was forthcoming after examinations given by the Columbia U. extension division.

Married in 1932

Meanwhile, Robin Compton had done two things: (1) In 1932 he married the former Margaret Hays, of Topeka, a Kansas U. graduate, with an AB in journalism and newspaper reporting; (2) in September 1933 he joined NBC Engineering Dept. studio control group.

Following February he was transferred to the NBC's research and development group where he spent two years helping to lay groundwork for organized television experiments between a regular transmitter and a number of experimental receivers in the homes of NBC engineers and executives, and generally familiarizing himself with an industry yet "around the corner."

Part of Mr. Compton's duties involved laboratory work for the Rapid City Stratosphere Balloon ascensions; he worked on various phases of the 1935 Stratosphere transmitter and receiver, finally testing them in the laboratory.

After television, Mr. Compton directed briefly to FM as he joined Maj. Armstrong on transmission research in the NBC Empire State Labs in 1935. With that company he shifted to work on rebuilding General Electric transmitters, used by Dr. Armstrong, for TV picture transmission.

Transferred back to Radio City he devoted his energies to the building field, from which derived the UHF "Pack" transmitters now known as "talkie-talkies" and "beermugs" called "handy-talkies."

In 1937 Mr. Compton switched again—from UHF development to television—and worked on development and operation. For five years he worked on TV circuits and component equipment and finally Iconoscope operational development and motion picture photography for TV pickup use.

As technical director of motion picture television, he had charge of those activities now known as WIREC. He had turned down a lieutenant's commission in the Navy in 1942 to continue in research and development work for the Office of Scientific Research and Development under terms of a contract between NBC and RCA and National Defense Research Committee.

He was assigned by NDRC to the Navy aircraft factory in Philadelphia where he flew on various projects including television. He returned to NBC New York in the summer of 1944, resuming television activities. He spent considerable time on government developmental problems encountered in New York and Philadelphia. He left NBC in February 1946.

Mr. Compton then trekked westward to Kansas City, Mo., where he was named technical director of KMBC to serve as a consultant in license application work, propaganda studies, engineering surveys, and FM design and specification.

In that capacity, TV and facsimile also vied for his attention.

In May 1946 he moved to WPEN Philadelphia, licensed at that time to the Philadelphia Bulletin but later shed when the newspaper enterprise bought WCAU properties. Under contract to the Bulletin as director of its radio engineering operations, Mr. Compton remained to supervise FM and TV installations. He left in March 1948 to do freelance consultant work.

Joined Bamberger

Bamberger Broadcasting Service Inc. then lured him to Washington, D. C., to lay the blueprint for WOIC (TV), which began operation this past January. Mr. Compton currently heads a staff of 17 engineers.

His hobbies have been golf, tennis, flying and photography, the latter picked up while at NBC. He has taught television to NBC engineers and enlisted Navy personnel. In addition the talented Kansan has written acceptable short stories, technical and semi-technical articles, and technical texts for home study in TV and UHF.

On the basis of his knowledge and work experience, Mr. Compton has been invited to lecture on video and electronics before societies and school groups in various cities. Within the past six years he has addressed nearly 10,000 people. Add to this background a natural flair for putting across his own program ideas, "Engineers do have or accumulate some program sense, too," he advises with a sly grin.

The Comptons have one child, James Barclay, 9. Mr. Compton is a member of the Institute of Radio Engineers, Radio Executives Club of New York and Kiwanis International, among others. He is the station representative for the Electric Assn. of Washington, D. C.
CHIld ACTORS
Bill Exempts Radio-TV
A SENATE amendment exempting children employed as actors or performers in radio and television from provisions of legislation to amend the 1938 Fair Labor Standards Act has been approved by the Senate. Action was taken Aug. 31 before it passed the new minimum wage bill (HR 5586) and sent it to conference for reconciliation of differences.
Motion picture and theatrical productions also were exempt from the new child-labor provisions which otherwise were considered stringent compared with the previous standards act. The Senate also voted to raise the minimum wage of employees engaged in interstate commerce, such as in radio, from 40¢ to 75¢ an hour.
Employment of children in radio and television and other creative fields was not adjudged by the Senate Labor committee to be "oppressive" and therefore was specifically exempt as "well-recognized exceptions."

Legion Post to Field
MARSHALL FIELD, president of Field Enterprises Stations (KOUN Portland, Ore., WJJD Chicago, WSAI Cincinnati, KJR Seattle) and publisher of the Chicago Sun-Times, has been reappointed a vice-president of the Society of American Legion Founders in Philadelphia.

Check with any one of the many stations which have already taken advantage of the American plan to get thousands of beautiful, custom-made picture albums distributed throughout their broadcast area at no cost to them or their listeners. It's a "good deal" with a provable record of building audience and new accounts.

Douglas Bill
Would Relieve Set Excise Tax
SENTIMENT to repeal manufacturers' taxes on such items as radio receivers, phonographs and phonograph records, and musical instruments has been given added impetus in legislation introduced by Rep. Helen Gahagan Douglas (D-Calif.). The measure (HR 6151), referred to the House Ways & Means Committee where a host of similar bills now pend, would strike out all Federal excise taxes save certain ones of a regulatory nature.

Other items included in the Douglas proposal are telegraph, radio, telephone and cable facilities; oleomargarine; transportation; amusement and others all presently subject to tax. The provision on radio sets, etc., would amend Sec. 5 (4604) of the Internal Revenue Code.

Currently there are over 162 excise, luxury and other tax bills before the Ways & Means Committee, which seek in part either to repeal or reduce taxes on goods, it was reported. (Figure is more than number introduced in the whole 80th Congress.) About 10 of these cover radio and associated equipment. On the Senate side one bill (HR 3905) now pend on the calendar, laden with over 20 amendments, most of them covering the excise phase. There has been strong sentiment in Congress to incorporate all suggested goods for repeal or reduction in one major bill during this session, probably in HR 3905, which already has passed the House.

During fiscal 1949, which ended June 30, nearly $50 million in excise taxes for radios, phonographs and component parts were collected by the Internal Revenue Bureau [Broadcasting, Aug. 21]. Monthly collections have been averaging between $2 million and $2½ million, mostly from radio receivers.

Training school for food retailers conducted by WSAI Cincinnati, Ohio, has resumed classes Twenty weeks' course will cover management, funda- ments of store pricing, retail salesmanship, special promotions, displays and merchandising.

Don't take our word for it . . .

Write, wire or phone 4-3262 — for facts. It will cost you nothing to find out about this unique plan.

American
RADIO PUBLICATIONS, INC.
121 N. Washington St., Peoria 2, Illinois

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Executive Offices
National Press Building
Offices and Laboratories
1339 Wisconsin Ave., N. W.
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ADams 2414
Member AFCCB*

McNARY & WRATHALL
RADIO ENGINEERS
906 Natl. Press Bldg.
1407 Pacific Ave.
Washington 4, D. C.
Santa Cruz, Cal.
Member AFCCB*

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

Everett L. Dillard, Gen. Mgr.
INTERNATIONAL BLDG.
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MUNSEY BLDG. REPUBLIC 2347
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(successors to John Barton)
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National 7737

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

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

Craven, Lohnes & Culver
MUNSEY BUILDING DISTRICT 8215
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McIntosh & Inglis
710 14th St., N.W.—Metropolitan 4477
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1601 Connecticut Ave., N. W.
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CONSULTING RADIO ENGINEERS
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Consulting Radio Engineers
134 Clarence St., Phone 7-277
Lake Charles, La.

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- Heathergill Road
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20 Algoma Blvd. Ph. Blackhawk 22
Oshkosh, Wisc.

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Consulting Radio Engineer
826-28 Leaders Bldg.—Ph. 3621
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White Plains 8-3796
Shop and laboratory—720 Milton Rd.
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CONSULTING RADIO ENGINEERS
Executive offices: 40 East Ave.
Laboratory: 114 Northgate Rd.
Riverside, Ill. — Riverside 6552
(A Chicago suburb)

Member AFCCB*

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COMMERCIAL

HOWARD L. LAZARUS, in Pittsburgh, has been appointed sales manager for WFGH Pittsburgh, Pa.

ROBERT M. SPROUSE appointed commercial manager of WMEN, Miami, Fla.

MARION BURTON joins sales staff of station. Both men are veterans of service with U.S. Navy.

W. B. WOLENS, former sales manager at WPTW Piqua, Ohio, has been named chairman. Group announced.

LEE F. O'CONNELL, Gunnar Mykland, Willis Searfoss, representatives sets announced.

WILLIS S. EARNS, former sales manager at WCPL and WBRE-TV Chicago, joins sales staff of WGN-TV Chicago.

LEE F. O'CONNELL, formerly manager of WORX, Los Angeles, has been named executive vice president of Los Angeles chapter. LINC N. SIMMONDS, Franklin Co. manager of WORX, has been named manager. Group already has offices in Chicago, Boston and San Francisco.

GUNNAR MYKLAND, account executive at WBBM Chicago, resigns to work for building firm in Denver, Colo.

WILLIAM BRENNAN, manager of network sales for CBS, London, is the father of a girl, Kathleen.

CHEK-FM Peterborough, Ont., and CKPC-FM Brantford, Ont., have recently gone on the air.

KFTK SHIFTS

NOW ON 1000 kc SPOT

KFTK Oklahoma City has switched from 1400 kc, 250 w., to 1000 kc with 5 kw day and 1 kw night.

Transfer was marked by dedication program with General Manager Robert D. Enoch as master of ceremonies. Heard on program were Sen. Robert S. Kerr (D-Okl.), Rep. Mike Monroney (D-Okl.), Mayor Allan Street, Dr. William H. Wallace and J. W. H. Staff, president of Chamber of Commerce.

KFTK-PM also increased its field strength as power was supplied to 400 ft. four bay pylon antenna topping the five-tower KFTK array. Station is owned by KFTK Inc., with O. L. (Ted) Taylor of Amarillo, Tex., as president.

DAYTIME operations of WHO Des Moines, Iowa were moved to grounds of Iowa State Fair for coverage of week's activities. Station presented visual shows between programs for fairgoers.

WITH the nation's interest focused on the hurricane-rogued coast of Florida, Jim Burke, director of special features for KMBC-KFRM Kansas City, Mo., brought to the microphone four celebrated naval heroes, all members of the Miami based air squadron, "Hurricane Hunters." Participants in the program included (to it r) Lt. Art Hacker, Cmdmr. Bob Knawles, squadron commander of "Hurricane Hunters," Mr. Burke, Capt. W. T. Ovitt of Washington, D. C., head aerologist of the U. S. Navy, and Commdr. Archie Fields, pilot of a Navy private.

MONROE (Bill) BENTON, formerly program director of WMMX-FM Meridian, Conn., and news director of WTHO Cumberland, Md., joins WNYC New York as daytime news director.

FRANK ATWOOD, farm program director for WTCI Hartford, Conn., becomes farm editor of Hartford Courant. Besides his radio work, which will continue, Mr. Atwood will publish reports and comments on farm affairs in paper twice weekly.

HAL MIDDLEWORTH, sports director for WKY Oklahoma City, recently elected president of National Football Assoc. HARTIN HAUN, formerly of KWTX Springfield, Mo., joins WKY news bureau.

PAUL MILLER named special events director for WHOK Lancaster, Ohio.

BOB BALL, graduate of U. of Missouri School of Journalism, has joined news staff of WHO Des Moines, Iowa.

SEYMOUR A. KAPETANSKY, former writer on Duffy's Tavern joins KECA-TV Hollywood staff as network news and news feature writer.

AL WARNER is substituting for ELMER DAVIS on nightly news commentary over ABC, during latter's vacation.

HENRY (Fred) DEVLAND, farm news man for WHO Des Moines, and LUCIA THORNE, singer for station, plan to be married Sept. 18.

FRED S. HAYWOOD, news and special events director at WBNC New York, and Hazel Patricia McAlister have announced their marriage.

LEN HAM, newscaster at WHO Des Moines, is the father of a daughter.

WNLK EDITORIAL

Blasts Local Paper

WNLK Norwalk, Conn., last week used its editorial time to blast the local paper in its area, Norwalk Hour, for its policy toward the station.

The air editorial charged that the newspaper deleted reference to the station in news releases, scratched out station call letters in photos printed by the paper, and refused to print news submitted to it unless assured the radio station would not receive the item until after press time.

The station also charged that the newspaper raised rates on merchants who advertised on the radio station or in a competing newspaper.

The editorial stated that WNLK has been able to cooperate with Bridgeport, Conn. papers and with all weeklies in the area but not with "our nearest neighbor, the Norwalk Hour." The station stated it was passing on the information about the newspaper's policies to its listeners to let them decide what to do about it.

WRBL TABLOID

Gives Program Listings

WHEN THE only daily newspaper published in the Columbus, Ga., metropolitan area discontinued its program listings of stations not owned by itself, the Columbus Broadcasting Co., operators of WRBL and WRBL-FM, found a way out of the dilemma.

Two weeks ago, WRBL started a new service to listeners with publication of the first issue of a new tabloid of radio news. Executive Manager J. W. Woodruff Jr. stated that Cycle was being made available as a public service in answer to an overwhelming demand of the WRBL audience.

The paper is made available to the public every Thursday afternoon in grocery stores.

PECK NAMED

Gets Spaghetti Account

FRANCES H. LEGGET & Co., New York, has appointed Peck Advertising Agency Inc., also New York, to handle its advertising campaign on "Sauce Arturo," a sauce for spaghetti and other dishes, one of the Premier Foods lines.

The company will spend about $75,000 in advertising between Oct. 3 and year's end. Concentrated radio coverage will be given in New York, with participations on The Fitzgeralds and Galen Drake on both WJZ New York, and three 15-minute segments weekly of "Tex and Jinx" on WNBC New York.

Small Space — Big Story

MORE people
MORE times
LESS money
KAY TILLMAN, formerly with WHOM, Lancaster, Ohio, joins Masterson, Reddy & Nelson, New York program package organization, as production assistant. Prior to her association with McCauley-Erickson, Miss Tillman was with KFWB Hollywood.

JOHN HARRISON TOLEI, editor and publisher of trade magazine for amusement industry, announces formation of sales and service agency, Harrison Toler Co., in Columbus, Ohio, will represent amusement publications throughout most of East and Midwest.

ROBERT S. RODWIN joins staff of Telenews Prod. Inc. (TV newsreel producers), New York. He was formerly associated with news bureau of Western Union Telegraph Co., Lynn, Mass., and with Universal Records, that city.

WORLD VIDEO Inc., New York, moves its offices to top floor of 15 East 47th St. New telephone number is Plaza 9-8370.


R. J. CACCAVELLI, veteran of seven years with Superior Electric Co., Bristo- tol, Conn., in engineering, sales and service departments, appointed manager of company's Chicago sales office. Office will handle complete line of company's products, voltage control equipment.

Mr. Caccavelli

Broadcasting Products Department, TV Section, Camden, N. J., announces special lightweight power supply (Type T-52A) capable of providing well-regulated source of direct current at loads from 100 to 500 milliamps, suitable for laboratory, broadcast, industrial, and communications applications. Equipment is adapted for use as either portable or rack-mounted unit. Output is adjustable between 200 and 390 volts, with variations of less than 0.5 percent from minimum to maximum load and has a ripple of less than 0.01 percent from peak-to-peak. Power requirement is 120 volts, 60 cycles, 300 watts.

PRESTOSEAL Mfg. Corp., New York, announces Presto-Splicer Professional Model which will achieve splice guaranteed to hold up even under hot developing process used for high-speed reproduction of TV, newsreel and Ultrafax film.

BROOKLYN College, New York, in cooperation with NBC, is starting new series of radio home-study courses during 1949-50 academic year. First course will start Oct. 2, based on NBC University Theater series. Other colleges offering special courses in connection with series are U. of Louisville, Washington State College and U. of Tulsa.

The station with more listeners in Northeastern Louisiana than all other stations combined!

5,000 WATTS DAY
1,000 WATTS NIGHT

National Representatives
TAYLOR-BOROFF & Co., Inc.
Affiliated with AMERICAN BROADCASTING CO.
Classified Advertisements

Payable in Advance—Checks and money orders only. Situation Wanted—10 cents per line, minimum 25 cents. All other classifications 25c per word—$4 minimum. No charge for blank box number. One inch ads, acceptable, $12.00 per insertion. Deadline two weeks before issue date. Washington Daily Megaphone, 870 National Press Bldg., Washington 4, D.C. BROADCASTING is not responsible for the return of application material (transcriptions, photographs, scripts, etc.) forwarded to box numbers.

Help Wanted

Manager

Station Manager. Excellent opportunity in practically depression-proof, small market. Must have background in management. Excellent facilities, good pay. Reply to Box 486e, BROADCASTING.

Help Wanted (Cont'd)

Production-Programming, others

Newman. Topflight editor, reporter, newscaster. Local news gathering and feature reporting experience with midwestern network affiliation. Excellent relation with all detail. Please respond. Confidential. Box 530e, BROADCASTING.

Ohio 250 watt independent wants copywriter who can handle women's interests. Give details, references, sample copy, photograph in first letter. Station WKN, East Liverpool, Ohio.

News editor, who can set up and operate local news bureau and Hutchinson, Kansas. Station WNO, Wichita, Kansas.

Situations Wanted

Manager—Twenty years of experience in programming, broadcast news and production. Excellent relation with all detail stations. Good references. Box 480e, BROADCASTING.

Independent station owners cut your expenses. Experience makes difference. Box 492e, BROADCASTING.

Manager, young, aggressive, civic minded, good appearance and personality. Have sound business background with proven experience. Box 489e, BROADCASTING.

Manager. Young, aggressive, ten years experience in all phases of broadcasting. Box 532e, BROADCASTING.

Manager. Young, aggressive, ten years experience in all phases of broadcasting. Box 532e, BROADCASTING.

Salesmen

Salesman-Sales promotion. Promotion director presently employed at another station. Excellent references. Box 550e, BROADCASTING.

Announcer—seven years experience with major market television station. Excellent references. Box 550e, BROADCASTING.

Available October 1st. 24 year old college graduate. BA in radio. Some experience announcement work. Good voice for any type of work. Will produce and record. Please consider. Box 435e, BROADCASTING.

Announcer—Speech school graduate, 250 watt experience. Best references. Box 496e, BROADCASTING.

Salesmen—sales promotion, program-director presently employed at another station. Excellent references. Box 550e, BROADCASTING.

Announcer-program-director, former network, 13 year experience. Sales background. Must have license. Family man. Will go anywhere. Traffic, programming, research. Please request. Box 466e, BROADCASTING.

Announcer, 26 years old, single with great voice and appearance. Desires employment in New England coastal city. Box 486e, BROADCASTING.

Announcer, two years varied experience. Desires straight announcing. Desires midwest station. Box 487e, BROADCASTING.

Combination man, young veteran. Desires midwest station. Knowledge of sports, music, salary secondary. Disc jockey experience preferred. Box 486e, BROADCASTING.

Announcer, age 21. Three years experience. Desires employment in productive outfit in or near New York City. Box 494e, BROADCASTING.

Six years experience all phases radio announcing. Presently employed 1000 watt station. Veteran, married, dependable. Box 495e, BROADCASTING.

Sales and sportsman. Now in new network newsroom with 3 years all-play-by-play experience. Desires employment in networks or syndicate. Box 496e, BROADCASTING.

Sports announcer—large metropolitan area now available. Station deleting existing football announcing. Desires contact football, basketball, hockey. Box 490e, BROADCASTING.

Young, veteran, aggressive, civic minded, good appearance and personality. Have sound business background with proven experience. Box 486e, BROADCASTING.

Desires staff work in the midwest. Agricultural experience. Excellent situation. Box 484e, BROADCASTING.

Announcer—Announcer DJ, news, live shows. Not a drifter. Photo disc on request. Box 506e, BROADCASTING.

Excellent all-round announcer presently employed at another station. Box 500e, BROADCASTING.

Wanted: a station sharing my belief that radio is a democratic medium. Will produce and record. Available. Box 500e, BROADCASTING.

Wanted: a radio announcer who can handle top work. Please respond. Box 505e, BROADCASTING.

First class licensed engineer. Experienced knowhow of recording remote broadcasting, live and network productions. Box 432e, BROADCASTING.

Experienced transmitter and control engineer. Available immediately. CAE graduate. Prefer west. Box 465e, BROADCASTING.

Chief engineer. Experienced all phases AM and FM. 20, married, one child. Will relocate. Boy in school. I'm a bit of a perfectionist. I can handle anything but any kind. Box 488e, BROADCASTING.

Wanted: Combination announcer-engineer who can collect and run 5 minute local news. $600. Radio Station KYOU, Uvalde, Texas.

Announcer—Speech school graduate, 250 watt experience. Best references. Box 496e, BROADCASTING.

Situations Wanted (Cont'd)

Announcer-program-director, former network, 13 year experience. Sales background. Must have license. Family man. Will go anywhere. Traffic, programming, research. Please request. Box 466e, BROADCASTING.

Announcer, 26 years old, single with great voice and appearance. Desires employment in New England coastal city. Box 486e, BROADCASTING.

Combination man, young veteran. Desires midwest station. Knowledge of sports, music, salary secondary. Disc jockey experience preferred. Box 486e, BROADCASTING.

Announcer, age 21. Three years experience. Desires employment in productive outfit in or near New York City. Box 494e, BROADCASTING.

Six years experience all phases radio announcing. Presently employed 1000 watt station. Veteran, married, dependable. Box 495e, BROADCASTING.

Sales and sportsman. Now in new network newsroom with 3 years all-play-by-play experience. Desires employment in networks or syndicate. Box 496e, BROADCASTING.

Sports announcer—large metropolitan area now available. Station deleting existing football announcing. Desires contact football, basketball, hockey. Box 490e, BROADCASTING.

Young, veteran, aggressive, civic minded, good appearance and personality. Have sound business background with proven experience. Box 486e, BROADCASTING.

Desires staff work in the midwest. Agricultural experience. Excellent situation. Box 484e, BROADCASTING.

Announcer—Announcer DJ, news, live shows. Not a drifter. Photo disc on request. Box 506e, BROADCASTING.

Excellent all-round announcer presently employed at another station. Box 500e, BROADCASTING.

Wanted: a station sharing my belief that radio is a democratic medium. Will produce and record. Available. Box 500e, BROADCASTING.

Wanted: a radio announcer who can handle top work. Please respond. Box 505e, BROADCASTING.

First class licensed engineer. Experienced knowhow of recording remote broadcasting, live and network productions. Box 432e, BROADCASTING.

Experienced transmitter and control engineer. Available immediately. CAE graduate. Prefer west. Box 465e, BROADCASTING.

Chief engineer—7 years experience AM and FM. 22, single. Desires position in west or southwest. Box 488e, BROADCASTING.

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Wanted: a radio announcer who can handle top work. Please respond. Box 505e, BROADCASTING.

First class licensed engineer. Experienced knowhow of recording remote broadcasting, live and network productions. Box 432e, BROADCASTING.
Situations Wanted (Cont'd)

Engineer with first class license, experienced in remotes, recording, control room and television. Desires position in Midwest, preferably in Chicago area. One year experience in production, now engaged in fast paced TV station. Interests: dramatics, TV. Box 560c, BROADCASTING.

Engineer, first class license, experienced in remotes, directional array experience. Desires position with progressive station. Married, two children. Have car. Prefer New England area. Immediate, $56 minimum. Box 560c, BROADCASTING.

Engineer, Graduate of leading radio school. Studio and transmitter experience. Desires position with progressive station. Married, two children, excellent references. Single. References. Box 515c, BROADCASTING.

Engineer, seeking position. Would like to be associated with new station if possible, in the near future. Thirteen months experience. Graduate of RCA Institute. Box 586c, BROADCASTING.

Engineer, veteran. First phone, second CW, class A amateur. Experienced AM-FM transmitter, installation and installation work. Excellent references. Will go anywhere. Available now. Box 586c, BROADCASTING.

Engineer, Radiotelephone first, 50 kw AM and 7 Kw FM experience. Remote, recordings, engineering, some instructing,ired. Married, car, prefers permanent job, Boston, Albany, Buffalo, Cincinnati, Chicago, Los Angeles areas. Will consider in field assignment. Amateur License. Fifteen years experience with console. Have Chenchko, 38 Concord St., Johnstown, N.Y.

Engineer, single, will travel, have car. Graduate communications, television. Has first phone, energy. References: Leander Buttkiewicz, Kettle River, Minn.

Transmitter engineer first phone, first telegraph, 3 years telegraph experience, 3 years transmitter experience. Have 1 lot 141, 3600 Sheffield, Hammond, Ind.

Transmitter engineer, experienced, amateur, desires permanent position with local or regional station, married, two children. Prefer New England or New York. Frank Daly, 8 Lincolnwood Road, Boston, Mass.

One or two young men willing to travel. Have first phone tickets. Technical courses in radio, telegraphy and communication. Please contact Louis J. Dennis, 184 Dean St., Staten Island, N.Y.

Production-Programming, Others

Capable college educated, well-recommended young woman experienced in traffic and copy. Desires part-time position in Washington D.C. station. Box 7858, BROADCASTING.

Program director/announcer, Radio 3 years. Know all phases of radio station operation. Well-grounded in technical and professional advancement where skill is hard work and pay off advancement as well. Programs both sale andListen, licensed school. Anxious to be staff, sponsors, community. Can build prestige on any station, will fill part time. Community. Background includes experience selling, all types of announcements. Has some program director experience on both east and west coast stations. Have details disc references. Box 437c, BROADCASTING.

Situations Wanted (Cont'd)

Program director-announcer. Radio 3 years. Know all phases of radio station operation. Box 456c, BROADCASTING.

Many years experience in radio desire program job with good southern station. Desires position in Orlando, Fla. Excellent references. Willing to travel. Box 400c, BROADCASTING.

Southern stations attention. For health reasons wish milder climate. Now employed northern metropolitan area, good radio station with bright future in large market. Must have two thousand to ten thousand dollars. Will consider participate. Write all details Box 536c, BROADCASTING.

Wanted—position as program director. Desires position with progressive station. Married, three years experience. Also宣布ing experience. Desires change in location. Box 526c, BROADCASTING.

Wanted—assistant to program director. Desires position with progressive station. Married, veteran, engineering background. Will go anywhere. Box 512c, BROADCASTING.

Program director wants job with progressive station. Experienced. Will travel. Box 504c, BROADCASTING.

Writer-announcer desires permanent position. Four years experience. Desires permanent position with future. Three years experience in radio and television, including announcing, playing, instructing and sales. Box 521c, BROADCASTING.

Newscaster-repairer wants responsible position. Presently employed college graduate with ten years experience. Desires position in Ohio, Michigan, Indiana, Illinois. Box 281c, BROADCASTING.

Producer/writer desires permanent position with sound. Established 9 kws in professional areas where he can settle with family and develop into valuable news personnel. Distinctive voice, delivery. (Good appearance for TV) Long, proves audible, listener, reliable. Expert newshandling and personality, former newspaper man. Dependable, mature, cooperative, highly recommended. Now employed, is looking ahead. Box 505c, BROADCASTING.

University graduate in radio journalism desires opening. Can handle news, sales, also news management if necessary. Box 498c, BROADCASTING.

Wanted—experienced industrial engineer. Desires position in progressive company. Has 8 years experience. Ability to work with new people and progress. Box 503c, BROADCASTING.

Second-hand 1000 watt transmitter, also frequency monitor, console and auxiliary equipment. Only asking $2000.00. Box 503c, BROADCASTING.

Wanted—Complete 250 watt FM broadcast station equipment and 3 kW transmitter. Self-supporting antenna with insulation. Box 395c, BROADCASTING.

Wanted—Complete 250 watt FM broadcasting equipment for sale. Also 2 kW transmitter. Box 395c, BROADCASTING.

Wanted—Complete set of studio and transmitter equipment for sale. Top market. Box 400c, BROADCASTING.

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WIBK DENIAL

FCC Asked to Reconsider

COUNSEL for Radio Evangelist J. Harold Smith's WIBK Knoxville charged last week that FCC acted unfairly and without justification in its decision denying a license to WIBK [BROADCASTING, Aug. 15].

The charge was contained in a 94-page petition urging FCC to reconsider its decision, which also refused WIBK's bid for an FM affiliate and dismissed Rev. Smith's application for transfer of his interest in WIBK to two local business men.

The Commission's decision, upholding an initial report by former Comr. Clifford J. Durr, held that changes in the station ownership had not been reported or were misrepresented, and that Rev. Smith's writings and broadcasts, and his "attacked boycotts and "attempts to withhold license, were ad- coptions that should be entrusted with the public responsibility of a licensee.

WIBK's petition, filed by E. F. Morgan of the Washington firm of Mott & Morgan, replies that FCC's own records contain a letter in which the Commission showed an awareness of the true stock ownership and acknowledged that it was "aware of Mr. Smith's background" before it made the grant for WIBK in October 1946.

"Not only is there no substantial evidence of deliberate misrepresenta- tion — there is evidence to the contrary," the petition declared. "Deliberate misrepre- sentation is surely not to become synonymous with accidental misstatement or unintentional mistake."

The petition also charged that "the witnesses called by the Commis- sion were witnesses of Smith's hostility to him who was "doubtful," and that therefore it is "doubtful" that he received an impartial hearing.

"Smith was improperly and unfairly denied an opportunity during the Commission consideration to present evidence in the form of martyr statements from several officials to whom Mr. Smith's statement was unfair and unqualified," it was contended. "At the very least, it would not have been improper to give Smith some opportunity to voice his objections to the Commission's contention that FCC's decision was based on a lack of evidence of Smith's attitude."

The Hearings were conducted in FCC's decision "unfairly relates to al- leged 'attacks' and boycotts by Smith without considering the justification therefor, without permitting evidence with respect to the justification, or giving weight to evidence which would have been "a fair basis for appraisal of the matter."

WIBK, daytimer on 800 kc with 1 kw, has been operating since July 1947 under program test authority. With its denial of license in mid- August the Commission gave the station 90 days to wind up its af- fairs. The station intends to ap- peal to the courts if FCC refuses to reconsider, in which case the Commission customarily withholds its deletion order until litigation is completed.

Common stock of WIBK is owned equally by Mr. Smith, his wife, and General Manager Marvin J. Thompson. Mr. Smith owns the preferred stock. Despite its de- nial of license, FCC held that WIBK's programs, and those it proposed for an FM affiliate, were "meritorious."

August Additions

<table>
<thead>
<tr>
<th>SPONSOR</th>
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<th>NUMBER OF COMMERCIALS</th>
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<tr>
<td>Campbell Soup</td>
<td>Clubs 15</td>
<td>22</td>
<td>7:30-7:49</td>
<td>Word Wheelock</td>
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<tr>
<td>Campbell Soup</td>
<td>Edward R. Morrow</td>
<td>22</td>
<td>7:45-8:00</td>
<td>Word Wheelock</td>
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<td>Lipton Tea</td>
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<td>9:00-10:00</td>
<td>J. Walter Thompson</td>
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<td>Faste, Cone &amp; Belding</td>
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<td>R. J. Reynolds</td>
<td>Bob Hawb</td>
<td>22</td>
<td>12:30-1:00</td>
<td>Wm. Esty</td>
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<td>Man on Farm</td>
<td>22</td>
<td>1:00-1:30</td>
<td>Wm. Esty</td>
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<tr>
<td>U. S. Tobacco</td>
<td>Martin Kane</td>
<td>22</td>
<td>1:30-2:00</td>
<td>Wm. Esty</td>
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August Deletions

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<td>Wed. 10:30-11:00</td>
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August One Timers

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<td>Campbell &amp; Ewald</td>
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<tr>
<td>WIBK</td>
<td>Mon. 3:30-4:30</td>
<td>Campbell &amp; Ewald</td>
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EMA FILES

Non-Rad Papers With NLRB

AMERICAN Communications Assn., CIO, whose broadcast depart- ment has contracts with many radio stations, particularly on the East Coast, is understood to be com- plying with the Taft-Hartley Law by having its officers file the necessary non-Communist affidavits with the NLRA.

The station was taken Aug. 31 at a meeting of the international board on recommendation of President Joseph P. Selly. In making the announcement, the board said:

This step is being taken at this time because the majority of the AFL and CIO unions have already complied with the law. In addition, the 61st Congress, in the election pledge of the Democratic party, has failed to repeal Taft-Hartley law.

Some of the complying unions, par- ticularly the American Radio Assn., CIO, and the International Brother- hood of Electrical Workers, AFL, are utilizing the Taft-Hartley Law to raid our union.

The board stated, however, that it was proud of the fight it had waged to have the law repealed and that it would continue to prose- cute its case against the Taft-Hartley Law, "a law which takes power, unwillingly, to have the law declared un- constitutional."

That action has been joined with several workers' cases that have been heard in the past and that upheld our position in the Supreme Court of the United States testing T-H's constitution- ality.

VOICE' FUNDS

Now Before Senate Group

CONSIDERATION of the supple- mentary appropriations bill involving additional funds for State's Radio of America has been undertaken by a Senate Appropriations subcommittee on Capitol Hill. State Dept. officials have not been asked to testify as yet.

The measure (HR 6008) as passed by the House last month, would allot an added sum of $11, 320,000 to the Voice for construc- tion and improvement of facilities in line with State's department's current campaign to counteract Russia's 'jamming' efforts in the cold war. High government and industry officials, including NAB President Justin Miller, with an eye cocked to world conditions, he urged the proposed increase as an invaluable propaganda weapon [BROADCASTING, Aug. 22].

Meanwhile, USSR transmitters in Eastern Europe continued their attacks on Voice broadcasts. Cit- ing the House action approving the $11 million outlay, and State Secretary Dean Acheson's support, a Soviet commentator quoted the New Times, leftist publication:

"These are vain illusions. No matter how hard Newsweek or Newsday calls attention to a certain action by the United States Congress may grant Acheson the dismal lies of the Voice . . . will not have the desired effect. Even if it inflated it to ten times its size, the propaganda machine cannot be anything more than a reliable pillar of the present American policy. . . . States and local officials have pointed to such broadcasts and jamming as best evidence that the Voice was "surging" Russia.

SESAC PREDICTS

Promising Year for Radio advertisers

SCOFFING at "crepe-hanging talk of recession," SESAC Music, monthly service bulletin of SESAC Inc., predicts a promising performance licen- ser and transcription library, pre- dicted, in its 1949 autumn issue a year ahead for radio that "certainly warrants promise." "Networks, individual stations, advertising agencies, music publishers and transcription firms are working constantly to make the 1948-1950 year one of the very best," the publication explained.

The bulletin mentioned the many homes under construction, which will mean a demand for new radio and television sets. "After all," it suggested, "we still believe in love and romance, and marriage is a fine old custom. It is still our biggest and best business industry and no one has ever heard of a slackoff."

The publication listed the many items purchased by new families, which included radio sets and other electronic equipment, and the resultant need for better, more expensive and more ambitious pro- grams.

WITH use of fast mobile unit, WSAZ Huntington, W. Va. gave full coverage to 17th annual West Virginia State Open Golf Tournament played in Hunt- ington.

Major Market Television Station

$550,000.00

Located in one of the great markets of America this unusually attractive network TV station is a strong growth that makes this one of the nation's outstanding television properties. Technical position is excellent; equipment and facilities very complete. We believe this situation offers one of today's great television opportunities — an opportunity to duplicate the spec- tacular growth of recent years. CONTACT THE NEAREST OFFICE OF THE EXCLUSIVE REPRESENTATIVES BLACKBURN-HAMILTON COMPANY, INC.

WASHINGTON, D. C.
James W. Blackburn
225 Constitution Ave., N. W.
Sterling 4341-2

CHICAGO
Harold H. Murphy
333 North Michigan Ave.
Randolph 6-4550

SAN FRANCISCO
Ray V. Hamilton
1524 Market St.
Exchequer 2-2672

BROADCASTING • Telecasting

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FCC Actions

September 7 Decisions

BY THE SECRETARY

WTNB Birmingham, Ala.—Granted extension of authority to remain silent for period of 30 days. By a Board.

KOCU Tuleare, Calif.—Granted license in lieu of permit for broadcast station licenses for period Sept. 1, 1949, to Nov. 1, 1951, subject to changes in frequency, which may result from proceedings in Docket No. 6651, KA-3465, KA-3466 Tarrant Broadcasting Co., Inc., Dallas, Texas. Licenses of following remote pickup broadcast stations upon which license applications are extended are subject to temporary hearing only until decision on license applications in those cases is made: K125RA, Corpus Christi, Tex.; K197RU, Shreveport, La.; K241BR, Beaumont, Tex.; K2879U, Yuma, Ariz.; K1390W, Amador City, Calif.; K1390W, Amador City, Calif.; K1480W, Amador City, Calif.; K125RA, Corpus Christi, Tex.; K197RU, Shreveport, La.; K241BR, Beaumont, Tex.; K2879U, Yuma, Ariz.; K1390W, Amador City, Calif.; K1390W, Amador City, Calif.; K1480W, Amador City, Calif.

KWNJ Lansing, Mich.—Granted cancellation of experiments license. KQO—The Regents of the University of Mich., Ann Arbor, Michigan—Granted extension of application for license on terms as follows: to change from AM to FM on 92.5 MHz; to cease operations on AM at present location; to cease operations on FM at present location.

KFNW Phoenix, Ariz.—Granted mod. CP in lieu of new for extension of trans. and studio locations. License pending.

KCBX Santa Barbara, Calif.—Denied CP for extension of trans. location and mount new for period ending April 28, 1950. License pending.

KXLC-Bestg., San Diego, Calif.—Granted extension of time for filing memorandum of law of request by Examiner to Oct. 12. Examiner Leo Reimick.

September 7 Applications

ACCEPTED FOR FILING

License for CP

KBRS Springfield, Ark.—License for CP new AM station.

AM-1490

KRMD Shreveport, La.—CP to change from 910 to 1400 for period ending Aug. 15.

AM-990


KOTO-LR Bestg., Alliance, Ohio—License for CP new FM station.

Grant of extension of authority to remain silent for period of 30 days. By a Board.

WPB AF Bestg., Anchorage, Alaska—License for CP new AM station.

KXLC-Bestg., San Diego, Calif.—License for CP new FM station.

September 7 Applications

BROADCASTING • Telecasting

In Altoona, Pa., It's ROY F. THOMPSON and WRTA A prize radio combination in the rich industrial market of Central Pennsylvania. Represented by ROBERT MEKER ASSOCIATES

BROADCASTING • Telecasting

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see CENTERSPREAD

this issue

ON THE AIR EVERYWHERE 24 HOURS A DAY

S. P. WILSON

WCKY CINCINNATI

50,000 WATTS OF SELLING POWER
FCC Actions

(Continued from page 83)

Delta Best Inc., for new station at Thibodaux, La., on 630 kc 500 w and 1490 kc 250 w untl to 630 kc 1 kw una. Granted.


KOKO and KMOL, respectively; made WING Dayton, Ohio, WDOE-D, New York, WING and WICHG Harrisburg, Pa., parties to proceeding.

Petitions Granted

WEST Easton, Pa., and Radio Reading, Reading, Pa.—Granted petition of WVEE, Reading, Pa., for new FM station at Reading, Pa., and made WVEE and Reading, Pa., parties to proceeding.

removed from File

KTFV, Mesa, Ariz.—Motion to reopen petition to complette in pending file and refer to appropriate officers for consideration as to whether WTVF, Nashville, Tenn., may file a petition for CP to make changes in daytime DA pattern. Request Granted.

License Granted

KZIK Stephen, Me.—Granted application for control of Western Plains Best Co., Inc., by John B. Hughes.

Petition Denied

WGFR-AM-FM Fremont, Ohio.—Assessment of a new station in close proximity to station for WGR-AM-FM, as required to be filed.

GOOD TURN

WGAR Aids Competitor

"NH DEGREE" cooperation is claimed by WGAR Cleveland in aiding a competing station to receive first call on a special event. The cooperation was attempted and later abandoned.

September 8 Applications

Grants for construction permit for September 8, as announced Aug. 1947, as announced Aug. 10. Granted.

WFFW Fayette, Ala.—License for CP to new station at 1340 kc 250 w.

September 9 Applications

Granted for construction permit for September 9, as announced Aug. 10. Granted.

WAAE Ames, Iowa.—Request for CP on 1490 kc 500 w untl to 1490 kc 250 w as announced Aug. 1947, as announced Aug. 10. Granted.

License Renewal


September 10 Applications

AM GRANTS

Monroe, La.—Dr. Frank P. Cerniglia granted new AM station on 1320 kc 500 w for Monroe, La. Has practiced dentistry for 21 years. Program tests not to be given. Granted.

KROW-FM Laramie, Wyo.—Petition requesting change of call letters from KROW-FM to KROW-AM-FM; granted.

September 12 Applications

WASA, Kansas City, Mo.—Request for station on 1490 kc 500 w for Kansas City, Mo. Granted.


September 13 Applications

WQIR-D, Chattanooga, Tenn.—License for CP to new station at 1510 kc 500 w for Chattanooga, Tenn. Granted.

September 14 Applications


WQIR-D, Chattanooga, Tenn.—Request for license renewal for WQIR-D, Chattanooga, Tenn. Granted.

September 15 Applications

AMX-AM-AM-AM-AM-AM-AM-AM-AM...
The Commission will therefore maintain a continuing review of outstanding audios and video relay television facilities to determine whether they are adequate to the developing needs of the Commission, and will terminate such authorization if adequate facilities are available in the areas served by the existing facilities. The Commission believes it is proper that the radio broadcasting facilities of the station be utilized in the interests of the public welfare, and that where an adequate relay television facility is available, the Commission will be justified in terminating the broadcast station's rights to operate relay television service.

The Commission will also maintain an interest in providing adequate facilities for the development of relay television service. It believes it is in the public interest to establish such facilities and to make them available to the public. The Commission believes that the development of relay television service will greatly enhance the public interest, and that the public will benefit from the availability of such facilities. The Commission will, therefore, continue to consider the establishment of relay television service and to provide adequate facilities for the development of such service.

The Commission will also make available to the public a comprehensive network of relay television facilities, and will continue to consider the establishment of such facilities. The Commission believes that the development of relay television service will greatly enhance the public interest, and that the public will benefit from the availability of such facilities. The Commission will, therefore, continue to consider the establishment of relay television service and to provide adequate facilities for the development of such service.
FCC WAS TOLD in oral argument Friday that its examiner's tentative denial of proposed purchase of WHAS Louisville properties by Crosley Broadcasting Corp. [BROADCASTING, June 27] is contrary to purpose of FCC duopoly rule and disregards benefits which public would receive from WHAS-AM-FM-TV service under Crosley ownership.

Mr. Miller said Courier-Journal wants to retire from radio for business reasons but that examiner's decision not only would deprive paper of $2 million-per-year price but also make it necessary to invest another $1 million to get TV going. Further, he quipped, transfer would be in line with FCC's policy against newspaper ownership of stations.

FCC meanwhile issued order making final its proposed decision granting WHAS application for extension of time in which to complete WHAS-TV. TV station now expected to go on air about Feb. 1, Mr. Miller reported.

DENNY ASKS COMPARISON BETWEEN BLACK-AND-WHITE, COLOR

DuMont wants simultaneous comparison of commercial black and white with proposed color systems—covering baseball game and other subjects—during demonstrations at forthcoming FCC television reallocation hearing (see TELESTATUS, page 66). Request made Friday afternoon by J. B. DuMont in letter to FCC Chairman Wayne Way. Copies sent CBS, RCA and Color Television Inc.

Dr. DuMont asked permission to install dozen or more standard DuMont black and white receivers in hearing room for comparison purposes. Baseball game, or football if after Oct. 1, would be aired via DuMont's WTG (TV) Washington with color proponents "invited" to cover game with their equipment and transmit via suitable other Washington telecasts.

ADVERTISING UNIT TO BE SET UP BY COMMERCE DEPT.

U. S. COMMERCE Dept. will set up permanent advisory committee from advertising field as first step toward establishing an advertising service unit in the department, Secretary Charles Sawyer said late Friday following a meeting with Washington executives.

Among those attending the meeting were Paul B. West, president of Assn. of National Advertisers, named temporary chairman; Frederic R. Gamble, president, American Assn. of Radio Advertisers; Ralph Buck, representing Justin Miller, president of NAB; Charles W. Jackson, aide to Presidential Assistant John R. Steelman.

NBC-TV RATE INCREASE OUTLINED BY DENNY

NBC Television network rates will be increased according to already prepared timetables, Charles R. Denny, NBC executive vice president, told affiliate convention Friday. Rate increases were one of three means which Mr. Denny said NBC-TV would use to "get into the black" as soon as possible. Other two were vigorous sales campaign to increase volume of business and reorganization of network's air time.

Text of Mr. Denny's talk, made at television session of third annual convention (see earlier story page 23) was not disclosed, but it was learned he outlined network's plan for rate increases commensurate with gross of circulation.

Sylvester L. (Pat) Weaver Jr., recently appointed NBC vice president in charge of television, in maiden appearance before audience of NBC stations, made thumping speech praising radio's effectiveness as well as television's. Mr. Weaver, echoing prevailing line of NBC presentation to affiliates, said radio was greatest mass medium which should not be sold short and that television were viewed by Mr. Weaver as complementary media which together could be used by advertisers with great success. He outlined new program plans including projected three-hour Saturday night show that was announced three weeks ago, and said intention of NBC-TV was to build programs which will give advertisers maximum sales impact for minimum investment.

Mary W. Weaver, president of NBC Network, addressed luncheon Friday included one urging next annual convention of NBC stations be held in Hawaii. Night before L. P. Thurston, of KGU Honolulu, who for past two years has energetically plumped for Hawaiian expedition, presented program of hula dancing, Hawaiian song and sales talk for island's scenic wonders which proved so persuasive affiliates voted en masse to meet their next year.

Other resolutions reaffirmed affiliates' faith in NBC, thanked network for staging convention and complemented NBC's Stations Planning and Advisory Committee for its work in this past year.

HILL BLACKETT & CO. AND GRANT ADVERTISING JOIN

HILL BLACKETT and Will C. Grant issued a joint announcement Friday that Hill Blackett & Co. and Grant Advertising Inc. have "consolidated." Accounts involved will be announced at a later date, the announcement said. Although ill at home, Mr. Blackett told Broadcasting his advertising career in Chicago has extended over 27 years. He was one of the founders of Blackett & Sampson in 1925 and became president of Blackett, Sample & Hummert in 1927. Hill Blackett & Co. was formed in 1944.

Mr. Grant founded his agency 13 years ago in a one-room office in Dallas. In collaboration with Mr. Blackett, president of KXIL Dallas, he promoted Dr. J. Q. locally and in 1939 made a deal with Mars Inc. to sponsor the show on a national scale. Mars annual advertising appropriation now surpasses $2 million, much of which is spent by network. The present account, Mr. Grant's first, helped him build Grant Advertising into one of the largest international agencies in the world.

FILM LABS SETTLEMENT SET

FORMULA to end fight between New York film laboratories and lab workers in Local 702, IATSE, arrived at Friday by IATSE President Richard F. Walsh and movie moguls. Proposal, if found acceptable to Local 702, will end dispute. Local 702's threatened strike would have interrupted TV film production, including newscast and kinoscope prints.

Closed Circuit

(Continued from page 4)

regarded certain that CBS will testify at in-

evitability of argument: no independent

ent or regulatory agency covered by Civil

Service should be singled out for raises insa-

much as classification measures (S. 2379-H.R.

5931) and heads-and-assistant-heads bill

(H.R. 1689) raise one and all.

TOP PAY raise legislation for FCC (H.R.

1689), herefore "must" for this session (not to be confused with McParland Bill above), may go by boards, if Senate logjam continues much longer. Many senators are known to feel that holdover to the next session would not produce action. Members believed it reason they would be only a matter of months before Congress reconvenes in January. Next two weeks' activity on Capitol Hill will decide fate. Bill would raise Commissioners from present $10,000 to $16,000; Chairman to $18,000.

MOVEMENT afoot among some stations on list of Edward Petry Co. to retain identity as a station group no matter what is outcome of meeting of Petry stations this week in New York [see story page 49]. Theory is that sta-

tions would combine to form list for na-

tional spot business that dissolution of group would weaken all and that list should stay intact for national representation.

DESPITE formal word from Mexico that it will forego participation in NARBA confer-

ence which gets under way in Montreal this week in quinquennial session to handle domes-

tic broadcast allocations, our State Dept. re-

portedly is using every means of persuasion in diplomatic bag-of-tricks to have full major na-

tional representation. Mission of FCC Comr. George W. Reynolds, was accompanied by Albert F. Nuer, to Havana last weekend, de-

scribed purely as "good will," nevertheless is believed to have had as its primary purpose urging of Mexico's participation through its Cuban good neighbor.

IMPORTANT hinge in NBC Television affili-

iate contract—number of free hours per month given network—was not fully taken up at

White Sulphur Springs, despite expectation and hope of stations that it would be discussed. However, Executive Vice President Charles R. E. Miller, in answering address, said if TV's higher interconnection costs would mean a boost to something under 30 hours per month of free time for NBC. AM affiliate contract calls for 16 hours per month. TV affiliates in Friday afternoon meeting resolved that 17½ hours per month should be the contract figure.

ONLY subject which aroused impassioned dis-

cussions at closed meeting of NBC affiliates last week was fall promotion campaign. Num-

ber of stations opposed heavy investment by network in national consumer magazines, claiming it ineffective. The free future campaign, Mr. Grant's first, helped him build Grant Advert-

ing into one of the largest international agencies in the world.

BROADCASTING • Teletasting
KMBC-KFRM SERVES 3,970,100* AREA RESIDENTS

Satisfied Sponsors Are Renewing “The KMBC-KFRM Team” Features

Best proof of any broadcaster's effectiveness in the market served is renewal of contracts by sponsors who are pleased with the results of their program.

The KMBC-KFRM Team, serving Kansas City's vast Primary Trade area, has had numerous renewals by satisfied sponsors since KFRM went on the air December 7, 1947. Among these enthusiastic users of “The Team” are advertisers that sponsor several types of programs.

Farm Director Phil Evans presents the Grain, Produce and Poultry markets each weekday at 12:50 p.m., sponsored by Peppard Seed Company. Peppard has again renewed this important daily trade area program, this time for another year.

Western Mercantile Company recently renewed for a second year their Livestock Marketcasts with Bob Riley. Of vital importance to growers, feeders and all involved in livestock marketing, these Marketcasts are presented each weekday at 12:30 p.m. direct from the Kansas City Stockyards.

Brush Creek Follies, the Heart of America’s biggest radio-stage hit, on the air for an hour and a quarter every Saturday night on KMBC (Sunday afternoons on KFRM) is a sell-out to advertisers and to the thousands who attend the show every Saturday night! Summer sponsors of The Follies included Franklin Ice Cream Company, Richmade Margarine and Rodeo Meat products. Newcomers to Brush Creek Follies are Spear Brand Feeds and Butter Nut Coffee, who snapped up the two remaining quarter hours of this great hit show!

General Electric Radio Dealers will again sponsor Sam Molen's play-by-play description of eleven “Big 7” Highlight Football games on The KMBC-KFRM Team this fall.

With The KMBC-KFRM Team's complete, economical and effective coverage of the vast Kansas City Primary Trade area, plus top listener preference, and with satisfied sponsors renewing “Team” features, it's no wonder we're proud of the fact that The Team's audience in Kansas City's Primary Trade area is outstandingly first!

OVER A MILLION RADIO FAMILIES IN “TEAM” PRIMARY COVERAGE AREA

In serving Kansas City's vast Primary Trade territory, The KMBC-KFRM Team provides a clear, strong signal to over Four Million potential listeners! Latest population figures reveal 3,970,100* people living within the primary (half-millivolt) coverage area of The Team. An estimated Quarter-Million people outside the half-millivolt area can also hear KMBC or KFRM clearly!

The KMBC-KFRM Team transmitting stations were specially designed to provide radio service throughout Kansas City’s Primary Trade area, including western Missouri, all of Kansas, and portions of the adjoining states of Oklahoma, Texas, Colorado, Nebraska and Iowa.

These same population figures show that there are 1,159,740* radio families within the Team's half-millivolt coverage area, living in 202 counties in the states named above.

In providing radio service direct from Kansas City, The Team reaches the $4,739,317,000 area market, which for years has regarded Kansas City as its trade capital. This much needed radio broadcasting service provided by “The Team” includes livestock and grain reports, plus other informational farm features, newscasts, women's programs, also weather broadcasts, as well as outstanding educational and entertainment features.

As an advertiser you're interested in this rich agricultural Heart of America. To get the most effective, complete and economical coverage, plus top listener affection, choose The KMBC-KFRM Team!

FOR A RECORD YEAR OF "ROUND THE CLOCK" SERVICE

On the air since June 13, 1948, Station WVOM has earned a warm spot in the hearts of Greater Boston's 2½ million listeners. The only New England station operating 24 hours a day, its alert programming appeals to a wide-awake audience... and never lets them down.

WVOM keeps its schedules with dependable Raytheon broadcast equipment... including all studio and transmitting equipment and the custom designed phasing equipment which controls delivery of power to two 350' towers. Round the clock, day in and day out, for a full year... you can't beat that for reliable, trouble-free performance.