CHICAGO
20,000 spectators thronged Michigan Boulevard to see the finals of the city's Square Dance Contest, staged by WLS in cooperation with the Park District and Sun-Times. Preliminary contests drew from 4,000 to 10,000 spectators.

SPRINGFIELD
12,000 people jammed the Illinois State Fair grandstand when the WLS National Barn Dance was presented as opening number in a feature which had been every fair year since 1929! Additional thousands through the week saw daily broadcasts of "Dinnerbell," farm service feature; two daily stage shows by Barn Dance acts, visited with WLS editors. These weekday activities were also repeated at the Indiana and Wisconsin State Fairs.

- Whether it be in Chicago or out in the four-state area where WLS is intensively listened to, people respond to WLS... because they know us and like us.

A Clear Channel Station

890 Kilocycles, 50,000 Watts, American Affiliate. Represented by John Blair and Company.
Kentuckiana is a growing market!

- Radio Families 1946: 588,740
- Radio Families 1948: 689,580
- Radio Families 1949: 701,870

50,000 Watts ★ 1-A Clear Channel ★ 840 Kilocycles
The only radio station serving and selling all of the rich Kentuckiana Market

WHAS Louisville, Kentucky

*50% or better BMB counties in Kentucky, Indiana, Tennessee and Virginia

VICTOR A. SHOLIS, Director

REPRESENTED NATIONALLY BY EDWARD PETRY AND COMPANY
LARGEST PROVIDENCE AUDIENCES LISTEN TO WPRO

Are YOU using the NO. 1 STATION in New England’s NO. 2 MARKET?

HOOPER STATION AUDIENCE INDEX
CITY: Providence, Pawtucket, R. I. MONTHS: Dec., 1948 thru Apr., 1949

<table>
<thead>
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</thead>
<tbody>
<tr>
<td>MON. thru FRI, 8 A.M.-NOON</td>
<td>38.5</td>
<td>17.5</td>
<td>20.9</td>
<td>13.5</td>
<td>4.5</td>
<td>2.0</td>
<td>1.8</td>
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<tr>
<td>MON. thru FRI, NOON-6 P.M.</td>
<td>31.8</td>
<td>20.0</td>
<td>18.8</td>
<td>11.8</td>
<td>11.2</td>
<td>5.7</td>
<td>1.6</td>
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<tr>
<td>SUN. thru SAT, 6-10:30 P.M.</td>
<td>35.4</td>
<td>26.9</td>
<td>14.8</td>
<td>18.3</td>
<td>(Off Local Sunset)</td>
<td></td>
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Your answer is “YES” --IF YOU USE WPRO

MORNINGS: WPRO’s Share of Audience is GREATER than the COMBINED SHARES of network stations B and C ... and almost EQUAL to the COMBINED SHARES of network stations B, D, and Indies E, F, and G.

AFTERNOONS: WPRO’s Share of Audience is GREATER than the COMBINED SHARES of network stations C and D ... and EQUAL to the COMBINED SHARES of network stations B and D.

EVENINGS: WPRO’s Share of Audience is GREATER than the COMBINED SHARES of network stations C and D ... and 8.5 percentage points higher than network station B.

*All latest seasonal reports (available on request) show WPRO FIRST in Share of Audience.

PROVIDENCE

WPRO

BASIC CBS 5000 WATTS 630 K.C. AM & FM

National Representative—PAUL H. RAYMER CO.
OFFICIAL announcement that 1950 U. S. Census will include questions on radio and television set ownership [BROADCASTING, Aug. 22] expected from Census Bureau within few days. Separate FM count not included.

LABOR expected to blossom Jan. 2 as full network account through arrangement virtually completed by AFL and Mutual. Time alone entails more than million dollars. Fifteen-minute news commentary planned over 150-station network five times weekly. Transaction evolves last week between Phil Pearl, AFL public relations director, and Morris Novik, AFL radio consultant and broadcaster, for union, and A. A. Schechter, MBS vice president.

WHETHER YANKEE Network will be reorganized and retained by General Tire or sold (except for WNAC-TV Boston) in whole or in part, shortly to be decided. Talks looking toward acquisition of stations by network during past few weeks with several groups in New York and New England, with price centering around $1,500,000 including five owned-and-operated stations, but no sale is imminent. Sentiment stronger now to retain network in O'Neil family.

JUSTICE DEPT.'S anti-trust eye may be turned shortly on pro football's policies on play-by-play broadcasts and telecasts, now that study of same problem in baseball is nearing winding [BROADCASTING, Aug. 15]. Radio interests reportedly preparing formal complaint. National Football League understood to ban broadcasts of one team on any station within 75 miles of another team's home city, compared to only 50-mile protection claimed in baseball.

RENEWAL CONTRACTS for sports campaign of Sterling Drugs (Dr. Caldwell's laxative) are on more than 200 stations about to be signed by sponsor through Sherman & Marquette, New York. Current schedule ends by Oct. 1.

TREASURY DEPT. has formally advised Sen. Ed Johnson (D-Colo.) and Senate Interstate Commerce Committee that jurisdiction of its Alcohol Tax Unit over liquor advertising is limited to labeling and related phases. Department's reply reportedly was brief and, like FCC's, sold duty issue by not precluding use of "moral suasion" urged by Colorado Senator, it's understood.

ANT CROGHAN, 50% co-owner of KOWT Santa Monica, Calif., with Gene Autry, has purchased latter's 50% share, subject to FCC approval for $80,000. Station operates on sun-up to sun-down basis, will seek fulltime following FCC approval of purchase. Blackburn-Hamilton Co. represented Mr. Autry in transaction.

SOMETHING's brewing on FCC-CAA plan for antenna site standards. Broadcasters fearful of new plan, which could bar new (Continued on page 82)

**Upcoming**

Sept. 19-20: NAB District 11, Rodinex, Minneapolis.

Sept. 23: NAB Television Music Committee-ASCAP meeting, Washington.


(Other Upcomings on page 38)

**Bulletins**

RESOLUTIONS passed unanimously at Friday closing session of NAB Dist. 9 meeting at Three Lakes, Wis. (early story, page 25) included: Direction to NAB to insist on full clearance at source and per program license in agreements between stations and ASCAP and BMI for use of music on TV; request to NAB to redefine districts to include all of Wisconsin and upper part of Michigan in Dist. 9. Five new NAB members obtained.

CARLOS A. FRANCO, manager of radio media department for Young & Rubicon for 10 years, resigned Friday. Frank Coulter Jr., assistant manager of radio media department, promoted to manager.

AT&T expects to hook Dayton into its TV network facilities on Sept. 25, company announced Friday, with full video network service through Dayton to Cincinnati and Columbus by Oct. 5 and partial service probable by Oct. 5.

**COLOR TV SLATED FOR HEARING PRIORITY**

COLOR TELEVISION given first priority with approximately three weeks set aside at TV hearings which start Sept. 26, according to schedule released by FCC Friday. Authorities thought minimum six weeks to two months would be required for overall hearing, with date of decision and freeze lifting unpredictable.

Official showing of CBS color system set for Oct. 7 and RCA's Oct. 10, with dates yet to be fixed for any other demonstrations. Attendance to be by ticket, obtainable from FCC only by those who "demonstrate a direct interest."

Direct testimony and demonstrations will be completed before cross-examination starts. Order of appearances:

- Joint Technical Advisory Committee; Radio Mfrs. Assn; RCA; CBS; Color Television Inc.; Dr. Charles Willard Geer; Dr. Leon Rubenstein; Phoenix Corp.; Allen B. DuMont Labs. FCC expects color cross-examination to start during week of Oct. 15, is hopeful it can be completed in six weeks. Cross-examination to be limited.

Public hearing will proceed to other "general" subjects, date and order to be announced. This will include rules and standards changes, equipment availability, Polycasting, Stratovision, noncommercial Educational TV. Final phase of hearing will deal with proposed VHF-UHF allocations to specific communities.

Hearing will be held in Commerce Dept. Auditorium, Washington, starting at 10 a.m. Sept. 26 and continuing on succeeding weekdays (except Oct. 3 to 7) through Friday; RCA color demonstrations to be at Washington Hotel and WNBW Washington studio; CBS site not yet determined.

**Business Briefly**

EMERSON SPOTS • Emerson Drug Co., Baltimore (Brone-Seltzer), starting spot announcement campaign in 15 markets, effective Sept. 26, using all four network affilites in each case for 52 weeks, five times weekly. Agency, BBDN, N. Y.

SWIFT BREAKS • Swift & Co., Chicago (ice cream), Nov. 1 starts 52 weeks of chainbreaks and spots, day and night, in about 20 cities. Spots in another 24 cities continued. Agency, Needham, Louis & Brovery, Chicago; Mel Hatwick, account executive.

**WTMJ-TV REJECTS OFFER OF WORLD SERIES GAMES**

WTMJ-TV Milwaukee notified NBC late Friday it will not take "no charge" telecasts of World Series (early story page 47). WMAL-TV Washington, WMAR (TV) Baltimore had previously indicated they would not accept service on that basis.

Number of other stations were undecided at weekend, but those accepting and refusing telecast complained bitterly about Gillette-network deal. WSPD-TV Toledo accepted but felt one of worst chisels in radio history had been pulled on TV stations.

Walter J. Damm, WTMJ v.p. and general manager, said it was spurning offer as dangerous precedent and suggested Texas Co. for example, might try to chisel TV time because of high rating of Milton Berle program. Milwaukee Journal, operating WTMJ, notifying its readers Gillette did not see fit to buy TV time in city. In addition to stations previously contacted, WICU Erie, Pa.; WPX Philadelphia; WTVR Richmond, Va.; WICAL-TV Lancaster, Pa., and WILM-TV Wilmington, Del., had not decided whether to take games, they told Broadcasting Friday. WLWT Cincinnati and WLWD Dayton, Crosley outlets, will take games if AT&T cable into Dayton is connected, feeding Dayton to Cincinnati by microwave link (see bulletin this page).

WBEN-TV Buffalo "accepted reluctantly"; KSD-TV St. Louis accepted if all others having service agree to no pay, no charge formula. Acceptances include WBZ-TV Boston; WKRC-TV Cincinnati; WJAC-TV Johnstown, Pa.

Feeling ran so high that some TV stations mulled restraint of trade action on ground networks sent identical telegrams and presumably agreed in advance on handling.

Robert A. Jameson, DuMont traffic manager, named network coordinator for Series.

**RMA RETAINS WHEELER**

EX-SEN. Burton K. Wheeler retained late Friday by Radio Mfrs. Assn. as special counsel on TV matters now before FCC. RMA board, meeting at White Sulphur Springs, W. Va., reviewed position to be taken during FCC's TV hearings. Board given preview of Instruction film for TV set owners.
Now
T-V
has been added!
3
MIGHTY VOICES of
KRLD
The TIMES HERALD Station
EXCLUSIVE OUTLET
FOR THE DALLAS-
FORT WORTH AREA
for the
COLUMBIA BROADCASTING SYSTEM
KRLD-TV Will Take the Air On
October 1st Or Soon Thereafter
KRLD Leadership is on the march! KRLD AM, leads morning, evening, Sunday noon until 6 p.m., and all day Saturday by the latest Dallas Hooper—

The Branham Company—Exclusive Representatives
WIP, as the original guinea-pig station, drew—an on single program's announcement—4727 replies!

4699 enclosed One Dollar! The offer was the SUPERMAN Film Fun Slide-Film Movie Projector.

WIP drew 41% ABOVE the average of the 177 Stations subsequently used!
Whether you sell...

Beneficial books on business, bandaging, barristers, banking or building

...better buy radio... better buy WGN!

THWING & ALTMAN, INC
ADVERTISING
444 MADISON AVENUE, NEW YORK 22, N. Y.
July 20, 1949

Dear Ed:

Here are the executed copies of our contract with WGN for your file. It is unnecessary for me to say that we are always very enthusiastic about placing the No. 2 WGN-Wye & Co., Inc. account on your station because WGN has always been one of the most outstanding stations on our schedule. Not only has WGN proved to be a really successful operation for us but the sincere and wholehearted cooperation we have always received from the station's staff and yourself has always made it a pleasure to do business with you.

I can truthfully say that dollar-for-dollar WGN has always pulled more than its share of orders.

With this contract, I am looking forward to another very successful season on your station.

Kindest personal regards,

[Signature]

Joe Gendric

Yes, Radio Sells... and here's proof again that WGN is a result-getter for its advertisers. This is just one among many testimonials to WGN's sales effectiveness. That's why we say—make your next buy your Best Buy with WGN!

WGN reaches more homes each week than any other Chicago station. — 1949 Nielsen Annual Report

A Clear Channel Station... Serving the Middle West

MBS

Chicago 11
Illinois
50,000 Watts
720
On Your Dial

WGN

Broadcasting • Telecasting September 19, 1949 • Page 7
HARRY STONE, GEN. MGR.  •  IRVING WAUGH, COMMERCIAL MGR.  •  EDWARD PETRY & CO., NAT'L REPRESENTATIVES
Who says....

no such animal!

Practically everyone has heard the old story about the farmer who yelled "there ain't no such animal" the first time he saw a giraffe. It just shows how wrong a man can be.

Today there are a lot of people looking right at good business passing by and saying the same thing the farmer said. Yet, right before them are the figures, showing more people working at higher wages than ever before in history... and spending what they make, too.

Perhaps we see it more clearly than some others because our sponsors are doing all right. There are good reasons for this: An area that is a balanced cross section of the U.S.; a tremendous region under the umbrella of our 50,000 watt clear-channel signal; a group of dealers who know it pays to display and push WSM-promoted goods; and millions of good folks who know deep in their hearts that the messages they hear on WSM are true.

It adds up for our present sponsors. Isn't it likely to add up for you, too? We have a staff of 200 ready to build you a show that will cash in on the great WSM market. Will you discuss it with us?

KEY TO SALES IN THE CENTRAL SOUTH

WSM NASHVILLE

0,000 WATTS • CLEAR-CHANNEL • 650 KILOCYCLES • NBC AFFILATE
ON THE WASHINGTON SCREEN

... More people watch WMAL-TV Monday thru Friday from 6 to 7:15 p.m. than all other stations combined!

American Research Bureau Survey
(August 8-15, 1949)

<table>
<thead>
<tr>
<th>WMAL-TV</th>
<th>“A”</th>
<th>“B”</th>
<th>“C”</th>
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<tbody>
<tr>
<td>6:00 p.m. to 7:00 p.m.</td>
<td>26.9</td>
<td>2.4</td>
<td>1.3</td>
</tr>
<tr>
<td>7:00 p.m. to 7:15 p.m.</td>
<td>19.6</td>
<td>6.6</td>
<td>1.0</td>
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Frontier Theater

Adventure Serial

WMAL-TV
THE EVENING STAR STATIONS
WASHINGTON, D.C.


D. BERNARD SIMON elected chairman of board of directors of Richard Ullman Inc., Buffalo, N.Y. ROBERT P. MENDELSON elected executive vice president for agency. Mr. Simon is owner of Music House, Buffalo, retail radio equipment store. After the war, Messrs. Ullman, Simon and Mendelson founded Robert F. Mendelson Productions which has now been absorbed by Richard Ullman Inc.


SHERMAN SLADE, account executive of Foote, Cone & Belding, Los Angeles, elected vice president of agency. He joined firm in 1943.


DON MAY resigns as copy chief of Wank & Wank Advertising, San Francisco, to organise publishing and business service. New firm, to be known as Industrial Sources, will be located in San Francisco.

DANIEL CHARNY, previously with Gasre-Marston, Philadelphia, joins copy and contact staff of F. M. Basford Co., New York.

GIL ALZUA, known as GIL LEE while announcing for KOLF Phoenix, Ariz., joins Carlos Montano Adv., same city, as partner. Firm name changes to Carlos Montano-Alzu Agency.

JESSE BUTCHER, for past year assistant manager of KMPC Hollywood, and previously manager of Hollywood office of Kenyon & Eckhardt, appointed business co-ordinator of Irwin-McHugh Adv., Beverly Hills, effective Oct. 1. During war he was national radio director for USO and National War Fund. He also was for many years in charge of radio activities of Catholic Charities of Archdiocese of New York.

ERNEST L. HEITKAMP, formerly with Morris F. Swaney, Chicago, opens offices as advertising counsel at two Chicago locations—135 S. La Salle St. and 53 W. Jackson Blvd.

MAGGY O’FLAHERTY, copywriter with Dancer-Fitzgerald-Sample Inc., Hollywood, joins Wade Adv., Los Angeles, where she will continue writing CBS Court Massey Show. BETTY O’HARA, presently copywriter with Compton Adv., Los Angeles, replaces her at Dancer-Fitzgerald-Sample.

HERBERT LYTTON, formerly with Owen & Chappell as a copywriter, joins Walter Wair Inc., New York.

HENRY HAUP, BBDO vice president in Chicago, is chairman of public relations committee promoting city’s Community Fund.

RALPH WARREN, former director of video version of Stop the Music on ABC, joins Young & Rubicam as producer and director of Fred Waring television program. He was with CBS as television director before joining ABC.

J. ROY PETERSEN, former account executive with N. W. Ayer & Son, San Francisco, joins Foote, Cone & Belding, same city, in same capacity.


JOSEPH A. LARKIN joins contact department of Earle A. Buckely Organization, Philadelphia.

FORREST BEARD, formerly with Moore-Cline Advertising Service, Spokane, joins Raymond L. Sines & Assoc., San Francisco, as production manager.

Broadcasting • Telecasting
Crew of the National Guard Mercy Plane preceding midnight takeoff for Boston to pick up Iron Lung. KVOO Reporter Bob Jones, right, accompanied the crew and kept KVOO listeners informed by telephone interview from Boston.

Response from the listener is the best yardstick by which to measure the success of any station. It's action on the part of the listener that counts!

KVOO listeners always respond, just as they did on

July 13, 1949, 10:00 P.M.
KVOO news department broadcasts urgent appeal for 3 additional iron lungs to aid local polio victims.

RESPONSE
Additional iron lungs dispatched by two distant hospitals who heard broadcast, and one purchased by local chapter American Women's Voluntary Services! Oklahoma Air National Guard sends mercy plane to Boston to pick up lung purchased by AWVS. Bob Jones, KVOO newscaster goes along and reports by telephone interview to KVOO listeners!

July 28, 1949, 12:00 Noon
KVOO broadcasts second appeal for additional iron lungs.

RESPONSE
Within five hours after broadcast four additional iron lungs are obtained! Air National Guard again wings way to Boston to bring back lung purchased by Tulsa Jewish Community Council!

This, in brief, is a story of response which came quickly, eagerly from KVOO listeners when a need was made known!

Through the years advertisers have learned, over and over again, that response from listeners is quick and at low cost over KVOO, Oklahoma's Greatest Station!

When you want response, you want KVOO!
Wants Added Copy
EDITOR, BROADCASTING:
We should like to have a copy of the series "Business for Broad-
casting" for use in our office—we have personally read all of the
articles, but want to be sure that other personnel here have the ad-
vantage of reading them also. If need arises, we shall order addi-
tional copies.
Incidentally, we think you publish a whale of a good magazine.
(Mrs.) E. W. Kight
Secretary-Treasurer
Kight Advertising
Columbus, Ohio

Disagrees With McTighe
EDITOR, BROADCASTING:
I think Mr. McTighe of Olmsted & Foley [BROADCASTING, Aug. 29] has ignored a very basic
fact—that station rates are based on coverage, as well as the many
other factors. . . .
Therefore, any cost consideration that might be used must take
into account the number of homes served by each station—unless, of
course, the advertiser is concerned only with those who live within the
city limits.
Even if we ignore this factor of coverage and accept the data pro-
vided by Mr. McTighe, this still is not "a new and valuable tech-
nique for timebuyers." Why? Be-
cause exactly the same relations-
ships will hold between the various
stations regardless of whether the
cost-per-one percent share of au-
dience is used, the cost per rating
point, or the cost per thousand and
there must be other new twists that
will give the same result, if the
time were taken to dig them out.

Paul R. Benson
Ass. Dir. of Research
MBS, New York

The Big Blow
EDITOR, BROADCASTING:
Few people living outside of the
Southeast hurricane area realize
to what extent the broadcaster
measures up to the "public interest,
convenience and necessity"
obligations of his FCC license when a big blow threatens.

Take for example the manner in which WORZ Orlando prepared for the recent hurricane. Within a
couple of hours after the report it would seem there were no
arrangements were completed.

Installation of telephone record-
ing circuits.
Activation of emergency power
plant.
Tuning of all-frequency short-
wave monitors.
Establishment of communication with weather bureaus in
Miami, Tampa and Orlando.
Establishment of Red Cross car-
rier service.
Liaison with Naval Base and
Air Base.
Assembly of two complete staffs of 20 persons each for
24 hours duty.

Robert S. Keller, Sales
Promotion
Robert S. Keller Inc.
New York

Ratings and Giveaways
EDITOR, BROADCASTING:
Your editorial in the Aug. 15 issue . . . on . . . ratings (The Rating Season) interested me. . . .
It is generally known that A. C. Nielsen has employed me as a
consultant. . . . I don't think you were fair to either Hooper or Nei-
elsen where you mention "a few
hundred phone calls" and "a few
thousand meters in metropolitan centers." Both are conscientious
organizations. . . .
You say there are no standards. Both have high standards. . . .
Why blame the giveaway trend on the surveys? It is in the interest of
advertisers to see that they get
data for their money. They must have audience measurement services, in fact, it was the advertiser who originated the service.
And it has been good for the industry. What is wrong with measuring an audience and having facts. . . . No industry ever went
backward because of honest re-
search, properly used. . . .

Well informed advertisers and
agencies, and all networks, know
how to use this information and
as long as they can buy shows which "buy" an audience they will do so and keep doing so as long as they pay off. Ratings and cash
registers tell the story pretty fast.

Yes, survey standards for the
industry should be discussed. But
setting standards or discussing
them has nothing to do with elimi-
nating giveaways. BMB recently set a few standards and the indus-
try with the help of advertisers and agencies worked out a non-
profit cooperative setup. And before
that we had CAB—remember? A considerable volume of evidence
could be developed to suggest that
the industry should not entrust the
audience measurement task to any

(Continued on page 16)
Mr. Tucker Scott  
Compton Advertising Inc.  
630 Fifth Avenue  
New York, 7, N. Y.

Dear Mr. Scott:

At a lawn party a young man of three was being admonished by his mother because of dirty hands. "But..I," he faltered, "I...washed them just a couple of," and he paused thoughtfully, "a couple of agos."

An apt phrase, we thought, and applicable since it was just a "couple of agos" that we made a study of the working hours of people up in these parts. Here briefly is what we found:

Of the 6426 industrial concerns in the WGY area, a recent survey covering 110 of the larger industries reveals that of the 121,779 workers employed...34.4% go to work at 7:00 a.m., 10.3% at 7:30, 45.3% at 8:00, 8.7% later than 8:30 and 3.1% at other hours. 7% are office workers; 93% factory workers.

For over four years, WGY has been producing CHANTICLEER ...an early bird program for the dawn patrol. The early birds like it. Fact is they sit down and write letters. It's true love, when 1884 people yawn, bat their eyes and pen an epistle to CHANTICLEER..as they did just last week. Last year, 48,518 people wrote us letters; so far this year 36,070 (through August 13) have taken the time to write to us.

Here is a program that has an enviable sales record as well as a strong listening audience. Before too many "agos," get in touch with Jim McConnell at NBC Spot Sales...and get the complete story.

Sincerely yours,

R. B. Hanna  
STATIONS MANAGER

Schenectady 5, New York  
September, 1949

RBH:ACS
Watch the New WDSU

No Other New Orleans Station Offers
Such Outstanding Radio and Television
Shows at Such Economical Cost!

"SPOT THE STARS"
Vivacious Neoma Briant blends her own melodic songs into a clever quarter hour musical movie quiz which combines prizes with good merchandising.
(available for sponsorship)

"THE FLORAL TRAIL"
Joyce Smith (originally Betty Crocker's voice) presents a flawless 15 minutes of Southern garden information applicable to the New Orleans area. Mail pull—150 letters per program.
(available for sponsorship)

Network Accounts • • •

WILDROOT Co., Buffalo, N. Y., through its agency BBDO, New York, will sponsor 10:15-10:30 EST segment of Arthur Godfrey Time on CBS, effective Sept. 27 on alternating weeks, two days one week and three the next. Wildroot Liquid Cream Shampoo and other Wildroot Hair products will be promoted on program.

BELL & HOWELL, Chicago camera and photographic equipment manufacturer, renews Action Autographs on ABC-TV. Program, telecast Sunday, 6:30-6:45 p.m., is placed through McCann-Erickson, Chicago.

STANDARD OIL Co. of California (Chevron dealer) renews Let George Do It for 52 weeks on full Don Lee Network. Agency: BBDO, San Francisco.

GILLETTE SAFETY RAZOR Co. has started sponsorship for fifth consecutive year of regular Friday evening bouts at Madison Square Garden, over ABC. Opener, Kid Gavilan-Rockey Castellani tiff, was listed as one of Gillette's Calendar of Sports series for which separate contracts are drawn with various networks.

STERLING DRUG Inc., Windsor, Ont. (Bayer Aspirin, Phillip's Milk of Magnesia), Sept. 25 changes Album of Familiar Music from Trans-Canada to 37 Dominion Network stations, Sun. 9:30-10 p.m. Agency: Dance-Fitzgerald-Sample, Chicago.

Adpeople • • •

William B. Dugan, formerly western merchandising manager for BBDO, San Francisco, joins Western Beet Sugar Producers Inc. in same capacity.

Gail Smith, head of nighttime radio for Procter & Gamble, arrives in Hollywood at end of month for several days conferences.

Broadcasting • Telecasting
Among old-fashioned ideas you still hear is the story that just one network reaches most Coast towns outside big cities. It's as outdated as this iron horse would be in San Bernardino, the California rail center where 61% of the radio families are ABC fans.

Behind the wheel of this convertible you'd be no more behind the times than those who believe only one network covers all Coast markets. ABC's 22 stations deliver big audiences in scores of industrial centers like Santa Ana where 66% of the radio homes tune us in.

On the coast you can't get away from ABC

For coverage . . . ABC's booming Pacific network delivers 228,000 watts of power—49,250 more than the second-place network. This power spells coverage—ABC primary service area (BMB 50% or better) covers 96.7% of all Pacific Coast radio homes. And ABC's Coast Hooper for 1948 was up 9% or better both day and night.

For cost . . . a half hour on ABC's full 22-station Pacific network costs only $1,228.50. Yet you can buy as few as 5 stations for testing or concentration. And ABC is famous for the kind of audience-building promotion that helps slice the cost-per-listener.

Whether you're on a coast network or intend to be—talk to ABC

Cargo carriers like this are almost as hard to find in Coast farming communities as folks who don't listen to ABC. In Chelan County, Washington, for instance, 84% of the radio families listen regularly to the same big-time programs that capture big-city audiences, for ABC, too.

ABC PACIFIC NETWORK
How SPEED helped catch "bugs" in the lacquer

Scheduled Airlines carry Air Express shipments on every flight. Speeds up to 5 miles a minute! Direct by air to 1000 cities; air-rail for 22,000 off-airline offices. Serves many foreign countries, too.

Facts on low Air Express rates

Package of blueprints (4 lbs.) goes 800 miles for $1.54.
Special tools (21 lbs.) go 600 miles for $3.87.

Only Air Express gives you all these advantages: Special pick-up and delivery at no extra cost. You get a receipt for every shipment and delivery is proved by signature of consignee. One-carrier responsibility. Assured protection, too — valuation coverage up to $50 without extra charge. Practically no limitation on size or weight. For fast shipping action, phone Air Express Division, Railway Express Agency. And specify "Air Express delivery" on orders.

Specify AIR EXPRESS
GETS THERE FIRST

AIR EXPRESS, A SERVICE OF RAILWAY EXPRESS AGENCY AND THE SCHEDULED AIRLINES OF THE U.S.

Open Mike

(Continued from page 11)

cooperative non-profit organization. Anyone who really believes in free enterprise and who has studied the history of CAB and the BMB dilemma should not find it too difficult to agree with this... I agree with a lot of your editorial, but can't see the connection with the rating services and the need to ask the good Judge to settle it and lead the boys to new rating heights...

Edgar Kebak
Consultant
341 Park Ave., New York

DuMont Corrects

EDITOR, BROADCASTING:

I am in receipt of the following communications from Mr. Julian Armstrong of the DuMont Television Network.

"Dr. DuMont has forwarded to me your letter of Aug. 11, 1949, in which you have taken exception to an article on page 46 of the Aug. 8, 1949, issue of Broadcasting, in which you have compared the cost of television advertising to a thousand viewers with the cost of newspaper advertising to a thousand circulation.

"You are correct in your objection. The Sunpapers are somewhat unique in having both a morning and evening and a single rate covering both papers. Therefore, instead of comparing the cost per page on this 75c flat rate over two newspapers, we have done it only on the circulation of the evening edition.

"We have already made the correction in our selling material, and I am sending a copy of this letter to Mr. Sol Taishoff of Broadcasting.

"It is not good to have this sort of an error. We have re-checked this particular study for the purpose of determining whether there are any other errors and, fortunately, this is the only error.

"We appreciate your calling this to our attention, and we can assure you that we will be doubly certain that we don't make this type of an error again."

E. K. Jett
Dir. of Radio
WMAR Baltimore

Confused Quip

EDITOR, BROADCASTING:

In your Aug. 29 edition on page 66 there is a clever cartoon... of the... place with television antennas on roof and the guest remarking that he does not care for television etc., etc.

I have recently made a poll... of some of the leading cocktail bars in this area and the cartoon is just in reverse of the true situation. It should read and I quote "I don't care to eat but understand you have a good television set!"

E. R. Rood
Los Angeles, Calif.

No Other Compares

EDITOR, BROADCASTING:

...No other magazine compares with Broadcasting. I have been reading it for years, and can take the information to be completely correct. I have been actively in commercial radio for three and one-half years, and have served as program director, continuity editor, chief engineer, and promotion manager.

Richard C. Corner
KUVY Norman, Okla.
U. of Oklahoma

They Helped Too

EDITOR, BROADCASTING:

...I have just read your report in your Sept. 5 issue on radio coverage of the Sept. 26 Florida hurricane...

...All credit to WIOD and WGBS for the fine work they did in the public service. But why not mention the just-as-important service performed by WKAT, WMBM, WWPD, WTTT, WPEC, WVCG, WINZ, WMIE, WLRE, and WQAM?

Your piece mentioned that WIOD and WQAM were on the air continuously for 42 and five hours respectively... WQAM was on for 76 hours...

I can't speak for the other Greater Miami stations, but I'm sure they performed just as effectively to the limit of their capabilities.

John T. Bills
News Director
WQAM Miami

AL KOEHLER (l), KSTP Minneapolis account executive, is congratulated by Harlan Johnson, president of Minneapolis Assn. of Manufacturers Representatives, for finishing in low net of 72, at AMR 14th annual field day at Minneapolis Country Club, to win the AMR golf trophy for 1949.
HERE'S HOW AMERICA PUTS COAL TO WORK

Speak of coal's use to most Americans and they're apt to think of home heat.

But as the chart below shows, coal's home heating markets, supplied through local dealers, accounted for less than one-fifth of the bituminous coal consumed last year.

Coal's biggest user was the general industry. Right behind came producers of coke, gas and chemicals. And then the railroads—where consumption by line haul locomotives on Class I roads still amounted to more than 80% of all locomotive fuels used.

Together, these three consumer groups are presently taking well over 50% of all the bituminous coal used in the United States.

The electric power industry is another big customer and it will buy over 100,000,000 tons by conservative estimate, as more and more new coal-burning steam generating plants go to work.

### USES OF BITUMINOUS COAL IN 1948

<table>
<thead>
<tr>
<th>Category</th>
<th>Tons</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>General industrials</td>
<td>118,723,000</td>
<td>22.6%</td>
</tr>
<tr>
<td>Coke, gas &amp; chemicals</td>
<td>108,196,000</td>
<td>20.4%</td>
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<tr>
<td>Railroads (all uses)</td>
<td>99,000,000</td>
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<tr>
<td>Electric power utilities</td>
<td>95,686,000</td>
<td>18.0%</td>
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<tr>
<td>Retail dealer deliveries</td>
<td>89,747,000</td>
<td>16.9%</td>
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<tr>
<td>Steel &amp; rolling mills</td>
<td>10,046,000</td>
<td>1.9%</td>
</tr>
<tr>
<td>Cement mills</td>
<td>8,545,000</td>
<td>1.6%</td>
</tr>
<tr>
<td>U. S. Total</td>
<td>531,000,000</td>
<td>100.0%</td>
</tr>
</tbody>
</table>

**BITUMINOUS COAL INSTITUTE**
A Department of NATIONAL COAL ASSOCIATION
Southern Building, Washington 5, D. C.

BITUMINOUS COAL...LIGHTS THE WAY...FUELS THE FIRES...POWERS THE PROGRESS OF AMERICA
Feature of the Week


OFFICIALS of WAYS Charlotte, N. C., ABC affiliate, are congratulating themselves—and receiving plaudits, too.

Last month, the Liggett Drug Co. held a three-day grand opening for its new drug store and shopping center in Charlotte.

During the opening, WAYS originated all its live shows direct from a specially built studio in the center of the store. Programs included three quarter-hour shows bought by the Liggett Co. for the opening.

Liggett officials declared the WAYS promotion a great success and attributed the opening's success to the radio coverage which brought more than 100,000 people into the store.

In further recognition of WAYS' pulling power, the drug concern contracted for 52 weeks of spot announcements and a quarter-hour morning news show.

On All Accounts

FROM shadow to substance was a 12 month trip for Everard Wilson Meade, newly appointed vice president and director of radio and television for Young & Rubicam, New York.

Starting his career in 1933 at Benton & Bowles as a ghost-writer of a column under the by-line of Fred Allen, Mr. Meade shed his literary ectoplasms a year later to materialize at Young & Rubicam as a radio writer, working such shows as the Jack Benny program, the Charlie Butteworth show and the Packard program with Fred Astaire.

In 1936 he became assistant producer on the Benny program, and a year later took over full production chores on the Burns & Allen Show.

Departing Y&H he joined Ruthrauff & Ryan to produce the Al Jolson Show, Court of Missing Heirs, Dick Powell program, the Lanny Ross show, Walter O'Keefe and Milton Berle show.

There his reputation attracted George Washington Hill of the American Tobacco Co. Mr. Meade joined ATC as radio executive for Lucky Strike. In that capacity he worked with Pat Weaver, then advertising manager for the firm, and the two entered into a close personal and professional relationship that was to assert itself later.

In 1943, Mr. Meade joined the Navy as a lieutenant in Air Combat Intelligence. Upon his return—three years later—to American Tobacco, he was assigned to the company's London office for a six month period. Meanwhile, Pat Weaver had returned to Young & Rubicam as head of radio and television.

In May 1948, Mr. Meade joined him there as vice president and manager of the department. A few months ago when Mr. Weaver joined NBC, Mr. Meade succeeded him as head of the department.

Mr. Meade was born on Jan. 2, 1910, in Pohick, Va. and was educated at the U. of Virginia, majoring in Latin and English. He is married to the former Virginia Walker.

They have one daughter, Betty, 11. The family live in Gramercy Park, New York City.

Mr. Meade is a member of the Union Club, Farmington Country Club and the Keswick Club.

Of course, you'll want to buy many nickels worth of Houston's best radio value—K-NUZ—the station that is bringing scores of radio advertisers more results per dollar spent than any other Houston radio station—the station that can bring you just such satisfactory results. For availabilities and complete details call, write or wire Dave Morris, KNUZ general manager, or Forjoe national representatives.

k-nuz
(KAY-NEWS)

9th Floor Scanlan Bldg.
Houston, Texas

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1. ALBANIA PLANTATION, Jeanerette, La.
   Built in 1842 by Charles Grevemberg. Since 1910, Albania’s 1,100 acres of sugar cane and this beautifully preserved mansion have been owned and maintained by the City of New Orleans.

2. RICE THRESHING near Kaplan, Louisiana.
   This rich, farm area leads the nation in rice production. High yields and wide crop diversification are other important reasons why WWL-land exceeds the national average in increased income, increased buying power, and general prosperity.

3. WWL'S COVERAGE OF THE DEEP SOUTH
   50,000 watts—high-power, affording advertisers low-cost dominance of this new-rich market.

WWL—LAND
The greatest selling power in the South's greatest city
50,000 WATTS  CLEAR CHANNEL  CBS' AFFILIATE

BMB Maps of WWL-coverage and other data available from the Katz Agency, Inc., our National Representatives.
Rack-mounted RCA Tape Recorders in action at NBC, Chicago

Rack-mounted RCA Tape Recorders (Type RT-5) are well-suited for control rooms and recording laboratories—lend themselves well to system layouts where more elaborate recording jobs are required. You load the tape and cue at the rack. You start the recorder by a switch at the control desk.


DESK-MOUNTED—Type RT-4A

The RCA Tape Recorder in desk-type console. Recorder and amplifier are "built-in" for maximum operating convenience. Plenty of desk-top space. Extra room below for additional amplifiers. A handsome and thoroughly dependable control-room recorder to install beside your studio console or turntables.
TAPE RECORDERS!

Three of the finest heavy-duty tape recorders in broadcasting—at prices under any comparable type in the high-fidelity class!

Taking only three or four seconds to thread... and requiring no complex over-and-under threading or "doubling back" of the tape... RCA recorders are so simple to operate that anybody can run one. Vertical reel-mounting makes them easy to handle without bending or leaning over the instrument. Surely, two-sided reels reduce danger from unreeling the tape or snarling. There is only one driving motor—and only one 3-unit head, that plugs in and out without need for tools.

At the flip of a switch, you can run off high-fidelity recording or playback for 33 minutes with response at 15 kc. Or 66 minutes of it with response at 7.5 kc, whichever you choose. Frequency compensation is automatic for either tape speed position. Tape tension is held so carefully that front-panel "speed-change" switching from fast-forward to fast-reverse is done instantly... without damage to the tape. Feather-weight tape tension also insures playback timing to ±0.2 per cent at both speeds (you can edit recordings precisely—with minimum tape stretch). Automatic tape "lift-off" eliminates head wear duringrewinds. A separate recording and playback amplifier enables you to monitor the tape and record programs simultaneously—your assurance that important programs are actually on the tape.

Designed by men who live with the business, these RCA units meet the needs for a foolproof instrument capable of recording true-to-life shows in the field and in the control room. Frequency response is essentially flat from 50 to 15,000 cps—at a tape speed of 15 inches per second. Signal-to-noise ratio is 55 db on the console and rack models—and 50 db on the portable model. "Wow" and flutter is less than 0.2 per cent at 15 inches per second—and less than 0.3 per cent at 7½ inches per second. With the standard VU meter (large-size) you can read recording and output levels, plate currents, bias, and erase voltages—directly.

More than a hundred of the new RCA Professional Tape Recorders are already in commercial service. Ask any network, independent station, or transcription studio how they like them. Your RCA Broadcast Sales Engineer has the facts. Call him. Or write Dept. 19-B, RCA Engineering Products, Camden, N. J.

PORTABLE—Type RT-3A

The ideal recorder for high-quality "remotes," studios, or control rooms. The recorder is carried in one case. The amplifier is carried in another case. Amplifier input is arranged for standard microphone (cannon receptacle provided), or bridging of 600-ohm line (terminals). Playback amplifier is designed to feed standard 600-ohm lines and headphone jack.
COMPARE

COST PER THOUSAND FAMILIES FOR SPOT ANNOUNCEMENTS ON ALL CLEVELAND REGIONAL NETWORK STATIONS

<table>
<thead>
<tr>
<th>TIME</th>
<th>WHK</th>
<th>NET B</th>
<th>NET C</th>
</tr>
</thead>
<tbody>
<tr>
<td>7:00 - 9:00 AM</td>
<td>$0.25</td>
<td>$0.49</td>
<td>$0.36</td>
</tr>
<tr>
<td>9:00 - 10:00 AM</td>
<td>.33</td>
<td>.99</td>
<td>.72</td>
</tr>
<tr>
<td>10:00 - 12:00 NOON</td>
<td>.50</td>
<td>.99</td>
<td>.72</td>
</tr>
<tr>
<td>12:00 - 4:30 PM</td>
<td>.33</td>
<td>.99</td>
<td>.72</td>
</tr>
<tr>
<td>4:30 - 6:00 PM</td>
<td>.50</td>
<td>1.48</td>
<td>1.42</td>
</tr>
<tr>
<td>6:00 - 6:30 PM</td>
<td>.75</td>
<td>1.98</td>
<td>1.42</td>
</tr>
<tr>
<td>6:30 - 7:00 PM</td>
<td>1.00</td>
<td>1.98</td>
<td>1.42</td>
</tr>
<tr>
<td><strong>NIGHT TIME COVERAGE</strong></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>9:00 - 10:30 PM</td>
<td>1.67</td>
<td>2.69</td>
<td>2.25</td>
</tr>
<tr>
<td>10:30 - 11:00 PM</td>
<td>.84</td>
<td>2.02</td>
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<td>11:00 - 11:15 PM</td>
<td>.42</td>
<td>1.35</td>
<td>1.13</td>
</tr>
<tr>
<td>11:15 - 12:00 PM</td>
<td>.42</td>
<td>.67</td>
<td>1.13</td>
</tr>
</tbody>
</table>

(Calculations based on a rating of 5.0 for all stations for purposes of comparison)

HOMES IN PRIMARY AREA (DAYTIME)*

* Based on coverage patterns on file with FCC and BMB radio families 1946

WHK .................. 842,800
NET B ................ 759,500
NET C ................ 623,500

ASK YOUR RAYMER REP FOR THE COMPLETE STORY . . . . .

Page 22 • September 19, 1949
Cuba Proposes Clear Channel Breakdown

Delegates and observers at the Windsor Hotel in Montreal were obviously disturbed by the Cuban demands, though they had been prepared for something of the sort. Just a week before, FCC Comr. George E. Sterling and U.S. Amb. Albert F. Nuner had taken a flying goodwill trip to Havana [Broadcasting, Sept. 12]. It was understood their main mission had been to ask Cuban intercession with Mexico, which is represented at Montreal merely by an observer.

Cuba's proposal included elimination of synchronization of stations and satellites. It has not accepted the U.S. proposed latitude and skywave curves.

Canada's proposal provided for retention of 540 kc and the 1A classification. It continued the request for 50 w Class 5 stations to supplement a station's or network's service area. Canada suggested a 2-1 adjacent channel ratio instead of the U.S. 1-1 practice. The Bahamian proposal calls for the status quo.

FMA Suggestion

The Washington headquarters of FM Assn. got into the NARBA fray Friday by suggesting that FM is "the logical answer to the problem now confronting the NARBA conference of finding enough radio channels to accommodate 2,500 stations without interfering with one another."

Inter-station interference has reached the point of seriously hampering any further expansion.

(Continued on page 25)

Petry Expands

By BRUCE ROBERTSON

EXPANSION PLANS of Edward Petry & Co., calling for an outlay of about $250,000 more a year, were outlined Wednesday by Edward Petry, president, at a meeting of some 35 top executives of stations represented by the Petry organization.

Meeting at Mr. Petry's invitation at New York's Waldorf-Astoria Hotel, the station men learned:

1. That their representative firm is establishing a television department which will operate independently from and competitively with the company's radio sales force;

2. That Hanque Ringgold, a 16-year Petry veteran, has been named eastern sales manager of the company;

3. That the radio sales staff is being enlarged to permit each salesman to do a more creative and effective selling job;

4. That an expanded sales promotion staff will be able to help Petry stations in the preparation of their own promotion material and to provide ammunition for the development of new sales campaigns designed to produce a greater use of spot radio, as well as to fulfill its normal sales service function;

5. That Petry & Co. will take over the tower floor of the building now going up at 488 Madison Ave., New York, increasing its present space by 50%, as soon as the building is completed.

Discussing the court battle between himself and Henry Christal, secretary and treasurer of the company, since its inception, Mr. Petry chided the station men for their " undue concern about an internal problem of our organization, far removed from sales." He noted that "differences between Hank Christal and myself have existed for years (but) never affected sales," and continued:

"If differences between Hank and myself didn't prevent sound selling efforts by the Petry organization (Continued on page 24)
Petry Expands

(Continued from page 28)

throughout those years, there is no reason for you station men to feel that these differences bring about a particularly critical situation at this moment. . . . I do not view these internal differences lightly. But, at least they are no longer something that can go on and on. They are in the hands of the court and out of our hands and we have assurances that we will soon have a final decision from the highest court of New York State, settling this matter once and for all.”

(Suit was brought by Mr. Christal in the New York Supreme Court to restrain Mr. Petry from appointing more members to the company’s board, upsetting the two and two balance which Mr. Christal claimed had been orally agreed upon at the time of that company’s formation. Mr. Petry appealed from the court’s decision favoring Mr. Christal and the appellate division of the New York Supreme Court reversed the former ruling. Mr. Christal’s appeal from this reversal is now pending before the New York Court of Appeals [Broadcasting, July 4, 11].)

To clear up “rumors and gossip,” about cancellations resulting from the internal dispute. Mr. Petry stated that only six AM stations have given notice of cancellation, that the first one, if it is not withdrawn, does not become effective until next June, and that all letters of cancellation contained “the friendly assurances that they were only technical in nature in order to protect legal rights and that it was the intention of the stations to stay with the Petry Co. provided the company continued to do the job that it had done in the past.”

He also announced that the company had tightened its station list, dropping three Yankee Network stations by agreement with Yankee to concentrate on representing that regional network and its major stations in Boston, Providence and Bridgeport; dropping WSAU Wausau, Wis., Oct. 1 by agreement with the Milwaukee Journal, and also dropping WLLH Lowell, Mass. Since the meeting, Yankee has announced the reappraisal of the Petry firm for a long-term contract. WWVA Wheeling has withdrawn its proposed cancellation and WSM Nashville, whose contract expires Oct. 1, has assured the Petry Co. it will be renamed, it was learned.

After Mr. Petry had explained his firm’s expansion plans to the station executives, the group asked the three Petry officials—Messrs. Petry and Christal, and Edward Voynow, Chicago manager—to withdraw while the station men conferred among themselves. Subsequently, they returned for a question and answer session which was followed by another meeting of station men only. At the conclusion of this session, the station group unanimously adopted the following resolution:

“The stations represented by the Mr. Hausman (c) confers with Means. Cowden (l) and Means.

CBS Shifts

Top Promotion Personnel
In Realignment

FOLLOWING the resignation from CBS of Victor M. Ratner, vice president in charge of advertising and sales promotion [Broadcasting, Sept. 12], the network last week instituted a realignment of the department.

Louis Hausman, director of sales promotion and advertising, took over the office and many of the duties of Mr. Ratner, who will leave officially Nov. 2 for his new post as a vice president at Macy’s in New York. As before, Mr. Hausman will also continue to direct the department.

At the same time, Mr. Hausman announced the appointment of John Cowden as next in line under him. Mr. Cowden will have the title of general manager of CBS sales promotion and advertising efforts and the company’s expansion of its facilities and personnel, and for additional plans to make the Edward Petry Co. an even more

(Continued on page 34)
GIVEAWAY SETBACKS

WITH ONE temporary restraining order already issued against its giveaway ban and facing the prospect of another one this week, FCC is slated to sit down shortly and chart the procedure it will take with license renewal applications — hundreds of them—pending final adjudication of the issue.

Officials said this review may be made following the hearing slated in U. S. District Court in Cleveland, Ohio today (Monday) to determine whether three of the four major networks—ABC, CBS, and NBC—should be granted an order restraining FCC from enforcing its giveaway rules until after determination of their motion for a preliminary injunction.

A similar order was granted in Chicago last Tuesday on motion of Radio Features Inc., programming adjunct of Schimmer & Scott, Chicago agency.

The decision which FCC reaches with regard to its own course will depend, authorities said, upon the outcome of the New York hearing, also taking into consideration the order already issued in Chicago. They said it conceivably could include a voluntary suspension of its giveaway rules by the Commission, though observers considered this course unlikely in view of FCC's refusal of the networks' request for a stipulated suspension a week earlier [Broadcasting, Sept. 12].

Procedure Not Set

No firm decision has been made, spokesmen said as to the procedure to be followed with license renewals coming due while the legality of the giveaway rules is in question. Approximately 230 AM licenses expire Nov.,—a month after the Oct. 1 date on which FCC had planned to put its rules into effect. A sizeable number of these stations presumably carry giveaway programs of the networks or of others. [See Editorial, Page 44].

There was speculation that in such cases the Commission might merely grant temporary extensions pending the courts' decision, but such a move seemed certain to be opposed by broadcasters on business grounds, particularly since a year or more may elapse before adjudication is final. Broadcasters contended regular renewals should be issued.

Today's New York hearing will be before Judge Simon H. Rifkind, who signed an order Oct. 7 restraining FCC and the U. S. Government to show cause why they should not be restrained from enforcing the giveaway ban until the three networks' motion for a preliminary injunction is decided.

The networks took the legal step despite the fact that Judge Michael Igoe, in Federal District Court in Chicago, already had issued a temporary restraining order in a similar situation. A spokesmen said the networks took this step for two reasons: first, to protect their rights generally, and second, because the Chicago action embraced only AM and FM, not television.

Like the action in Chicago, the New York motion will, if granted, be effective until the motion for a preliminary injunction can be heard by a special three-man statutory court which has yet to be appointed. In the Chicago case this hearing is now slated for Oct. 7. No date has been set for hearing the case on its merits.

Meanwhile it was learned that Louis G. Cowan, whose packaging firm (Stop The Music, Hollywood Calling, etc.) has been in the forefront of giveaway programming, will probably join the networks in their legal proceedings in New York. His attorneys late last week were said to be working on legal details incident to joining the action.

In the Chicago case last week, acting on the motion of Radio Features Inc., Judge Igoe found that "unless a temporary restraining order is issued until the hearing and determination on plaintiff's application for an interlocutory injunction, immediate and irreparable damage will result to the plaintiff." He said he found from the evidence that some radio stations which have entered into contracts with Radio Features for purchase of its programs have cancelled their contracts, and others have threatened to cancel out, "because of the order of Aug. 18 of the FCC and because of rules 3.192 and 3.292 of the FCC contained in said order."

"Once such contracts are cancelled it is virtually impossible to..." (Continued on page 80)

May Determine FCC Renewal Strategy

By BILL THOMPSON

WITH three members of the NAB Board of Directors taking an active part, NAB District 9 (Ill., Wis. in part) delegates held what was generally described as the liveliest meeting in the district's history. They met Thursday and Friday at the Northernnaire Hotel, Three Lakes, Wis.

Chair sports attire in keeping with the resort's atmosphere, the district delegates recorded an almost perfect attendance record. They cheered fighting talks by four NAB staffmen. The district's three board members are Charles C. Caley, WMBD Peoria, District 9 director; Merrill Lindsay, WSOY De- catur, director-at-large for small stations, and Howard Lane, WJJD Chicago, director-at-large for large stations.

Maurice B. Mitchell, director of NAB's Broadcast Advertising Bureau, started the fireworks Thursday morning with a blast at black-and-white media. He charged that the true picture of what happens to the advertising dollar is distorted because radio's competitors are doing a wasteful job.

Mr. Mitchell declared newspapers are perpetuating a fraud on the advertising world and urged top management of stations to expose them by personally taking radio's story to advertisers. The nation is grossly under-advertised, and lacks proper faith in advertising, he said.

Sitting through all the sessions, NAB President Justin Miller posed frequent questions for Mr. Mitchell and other speakers to answer, and he wound up the two-day session with a Friday afternoon address.

Dr. Kenneth H. Baker, NAB research director on loan to Broadcast Measurement Bureau as acting president, promised EMB's study No. 2 will be ready by early winter. He said it would consist of..." (Continued on page 88)

NAB District 9 Gets It

HOST at the Ralph H. Jones Co. party was C. M. Robertson Jr., (left), president of Cincinnati agency. With him is Gilmore N. Nunn, WLAP Lexington, Ky., district director.

DELEGATE group at NAB District 7 cocktail party in Cincinnati Sept. 8-9 [Broadcasting, Sept. 2] included (1 to r) Sam Sague, WSRS Cleveland; Jerry Boyd, WPAY Portsmouth, Ohio; Robert T. Mason, WMRN Marion, Ohio; Richard V. Beatty, Harold Fitzgerald, WOH! East Liverpool, Ohio.

EXECUTIVES of Ralph H. Jones Co., Cincinnati, at the cocktail party. Left to right: Jean Telgater, publicity director; Ed Corder, radio specialist; Kathryn Hardig, assistant radio and TV director; William Frietsch, media director; Stanley Wilke, vice president; Ann Smith, assistant timebuyer.

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FBI APPROVES
ABC Show, Despite Criticism

The Federal Bureau of Investigation likes the ABC program 'This Is Your FBI' and has no intention of withdrawing its sanction, Louis B. Nichols, FBI assistant director, told Broadcasting.

Mr. Nichols said he was in an observation when asked about criticism of the broadcast voiced at the recent American Bar Assn. meeting at St. Louis by Arthur J. Freund, counsel of ABA's Section on Criminal Law as well as that section's Committee on Motion Pictures, Radio Broadcasting and Comics in Relation to Administration of Justice.

Long a critic of broadcasting, Mr. Freund told the ABA the broadcast is offensive because it educates the public in the methods of crime. He said his remarks were purely personal and did not represent the views of any ABA member group.

Nichols' Defense

This brought from Mr. Nichols a ringing defense of the program, stating it has been a force for good, and adding the FBI has documented information showing it has definitely deterred youth from committing crimes. "We can't have good law enforcement without aroused public opinion, and aroused public opinion depends on education," Mr. Nichols said. "That is what we are trying to do. If it is a bad program, why have teachers' organizations singled it out as an educational program; why has it been endorsed by the Parent-Teachers Assn. of St. Louis and law enforcement agencies?"

He added: "If 'This Is Your FBI' is bad then we might as well destroy our Bibles and the great books of literature, for they, too, run the full gamut of man's passions and foul deeds."

Mr. Nichols said the FBI originally cooperated in the program because some crime programs were placing an improper emphasis on the teaching of crime. He said the program portrays the tracking down of criminals rather than the methods of crime.

Airs Lutheran Hour

RELIGIOUS program, The Lutheran Hour, with sermons by Dr. Walter A. Maier of Concordia seminary, will be sponsored on ABC, effective Oct. 2, Sunday, 3:30-4 p.m., by the Lutheran Laymen's League. The 52-week contract was placed through Gotham Advertising Co., New York.

AWB MEETINGS

Two More Districts Set

Two more district meetings of the Assn. of Women Broadcasters were announced last week by Pat Griffith, NAB director of women's activities, bringing the schedule to five sessions, as of last week [Broadcasting, Sept. 5].

District 9 (Ill., Wis. in part) will meet Oct. 20 at the Sherman Hotel, Chicago, in connection with the School Broadcast Conference. District chairman is Elizabeth Marshall, WBEZ Chicago. District 2 (N., S., N. J.) will meet Nov. 5-6 at the Hotel Astor, New York. District chairman is Sally Work, WBEN Buffalo.

GORDON MILLS

Leaves Kudner Ad Agency

GORDON MILLS, business manager of the radio and television department of Kudner Advertising Agency, New York, has resigned from the agency effective the end of the year. He has been with Kudner since July 1945, and prior to that was associated with NBC as a network account executive. Before that he was with RCA.

Mr. Mills has been serving for the past six years on the radio committee of the AAA, and chairman of the sub-committee on radio research. He is currently vice president of the Radio Executives Club in New York. Mr. Mills is expected to announce his new alignment soon.

Pet Milk Renews

PET MILK SALES Corp., St. Louis, renews The Pet Milk Show with Kay Armen (Sunday, 9:30 p.m. CDT) and The Mary Lee Taylor Show (Saturday, 8:30 a.m. CDT) on full NBC network from Oct. 22 and Oct. 23 through Gardner Advertising, also St. Louis. Sego Milk Products Co., Salt Lake City, Pet Milk subsidiary, will sponsor cut-ins on the shows through Gilliam Advertising, same city. Respective origins are at KSD St. Louis and NBC New York.
Inglewood Park's 20 Years

the program was then sponsored on KFI.

Broadcasts for KNX for more than nine years, featured is concert music with "heart songs" and those from operas and operettas. Earl Towner has been musical director since January 1929 when the program was first aired on KFWB. It has since been moved around to KFI and other stations.

With more than 1,100 broadcasts to its credit, and keyed to the general music loving public, the sponsor endeavors to give the listening audience a program of distinctive musical excellence, says Paul R. Winans, president of Paul Winans Co., agency servicing the account.

Proper, Yet Not Staid

"This isn't a high brow program, nor is it planned for a choice few," Mr. Winans emphasizes. "Neither is there anything funereal about Melodies America Loves. The music is truly that which the public likes. It is some times something old and sometimes new. We cater to the public's taste with the best vocally and instrumentally."

There is no selling pitch, executives of Inglewood Memorial Park point out. This is verified by Mr. Winans who declares that "these radio concerts were never intended as a medium for direct selling. We use no high pressure, dramatic commercials.

"The series from its inception were created for the purpose of building good will for Inglewood Memorial Park. Good will has always been more than a spectacular sale of the moment. As a result this weekly radio concert has gained a loyal audience which generously expresses its appreciation with fine letters."

Being a cemetery, George H. Letteau, president of Inglewood Park Cemetery Association, has always felt that it would be in bad taste to force a selling pitch upon the public through the concert program. And that policy has been maintained through 20 years of broadcasting.

Although the opening credit plainly states that Melodies America Loves is sponsored by Inglewood Park Cemetery Association, there is no morbid tinge in the presentation. During the 30-minute broadcast there is as a general rule, a middle and a closing commercial of about 1/4 minutes each. Often it is shorter. Musical selections are woven together with appropriate narrative. In this type of presentation and cemeterial interment, commercial message is confined to an invitation to visit the memorial park to view the famed artistic stained glass windows and other objects of unusual interest.

On occasion, Mr. Winans points out, an indirect sales appeal is made in tying in the commercial with theme of the concert when ever possible. As example he cites a Mothers Day concert which might emphasize fact that the mother of a family usually does the planning and buying. Thus she is generally the first to realize importance of completing cemeterial arrangements before needed.

A perennial favorite with many, the weekly concerts have helped also to provide friendly reception for the cemetery salesmen, according to Ma son Letteau, vice president and sales manager of Inglewood Park Cemetery Assn.

"We have been able to trace many sales direct to the program," he said. "Our salesmen without exception have become the program's advocates. They feel that it has opened many a door with receptive result... . And this is quite significant of its success in our opinion."

Although many shifts have been made in day of broadcast, the program has always occupied a night-time spot and is currently heard on Tuesday, 7:30-8 p.m. (PST).

When originally started on KHJ back in 1929, the concerts were originally held in the park, and it's shorter. Musical travelogues, which often featured native singers and instruments, were featured in those early days. Raymond Paige and Frederick Stark were then the conductors.

With the program's shift to KFWB in March 1937 the series included radio adaptations of some of the more popular operas such as "Carmen." "The Barber of Seville," "Faust," and "Rigoletto.

"Leonard" was then the orchestra conductor and musical director. Weekly broadcasts were also released simultaneously over KFOX Long Beach. A supplementary program was broadcast weekly over KFAC with Gino Severi's augmented concert ensemble.

Claus Sweeten became musical director when Inglewood Memorial Park shifted the program to KFI in April 1938. Earl Towner took over the baton in January of 1939 and on April 9 of that year Melodies America Loves shifted to KNX.

Five of the former soloists used on the program—Nadine Conner, Brian Sullivan, Mona Paules, Emery Darcey and Jerome Hines—have since become members of the Metropolitan Opera Company.

Radio Uses KNX

Eula Beal and Olive Mae Beach are the two young soloists who have won distinction on the concert stage. John Raitt went on to star on the Broadway stage after having made his professional debut on that program. During the past 20 years such stars as Perry Como, Paul Kast, Randy Mackenzie, Tudor Williams, Felix Knight, Earl Covert, Polyna Stoska, Anne Jeffreys, Miliza Korjus and the late Carrie Jacobs Bond have appeared as guests on Melodies America Loves.

Radio "names" who have been associated with the Inglewood program in either a writing, announcing or producing capacity include John Conte, Art Gilmore, True Boardman, Thomas Free bairn-Smith and the late Gary Breckner.

New Talent Sought

In addition to established stars frequent auditions of young unknown talent have played a large part in success of this perennial program. Mr. Winans, who serves as supervisor; Earl Towner and Cliff Howell, director-producer, listen fully and carefully to each soloist, knowing that their choice of talent to appear on the program may plummet the artist to musical stardom.

No attempt is made to merchandise the broadcasts. Only advertising utilized by the sponsor in support of the weekly 30-minute radio program consists of one column by 2 inch advertisements in each of the six Los Angeles metropolitan daily and 10 neighborhood newspapers on day of broadcast.

Thus, the Inglewood Park Cemetery Assn. Melodies America Loves program becomes another radio sales success story—an ever continuing story. The details may be different, but the theme is the same: Radio sells.

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CONCLUSION of the MBS two-day board meeting in Chicago on Tuesday was attended by reports of unanimous support for the network's program plans for the coming year as outlined by William Fineshriber, program director. Board is to meet again in New York during the World Series.

Another outcome of the meeting was the adoption of reports in trade circles that Mutual has difficulty in clearing time for national sponsors because of its low sales. It was said any advertiser can get full clearance on all MBS stations within 28 days.

The question of network reorganization was not broached, a network executive told Broadcasting, because such plans are not within the board's scope, and are left directly to Mutual President Frank White. Mr. White, addressing the board, expressed belief that the network's business outlook was good.

Mr. Fineshriber revealed plans for a new giveaway program To the Ladies, a women's participation show with jackpot prizes. A half-hour program, it will be aired five days a week following Queen for a Day, and will originate in Chicago.

Attending the meeting, in addition to Mr. White and Mr. Fineshriber, were: Theodore C. Streibert, president WOR New York and MBS Board Chairman; J. P. Poppele, vice president in charge of engineering, WOR; Frank J. Schreiber, general manager, WGN Chicago; E. M. Antrim, WGN, MBS secretary; Lewis Allen Weiss, chairman of board, Don Lee; Willet H. Browne, president and general manager, Don Lee; Thomas O'Neil, vice president, Yankee Network; Linus Travers, executive vice president and general manager, Yankee; Don Barton, Gimbel Jr., president and general manager, WIP Philadelphia; J. E. Campeau, president and general manager, CKLW Detroit, and H. K. Carpenter, vice president, WHK Cleveland.

PAID LOG ADS

Roy McLaughlin

ROY McLAUGHLIN Receives CRMC Presidency

ROY McLAUGHLIN, commercial and general manager of WENR (ABC) Chicago, was elected president of the Chicago Radio Management Club at the first regular fall meeting last Wednesday. He succeeds William McGuiness, commercial manager of WGN.

Other officers, who will also serve a one-year term, include Frank Reed of Grant Advertising, vice president; John Blair, president; and three other representatives of WGN.

The CRMC is a non-profit organization of Chicago station managers.

MARGARET THORBURG of WIBG Philadelphia program department confers with AAA official after being chosen to model for picture series in its magazine The Car when she went to AAA driving school.

Emil Mogul Named

THE MODERN Industrial Bank through Henry Morgenthau Jr., chairman of the board, has appointed Emil Mogul Co., New York, to prepare and direct an advertising campaign in the New York area. The initial schedule starts on Sept. 18 with minute and half-minutes on WMCA New York.

Board Tenders Support of Program Plans

TAKING a page from several other cities, the Los Angeles Daily News last week advised stations, networks and advertising agencies that 'effective Sept. 15' it would accept advertising to run within the radio and television logs.

Although the stations are aware that the practice may not be an immediate threat, they recognize it does constitute a likely forerunner of paid logs if unopposed. Accordingly, the membership of the Southern California Broadcasters Assn. will discuss the matter Sept. 22 at its monthly meeting.

While most station managers were reluctant to discuss the matter for publication, Calvin J. Smith, general manager of KFAC Los Angeles and NAB 16th District director, advised Broadcasting that he was opposed to the principle behind the move of the News. He said his station would have no part of any such plan.

In the letter dated Sept. 8, the News offered two space sizes of one half inch and one inch priced at $6 and $10, respectively. Although no comment could be obtained from any of the other Los Angeles daily, the broadcasters of the area feel that the local publishers association may be feeling its way on the idea, through the News.

The managing editor of one paper advised Broadcasting that he 'hoped his management would not propose such an idea for its logs.' In the case of a second daily in the area, its advertising director said he knew nothing of the News plan and that he was sure his paper had no such plan in contemplation at present.
**FLQN To Supply Data**

Full membership of the 21 stations is not complete yet, the network revealed, because of the group's desire to proceed slowly, and assure itself of complete cooperation.

Attending Monday’s meeting:

Antonio Pace, WRIB Providence; Sidney Schulman, WTUX Wilmington; Phil Ruben and Attilio Russo, WERI Westerly, R. L; Aldo De Dominicis, WBNC New Haven; Lee Mikesell, KSAN San Francisco; Roy Pierce and A. Aviation, WHOD Homestead, Pa.; William I. Moore, WOXM New York; G. A. Bartel, WEXI Milwaukee; Ralph Robinson, WACU Chicopee, Mass.; Arnold Bartley, WOW New York; Pat Stanton, WJMJ Philadelphia and Mersia, Well, Blair, Lasker and Sague.

**Golobe To WOW**

ZANGWILL GOLOBE, formerly with the Chicago office of the Frederic W. Ziv Co., has joined WOW as assistant to the president in charge of merchandising in the sales department. Prior to joining Ziv, he was associated with Forjeo & Co., station representative, for eight years, the last six of which he was Midwest manager.

**FLQn To Supply Data**

At its second-long meeting, held at New York's B. Hotel, the group was addressed by timebuyers Linnea Nelson of J. W. Thompson and Frank M. Silver of BBDO. Both stated the need for a central source of such information as figures on stations, coverage, foreign language markets, the new formation of nationalities FLQN will be limited for a time, in the 21 markets in which FLQN plans to operate.

According to Mr. Barere, the network should be incorporated and be making sales presentations by approximately Nov. 1.

Data to be compiled by the network’s research organization will cover first and second generation Italian and Polish groups, to which nationalities FLQN will be limited for a time, in the 21 markets in which FLQN plans to operate.

Responding to agency timebuyers’ requests for more data on foreign language markets, the newly formed Foreign Language Quality Network, established its permanent set up, and voted to retain a research organization to compile required statistics.

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**Foreign Market**

**Free Time Deal**

LEBLANC Offering $2,000 in Prizes

NEWEST wrinkles in advertising techniques appeared last week in the form of a $2,000 prize contest announced by The LeBlanc Corp., of Lafayette, La., marketing Hadoopi tonic and vitamin compound.

Prizes are to be awarded to stations for “greater cooperation and merchandising efforts” in the form of “free spots from our stations for national advertising of the product.”

The contest is to be held through September, with reports to be at the company’s home office by Oct. 7 and prize winners to be announced by Oct. 15.

Protests were received by Broadcasting and Broadcast Advertising Bureau from stations approached by LeBlanc Corp., an extensive use of free time in the form of national advertising of the product.

“Your invitation is the absolute best sucker deal we have ever had the privilege to look in on,” replied Charles W. Balthrop, station manager of KITE San Antonio, Tex. “You certainly prove that Barnum was right.”

Ray D. Williams, manager of WJHL Johnson City, Tenn., wrote Dudley J. LeBlanc, president of LeBlanc Corp., as follows: “All merchandising and promotional efforts of this station are devoted to our current advertisers and we feel it would be unfair to them to be made to merchandise and promote a product of another advertiser for selfish reasons.”

Mr. LeBlanc’s offer to stations opens with a reminder that the company is advertising on about 200 stations. The first prize will be $1,000 in cash. Second prize will be $500, third prize $250 and fourth prize $100, etc.

Mr. LeBlanc then says:

After the contest begins we will buy an ad in Advertising Age and Broadcast and other magazines over our own name we will tell the world the five stations who won the first five prizes. The first five prizes will be delivered in person to the manager and employees of the stations.

A photograph will be taken and news story will appear in the newspaper in the territory that the stations cover. These news stories will also be carried by all leading national drug magazines of the country. Please quote us your lowest price for one minute spot per day.

Mailled with the announcement is a stack of daily reports which include these elements:

Number of drug wholesalers and grocery jobbers contacted; how many orders and for how much; number of retail druggists or grocery stores contacted; number of dummy cartons, banners, signs and large displays put up, with suggestion that photos be sent where possible; number of displays obtained on counter, near the cash register if possible, in drug and grocery stores; number of spots run today; how many free spots from our transcriptions today; other promotional or merchandising efforts.

**WOW’s Farmers Tour**

**Junket Underway in Seattle Today**

The tour members are owners of farms varying from an 11,000-acre cattle ranch to a 12-acre truck garden. Already visited was Billings, Mont., where Gov. John W. Bonner and Mayor T. J. Lowe greeted the tourists; Spokane, where they inspected Grand Coulee Dam and Yakima, which displayed to them its beautiful apple orchards and irrigation system. Today the tour members sightsee Seattle Harbor and travel by boat to Victoria, B. C., arriving there tomorrow morning.

Bill Wiseman, WOW’s program manager, reported last week that the station expected to do a few shots for NBC’s News of the World and arrangements are underway for other broadcasts, local and national, and also for telecasts.

**Watching the lady following the first NBC Hollywood Calling broadcast sponsors with George Weidner Co. (1 to r): Milton Berle; Benjamin S. Katz, president of watch company; (the lady), Patricia Neal, movie star; Jack McCoy, show m.c.; Arthur C. Fott, executive vice president, Gray Adv., Agency; Bernard M. Kliman, director of advertising, Gruen Watch Co.**
Operation Nears Profit, NAB Finds

TRANSPORT AD

TRANSPORT broadcasting is approaching the profit stage in a number of cities and is attracting national advertisers in increasing numbers, according to a detailed survey of this type of FM radio conducted by the NAB.

Complete analysis of a group of transit radio operations was made by NAB at the direction of the FM Executive Committee. Arthur C. Stringer, assistant director of NAB's Audio Division in charge of FM, handled the field and analytical work. Chairman of the FM committee is Cecil D. Martin, WNBF-FM Binghamton, N. Y.

The 50-page report is being sent NAB member stations. It has numerous tables, success stories, sales suggestions and other facts covering the medium.

Typical success story deals with use of transit radio by Sears Roebuck & Co., St. Louis. The retailer bought $1,200 in direct sales, solely traceable to transit, from a $34 expenditure for time on KXOK-FM, according to the study.

About 95% of all transit radio business is local, especially retail, but national sales are found to be growing. The NAB manual lists these national advertisers as transit users: Baker Brush Co., Brewing Corp. of America (Red Cap), Chevrolet Dealers Assn., Esquire Inc. (Cleronet), Fanny Farmer Candy Shops, F. W. Fitch Co., General Baking Co., Glen Raven Knitting Mills, Griesedieck Western Brewing Co. (Hyde Park beer), Household Finance Corp., Miles Labs, Swift & Co. and Terre Haute Brewing Co. (Champagne Velvet beer).

The national business was placed by these agencies: Arthur Cohn & Assoc., Leo Burnett Co., Campbell-Ewald Co., BBDO, J. Walter Thompson Co., Mark-An-Erickson, Dobson, Cliett & Shenfield, Schwimmer & Scott, Campbell-Mithun, Wade Adv. Agency.

National sponsors now "definitely in the works" are listed as General Motors, Pierce Arrow, General Motors, Lever Bros., Colgate-Palmolive-Peet, General Foods, Campbell Soup Co. and "literally dozens of others."

Follows Industry Line

In opening, the study says transit radio's development is in line with the industry's policy of encouraging out-of-home listening. Broadcasters must buy, install and maintain receiving equipment, and pay for the privilege of serving that portion of the total audience. Stations program for both home and mobile audiences.

Research material is available for transit audiences, bus and trolley companies maintaining detailed figures on riders. It is found that 7:30 a.m. programs draw factory, labor and home listeners in largest numbers; 7-9 a.m., while collar listeners; 7-8 a.m., students, home listeners; 9 a.m., 3 p.m., shoppers en route to stores; 3-5 p.m., students enroute home and home listeners; 3:30-5:30 p.m., factory workers en route home, home listeners; 4:30-6:30, white collar riders en route home, home listeners; 6 p.m.-signoff, entertainment seekers, Amazon riders, people going visiting, work- ers and home listeners.

In one city it was found the average 400-ride-equipped vehicles varies from 10,000 riders in buses, 9:30 a.m., a minimum, to 18,500 between 4 and 6 p.m. At 10 p.m. there still were 5,200 persons listening in buses. When the number of radio-equipped buses in the city is increased to 1,500, the riding audience will rise from 37,500 to 69,000 persons.

Cost of installing sets ranges from $16 up per vehicle, depending on local labor costs, the NAB study discloses. It shows there is little rider opposition, with criticism usually traced to one individual or a small but vociferous group. The 50-page analysis covers costs of operation, differences in techniques, program practices, program hours, rates and sales. It is explained that 80% to 85% of buyers in metropolitan centers are transported by public transit service.

Some cities like vocal and lively music, it is stated. Cincinnati is an example. In St. Louis, on the other hand, only background music is used by KXOK-FM on its transit service.

Transit radio is an effective promotion device for stations, according to the study, giving opportunity for announcement of programs coming up later in the day. The transit installations create an added FM audience, it is stated, an audience that isn't affected by television.

Some cities are found to have 100% of vehicles radio-equipped, with smaller percentages in others. Some program day and night, with others stopping at 7 p.m. In Huntington, W. Va., WLPH operates a combined AM, FM and transit service.

Stations analyzed by Mr. Stringer in his transit study were WJDI-FM (KBTM) Minneapolis; WPLH and WPLH-FM Huntington, W. Va.; WMEL (FM) Evansville, Ind.; WWDC-FM Washington; WCCS (FM) Cincinnati; KXOK-FM St. Louis.

Swisher Rejoins WNAX

ARDEN E. SWISHER, WOL Washington commercial manager the past year and a half, returned to WNAX Sioux City, Iowa, as district sales representative effective today (Monday), according to D. N. D. Sullivan, WNAX commercial manager. Mr. Swisher will cover the state of Iowa and markets in Omaha and Nebraska. Prior to extensive service in the U. S. Navy, Mr. Swisher was sales promotion manager at WNAX and following his release from the service, joined the sales staff of KRNT Des Moines and then transferred to WOL.

S. C. Broadcasters Win Court Suit

PROTESTS of 12 South Carolina broadcasters over grant of exclusive broadcast rights to athletic events of U. of South Carolina was upheld in a decision handed down last Wednesday by a Circuit Court in Columbia, S. C.

Circuit Judge Thomas B. Greene issued a restraining order which voids a contract between the university and W COS Columbia, S. C., for exclusive coverage of its 1949 football games [BROADCASTING, Aug. 29]. The university was specifically ordered to extend play-by-play broadcasts to at least three stations at "no charge" for the privileges.

The suit resulted last July after four Columbia stations were invited to submit competitive bids for exclusive use of the facilities.

Of three of them—WIS WXKX WNOK—declined to bid under stipulations set forth in a letter from University President Norman Smith, but expressed interest in carrying certain games. Action was based on their interpretation of a 16-year statute which authorizes broadcasts of athletic contests provided "no charge shall be made for the privilege and that at least three broadcasting companies shall be extended said privilege if desired.

Judge Greene cited that provision of the statute in view of the university-W COS contract and ruled that limitation of the statute "is to violate [it]." He found that Admiral Smith's letter "did not extend the privilege to three companies but requested one of the four in lieu of the first and shut out the others...."

W COS was awarded the contract after bidding in excess of $1,000 for the rights. Columbia broadcast-
Success story:

One of Richmond's largest laundry and dry cleaning firms is a long-time user of radio. For fifteen years this company has promoted its business over many Richmond stations. Recently the owner said this:

"Of all the radio I have ever used over a period of 15 years, nothing has been so successful as my present schedule on WLEE."

Success story? You bet! It's typical of the results local Richmond merchants get all the time from WLEE. More and more national advertisers are following their lead. If WLEE isn't on your list, get the whole story from your Forjoe man today.
what's an auto got with
A LOT, SIR—really.

Please read carefully. It's a pretty thrilly thing:

It began in May, as many things are apt to do. It began with 1,735 personal interviews for WOR by Pulse, Inc. in auto-drivers' homes. WOR was rather lavish—it asked its questions in 12 metropolitan counties. Might as well be thorough, thought we.

We could trample you with facts and technique usage and a lot of etcetera. But that's all done in a very precise folio called "Audience on Wheels" which you may have for f-r-e-e, by asking.

WOR found that there are 1,493,000 cars on the roads of metropolitan N. Y, with radios in them.

Between the weekday, Mon. thru Fri., hours of 7 and 9 AM there are 1,064,800 people in the cars. Between the hours of 5 and 7 PM, there are 1,107,000 people. That's people!

During the average weekday ¼ hr., WOR found 193,300 people listening between 7 and 9 AM and 230,500 people listening between 5 and 7 PM.

And now, the point—MORE PEOPLE LISTEN TO WOR ON CAR RADIOS DURING THESE HOURS THAN LISTEN TO ANY OTHER MAJOR NEW YORK STATION. AS MANY AS 47,500 WERE FOUND TUNED NIGHTLY TO WOR'S "NEWS ON THE HUMAN SIDE", FOR INSTANCE.

These facts, Gentlemen, are not to be sloughed—they add to thousands of chowder sales and candy sales and clothing sales and—Oh, anything.

Don't you want to sell a lot more for less? It's a normal thing to do.

Our address is 1440 Broadway, in New York.

P.S. Remember—write, or phone, for your free copy of "Audience on Wheels."
aggressive company for selling and servicing clients and thereby winning its present margin over competitors, do hereby endorse in principle the plans presented and pledge our cooperation and wholehearted support in the furtherance of these plans."

Although details of the closed session’s discussion were not revealed, it was learned that most of those present want to stick together, recognizing that as a group they are more salable to national advertisers than might be the case if the group were divided, and that they also want to retain the Petry organization as representative. No preemptive action is planned on any widely publicized front, however, as the company generally has adopted an attitude of watchful waiting, pending the court decision and its effect on the internal organization of the representative firm.

Endorse Report
The meeting received Mr. Petry’s report of his company’s plans with enthusiastic acclaim and no criticisms were reported. There seemed to be complete endorsement of Mr. Petry’s statement that the plans are bound to produce more business for the stations his firm represents because that is the only way the company can get back its own increased expenditures.

Keith Kiggins, for many years a sales manager at NBC and ABC, and for the last two years one of the principal officers and consultant of Television Associates, heads up the TV department of Edward Petry & Co. temporarily located at 545 Lexington Ave., New York. This department will move to the new Petry headquarters when they are ready, but will be kept under separate radiophonic control.

Richard C. Arbuckle, formerly assistant district manager of two McGraw-Hill publications, Power and Operating Engineer, has joined Petry’s New York TV sales staff.

Another new TV salesman is William A. Cornish, recently on the sales staff of the DuMont TV Network, following positions as a package program salesman for William Morris and as radio director of J. M. Morrey and Co.

In TV Temporarily
Lloyd Renard has temporarily transferred from AM to TV sales, but will return to radio when a suitable replacement or two has been found for the TV staff, Mr. Petry said.

He also announced that the TV department will have its own promotion staff, headed by W. P. Sedgwick, formerly an account executive at Columbia Broadcasting, where he specialized in radio and video promotion. Previously he wrote and produced TV programs for Campbell-Ewald Co. and NBC. Joe Di Donato is in charge of Petry’s video sales service.

In Chicago, J. Rolston Fishburn, formerly Chicago manager of The Walker Co. and previously a salesman for the Chicago Sun, has joined the Petry video sales staff.

Bruce Bryant has been transferred from the Chicago Sun to the company sales staff in that city. Franklin M. Walker, formerly with Marshall Templeton, video program firm, and previously with WWJ-TV Detroit, will handle TV sales for Petry in Detroit.

Forrest Blair has joined the Petry radio sales force in Chicago, coming from KOIL Omaha where he had been general sales manager. He had previously worked in merchandising for Meredith Publications and sold space for Successful Farmer.

Dennis Promotion Head
Seth Dennis, formerly an account executive at Peddler, and before that in charge of network sales promotion for ABC, has been appointed promotion manager of the Petry organization. Thomas Ellsworth also has joined the promotion staff, coming from CBS where he was sales promotion director of Radio Sales. He had previously worked in sales promotion at MBS and ABC.

"To assure successful independent operation of our two departments and yet to permit the necessary degree of coordination," Mr. Petry told the station executives, "Hanque Ringgold will report, from the Petry office, to our own office, in turn, will be responsible to the board. Keith Kiggins, for TV, will report directly to me, and I, in turn, will be responsible to the board. Ed Veyon will report directly to the board with respect to his branch offices."

New Offices
The firm’s new quarters, in an all-air-conditioned building, should be ready for occupancy by the first of the year, Mr. Petry said. He reported that they will include transcription and film library space and will have facilities for broadcasters coming to New York where they can audition transmitted radio shows and look at filmed TV programs. More space has been taken in Chicago, he added, including the video staff there in separate offices but on the same floor as the firm’s radio offices.

The overall plan, Mr. Petry declared, is "not any afterthought, designed to pacify stations that are upset" but represents "basic policy for us, as we see it in conception and as we embark and organize that it will be able to meet all of the problems of the future more successfully than any other group in the industry, and that we have been able to meet the problems of the past."

Those Attending
Attending the New York sessions were:

- Campbell Arntz, WTRF Norfolk; Rex Kerber, WOR New York; R. Beaver, KTBZ Shreveport; Thomas A. Damm, WLS Chicago; Walter J. Damm, WMMI Dallas; H. Quentin Cox, KGW Portland; Winston Davis, WMJ Milwaukee; O. W. Fisher, KGRL Green Bay; Densley Gimble, KARK Little Rock; WIP Philadelphia; Gordon Gray, WIP Philadelphia; Hugh L. Half, WOAI Austin; Frank Kane, The Industry Co.; Jack Harris, KPRC Houston; Frank Washam, WRAL Raleigh; Frank D. Warrick, KARK Little Rock; WDBJ Roanoke; Frank Gray, WRAL Raleigh; J. D. Provost, WINS New York; Leslie Peard, WABU New York; Max S. Proctor, WRAD Atlanta; Jack Damm, WMMI Dallas; WJZ Baltimore; KZTV Tulsa; Fran V. Webb, KPYI Wichita; Harold Wheelahan, WBBM Chicago; Albert S. White, WRNL Richmond; Harvey Wixson, KDKA Pittsburgh; E. Zimmermann, KARK Little Rock.

ISSUES were announced by FCC last week for the consolidated hearing it has ordered upon license applications for four Arkansas station locations—KKLR North Little Rock, KWM West Memphis, KKOZ Harrison and KWAK Stuttgart. All are on temporary license extensions.

No date has been set for the investigation, FCC said. The issues, involving ownership and related matters, are as follows:

1. To determine who are the present owners of the stock of the applicant corporations and from whom said stock was acquired.
2. To determine whether the licenses granted to the applicant corporations or the rights or responsibilities incident thereto, have been, in any manner, either directly or indirectly, transferred, assigned, or disposed of without the consent of the Commission, as provided by the Communications Act of 1934, as amended, and particularly as follows:
3. To determine whether the state-ments represented made in the various applications, documents, and reports filed with the Commission on behalf of the applicant corporations by its officers, directors, and/or agents, have been, or might reflect, any facts concerning the ownership and responsibility incident thereto, of the applicant corporations.
4. To determine whether the applicant corporations, officers, directors, managers, operators, attorneys, or other agents of the applicant corporations, have made false statements or omitted to state material facts concerning the ownership and responsibility incident thereto, of the applicant corporations.
5. To determine whether the various contracts and agreements which have been entered into or contemplated by the applicant corporations, and/or others, have not complied with the requirements of the Act of Congress, as required by the Rules and Regulations.
6. To determine whether in view of the facts adduced under the foregoing or otherwise, a separate hearing should be held at a time and place to be announced and notice therefor served to all persons so notified by the above-entitled applications.

Ark. Renewals
FCC Gives Hearing Issues

BROADCASTING • Telecasting

Page 34 • September 18, 1949
NARBA

(Continued from page 21)

of AM facilities in this country as well as neighboring nations, according to FMA. It added that FM can be developed in the U. S. to any degree without seriously affecting other NARBA nations. FMA termed the conference a second chance to put sound broadcasting industry in this country on a new and superior footing by turning to FM."

When the NARBA conference opened Tuesday, Lionel Chevrier, Canadian minister of transport and chairman of the Canadian delegation, called for cooperation among the nations. He recalled that in 1957 when the first Havana meeting convened there were 1,300 stations on 107 channels on the continent compared to 2,500 at present, with still only stations, expressed belief that cooperation can be found "in just and equitable assignments." He declared Cuba does not "deny that we may indicate a lack of willingness or desire on the part of these countries to cooperate fully in our further efforts to meet problems such as those which we face here, and I have full confidence that we shall have the future cooperation of both countries in this respect."

Dr. Arturo Ilas, chairman of the Cuban delegation, declared that cooperation can be found "in just and equitable assignments." He added: "I believe that cooperation can be found "in just and equitable assignments.""

Stuart Edwards, Canadian delegate, told the notes that "in just and equitable assignments." He concluded: "I believe that cooperation can be found "in just and equitable assignments.""

Montreal to sign a new Canadian Chairman Chevrier was named by Comr. Hyde, was called "complete revision of the delegate." The conference "a complete revision of the delegate."

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BROADCASTING • Telecasting

COWBOY Star Hopalong Cassidy, William Boyd, discusses his new MBS adventure series while in New York. L to r: George Benson, MBS national sales manager; Howard Chapin, director of advertising for the General Foods Sales Corp., show's sponsor; Mr. Boyd; Clarence L. Eldredge, general manager of Post Cereal Div. of General Foods, and Robert Brinkerhoff, account executive for Young & Rubicam, agency handling show.

STATUS REPORT

Senate Group Requests Data From FCC

A STATUS report spelling out the number of current broadcast applications before FCC and the expediency with which it has reached decisions on both hearing and non-hearing cases was formerly requested from the Commission last Wednesday by the Senate Interstate Commerce Committee.

This action was directed by the full committee, headed by Sen. Edwin C. Johnson (D-Col.), and initiated by Sen. Ernest McFarland (D-Ariz.) in a letter to FFC Chairman Wayne Coy seeking out reasons for delay in decisions and approximate dates they may be expected.

Sen. McFarland sought from FCC the number of broadcast cases on which hearings were held six months or more prior to Sept. 1, 1949, on which a final decision was not issued prior to that date; broadcast cases on which hearings were not deemed necessary and were not held which have been pending before FCC for three months or more prior to Sept. 1, on which a final decision was not issued prior to that date; broadcast construction permits pending on Sept. 1.

Sen. McFarland, chairman of the Senate Commerce communications sub-committee and author of a bill (S 1973) to reorganize the Commission along procedural lines, reminded Chairman Coy that under a standing Senate resolution a sub-committee was named to study all communications matters including "operations and functioning" of FCC for report to the full committee.

The resolution (S Res 50), introduced last February, provides for study of the "manner" in which FCC "exercises its licensing authority", and extent to which it examines applicants' qualifications, and operation, actual or proposed, of radio stations, among other aspects.

In making his request, Sen. McFarland apparently was calling upon the Commission to get squared away on certain provisions of his own communications bill, now before the House Interstate & Foreign Commerce Committee (see separate story).

GENERAL FOODS

Takes Hopalong Cassidy

GENERAL FOODS, New York (Post bran division), through Young & Rubicam, that city, has signed a five year contract with options with Commodore Productions, Hollywood, to sponsor Hopalong Cassidy in all except six western states starting Jan. 1, via MBS (CLOSED Channel, Sept. 6).

The program, which has been airing for approximately 14 months on a transcribed basis, is currently sponsored on the Don Lee Network via Dr. Ross Dog Food. Latter firm will retain its rights in that area. With start of the new serial, production will be via tape.

WBCC-FM OPENS

Increases Station Sales 20%

WBCC-FM Bethesda, Md., Washington suburb, took the air Thursdays (Sept. 15) andrecently that the station is operated simultaneously with WBCC during daylight hours. After WBCC leaves the air, WBCC-FM will continue until 9 p.m., featuring good music, sports and special events in the Bethesda-Chevy Chase area.

Willard D. Egolf, WBCC president, said the FM station was paid for entirely from new advertising revenue. Contracts signed by advertisers on condition WBCC add FM served to increase station business.

The first delay in decisions and response reflects strong community support and a good business outlook for the Bethesda-Chevy Chase area.

KWRRZ CLOSING

Date Postponed by FCC

DEADLINE for KWRRZ Flagstaff, Ariz., has been postponed by FCC from Sept. 15 to Oct. 15. Pending study of the station's petition for reconsideration of the Commission order deleting the outlet (BROADCASTING, Aug. 22, Sept. 12).

FCC ordered KWRRZ off the air on grounds it was an unlicensed operation in view of alleged transfer of control and ownership without Commission approval. KWRRZ's owners, in their petition for reconsideration, held that FCC acted unreasonably and without evidence which was contradicted by sworn evidence on file at the Commission.

NEW YORK Police have commenced WOJW's "Ducks in Your Guns" drive. Campaign urges war veterans to turn in their arms souvenirs to have firing devices removed.
MILESTONES

- Considered the oldest continuous network religious program in the U.S., The Catholic Truth Period on the Yankee Network has celebrated its 20th anniversary. Series was inaugurated and is still directed by Rev. Michael J. Ahern, S.J.
- Small cake, iced and lettered with a message of the fifth birthday of CKEY Toronto, was sent to executives in the advertising industry in Toronto by the station.
- Rev. Dr. Ralph W. Sockman is starting his 14th year as presiding minister of NBC's National Radio Pulpit Sunday, Oct. 2, 10:10 p.m. He is pastor of New York's Christ Church.
- Seventh anniversary of the debut on CBS of organist E. Power Biggs, winner of the Musical America Annual Reader's Poll as outstanding radio organist every year since 1946, is to be celebrated on Sunday, Sept. 25, from 9:15-9:45 a.m.

YOU MIGHT THROW A BASEBALL
426 FEET*—

BUT . . .
YOU NEED WKZO-WJEF
TO PITCH FOR YOU
IN WESTERN MICHIGAN!

WKZO, Kalamazoo, and WJEF, Grand Rapids, are Western Michigan’s top stations. Each gets highest Hooperatings in its home city (58.4% and 26.8% respectively for Total Rated Periods, Mar.-Apr. ’49). And BMB figures show that this strong CBS combination delivers an equally loyal rural audience, as well.

In addition to WKZO-WJEF’s leadership in number of listeners, they lead also in values—cost 20% less than the next-best two-station choice in Kalamazoo and Grand Rapids.

Write to us or ask Avery-Knodel, Inc., for all the facts. They prove that WKZO-WJEF is far and away the best buy in Western Michigan.

*Sheldon LeJeune threw a baseball 426’ 9½” on October 12, 1910, in Cincinnati, Ohio.
Plain Talk
(Continued from page 25)
something given freely by users of radio through ballots and not something prepared through an audit at a newspaper office, as in the case of the Audit Bureau of Circulations.

Urging stations to guard against letting competitors get away with advertising their circulation versus radio listenership, he pointed out that circulation figures fail to show whether paper such as he has been read or used just as wrapping paper.

Dr. Baker said the new BMB study would include an FM memoranda. He also aforementioned extent of a station's coverage beyond AM.

Judge Miller provoked discussion at the Thursday morning session by asking for opinions as to what certain large stations are accomplishing by withdrawing from the NAB, presumably so they have to share their know-how with competing stations.

Half dozen station managers, including two from cities where stations have withdrawn from the association, condemned such stations on the ground they are working against, not for, the industry as a whole.

Earlier Mr. Mitchell had criticized station managers for their failure to keep in constant touch with local advertisers, charging many of them play hard-to-get and merely make expense-account appearances in New York and Chicago.

Department Store Mention
He presumed new managers have all met all of their potentially big advertisers in person. Pursuing a familiar theme, he described the department store advertising directors, or the not necessarily newspaper layout man equipped only with T-square and pencil. He said they often reject radio because they fear they won't be able to apply it properly, hesitating to depart from newspapers which have to come to regard as sure fire. He suggested contacting department store buyers who could create a demand for a radio budget.

In addition to Judge Miller, Friday speakers were Richard P. Doehlert, director of the NAB Employers's Relations Dept., and Carl Haverlin, BMI president. Mr. Moley presided.

Convention chairman was Ben Larkin, president of WDUZ Green Bay.

WIP Philadelphia executives receive advice from Mary Biddle, newly appointed women's director, on plans for programs appealing to women.

NAB DISTRICT MEETINGS


Nov. 28-29: Dist. 16, Paradise Inn, Phoenix.


HELMS ATHLETIC FOUNDATION
Award for "noteworthy contributions to sports" is received by Harry Wissmer (r), ABC sports commentator and WJR Detroit general manager, at a luncheon in Los Angeles last week. Foundation Chairman Bill Schroeder makes the presentation. Ceremonies were aired over the network.

ABC VS. KOB
FCC Hears Channel Issue
ORAL ARGUMENT was held Monday before FCC en banc on ABC's long effort to remove KOB Albuquerque from 770 kc clear channel used by the network's WJZ New York [Broadcasting, Sept. 15].

ABC charged that further extension of KOB's special service authorization for 770 kc operation may imperil retention of the channel's classification at the negotiations in Montreal to revise the North American Regional Broadcast Agreement and would be an invitation to other countries to propose such a change.

ABC held that the SSA should not be extended longer than Dec. 1. The network explained that when it interfered in 1946 not to protect further the temporary SSA arrangement, it did so with the belief the clear channel decision would be given by 1946 to settle the issue.

KOB argued the delay was not its fault and contended the SSA should still be extended until the clear channel case is decided, and in turn, a decision then given its application for regular assignment on 770 kc with 50 kw. KOB is assigned 1030 kc, 1-channel of WBZ Boston, but because of alleged interference had been allotted 770 kc under the SSA with 50 kw day, 25 kw night since 1941.

INDUSTRY OSCAR
Award Goes to Sylvania
SYLVANIA ELECTRIC Products Inc., New York, in recognition of its "best 1948 annual report of the electronics industry," will receive the bronze "Oscar of Industry" trophy at the annual awards banquet Oct. 31 at New York's Hotel Statler.

Verner Smith, executive vice president of Financial World and originator of the nine-year standing annual report surveys, among whose editors the bronze report was judged best by an independent board of judges, will present the "Oscar." Awards were made in 100 industrial classifications for "best of industry" winners.
Installing a 25B is easy, fast, inexpensive!

1. No need to design, buy and wait for junction boxes. They're furnished with the 25B! Your electrician just takes the shells of the boxes (with terminal and cable assemblies removed), mounts them in place and runs conduit to them—all in a minimum of time.

2. While the plasterer is doing his work, there's no equipment in the room to be damaged. When plastering is finished, it's an easy matter to pull wire through the conduit. The electrician works freely—unhampered by the presence of terminal assemblies or console.

3. The two completely wired terminal and plug-in cable assemblies are mounted in the shells in a few minutes' time. External wiring is then connected—easily and neatly—to terminal strips. Cover plates are then attached (box at right is shown with cover in place).

4. When workmen have finished, and you're ready for operational tests, unpack your 25B and plug the cable assemblies into the receptacles on the console. Note that the 25B remains out of the room till rough work is over—it stays free from scratches, dirt and paint drippings.

The 25B saves you time and money in installation because it's the only standard Speech Input Console supplied complete with wall junction boxes, terminal assemblies and plug-in connectors.

Here are some other reasons why you'll find the 25B a mighty good buy!

It provides highest quality studio control for AM, FM and TV audio—has high signal-to-noise ratio and exceptionally low distortion. The wide frequency range of the 25B exceeds FM requirements.

It handles two programs simultaneously without interference.

It's easy to operate, easy to maintain—all components are readily accessible.

For full information on the 25B—or for immediate delivery—call your nearest Graybar Broadcast Representative. Or write Graybar Electric Company, 420 Lexington Avenue, New York 17, N.Y.

-Quality Counts-

Western Electric
August Box Score

STATUS of broadcast station authorizations and applications at FCC as of August 31 follows:

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<th>AM</th>
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<th>TV</th>
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WABE ELECTIONS

WILLIAM GUILD, chief executive officer of the Western Assn. of Broadcasters at its convention at Banff, Sept. 8. He also is chairman of the board of the Canadian Assn. of Broadcasters. Directors elected to WAB board were F. E. Elphicke, CKWX Vancouver; E. A. Rawlinson, CKB1 Prince Albert; and William Rae, CKNW New Westminster.

WM. F. HUFFMAN

WFHR Owner Is Heart Victim

WILLIAM F. HUFFMAN, 54, owner of WFHR and WFHR-FM Wisconsin Rapids, Wis., and publisher of the Wisconsin Rapid Tribune, died Sept. 8 in that city from a heart attack. He had been ill about three months.

Mr. Huffman, who entered radio in 1940 by establishing WFHR, was instrumental in organizing the Wisconsin Network among a group of independently owned stations in June 1942. He served as its president from that year up to the time of his death.

Born in Iowa, Aug. 13, 1895, Mr. Huffman launched into journalism while in high school at Denver, Col., serving as correspondent for the Denver Times and Rocky Mountain News. Later he was reporter for the Rockford (III.) Republic and editor of the Beloit College paper. Early in 1917, he organized a student group to serve as ambulance drivers for the French army, and was decorated with the Croix de Guerre. Later in the year, Mr. Huffman was commissioned a lieutenant with the U. S. Army.

Mr. Huffman is survived by his wife, Louie; a son, William F. Jr., senior at the U. of Wisconsin, and a daughter, Mary Louise, member of the Wisconsin State Journal, Madison, advertising staff. WFHR observed a one-minute period of silence and The Tribune closed shop early Sept. 10 when funeral services were held. George T. Frechette continues as general manager of WFHR and WFHR-FM, the position he has held since the station started in 1940.

NORMAN OSTBY

Replaces Adair at Don Lee

NORMAN J. OSTBY, formerly assistant to ABC western division vice president, has named Don Lee Broadcasting System as sales service manager, William Brown, president, has announced.

Mr. Ostby replaces Carlton Adair, who shifts to the newly created post of program service manager, Mr. Brown said. Mr. Ostby first joined NBC New York in 1938 as a network account executive, and later was instrumental in organizing and operating the television service and traffic departments of the Blue when it was separated from NBC. In 1942 he shifted into station relations and in 1946 was transferred to Hollywood as administrative assistant to the western vice president. He resigned last Febru-

COVERS CENTRAL OHIO

POWER 5000 D-1000 • N CBS
ASK: JOHN BLAIR
For the most economical complete coverage of the West's 2 largest Markets, buy Don Lee KHJ in Los Angeles and Don Lee KFRC in San Francisco with 25 years' selling experience. KHJ and KFRC are key stations of Mutual-Don Lee, the World's Greatest Regional Network with 45 stations to cover the Coast.

MUTUAL-DON LEE is represented nationally by JOHN BLAIR and COMPANY
A super-Hooper station in a super-dooper market!

represented

WGBI
SCRANTON, PENNSYLVANIA
MRS. M. E. MEGARGEE President
GEORGE D. COLEMAN General Manager

MISS MADGE A. MEGARGEE Vice President
FRANK MONAGHAN Program Director
KEN BEGHOUL "Early Bird Program"
TOM POWELL "Bond News"

CBS AFFILIATE
910 KC
1000 WATTS DAY
500 WATTS NIGHT
Ask your John Blair man about WGBI. You'll learn about an outstanding station, noted for progressive programming and aggressive merchandising. You'll learn about the station that tops the Hooper National Station Audience Index . . . year after year. You'll learn about a growing, prosperous market of 674,000 people (Scranton—Wilkes-Barre) that WGBI sells and sells and sells!

For 13 years, John Blair men have been telling advertisers about WGBI and its big market. For 13 years, they have been boosting WGBI's National Spot billing. And while doing it, they have helped boost many a sagging sales curve for many a smart advertiser. If your sales need a profitable boost, ask your John Blair man about WGBI!

Offices in Chicago • New York • Detroit • St. Louis • Los Angeles
San Francisco
License on the Line?

NOW THAT the program giveaway fat is in the legislative frypan, the FCC has menacingly confronted it a problem that could mean irreparable economic injury if that agency takes an arbitrary position.

On Nov. 1, the FCC will have before it the renewal applications of some 230 stations, a substantial number of which are network-affiliated. Under the FCC's rules which would have become effective one month before that date if the court had not granted injunctive relief, any station carrying or which proposed to continue to carry telephone giveaways of the character classified by the FCC as lotteries, would be refused license renewal.

The FCC, of course, could hold that it is only estoppel from making its rules effective temporarily, i.e., until such time as the courts decide whether it exceeded its jurisdiction. Hence, the FCC could decree that these stations coming up for license renewal should receive only temporary renewals, for 30, 60 or 90 days, pending the outcome of the litigation. Regular renewals are issued for three years, and stations are required to file their renewal applications 60 days in advance, citing the kind of programming which they propose.

A temporary renewal is a stigma. Competitive stations and competitive media are in a stronger position to raid the business of the cited station. They can imply that the station faces the loss of its license, and that money spent on advertising might be money wasted. It is fairly certain that national advertisers seldom go to the extreme of ascertaining the full facts.

The FCC might say that it will issue a "public notice" claiming that stations holding temporary licenses under the anti-lottery rule do not face sudden death. But that would soon be forgotten.

The FCC should meet this situation realistically and in good faith. It should extend licenses for the statutory three-year term, just as if its now suspended rules had never been promulgated. If it declines, the courts finally should uphold the FCC (and to us that is incomprehensible) certainly no station would dare lay its license on the guillotine. All such giveaways automatically would be out.

Stripped of logistic involvements, it is just as simple as that.

Foul Ball

A DANGEROUS precedent for television's economically well-being, an example that may have equally sinister audio repercussions, is projected in the handling of this year's World Series. All TV networks, on a pooled basis, have offered the series to their affiliates, but on a "no pay, no guarantee" basis, with the commitment that they carry the entire Series, including Gillette commercials.

Baseball is a national pastime. It is also commercial enterprise. Gillette pays a fancy figure for the rights to the program, which it should not get TV time free any more than newspapers or the magazines provide it with free space. And if it can get TV time for free, why not AM time on a "no pay, no charge" paid basis in the years ahead?

If the World Series were offered sustaining, it would be another matter. But this precedent can lead to endless trouble. Is it fair to other advertisers who pay for the program vehicle as well as the time? What about a world championship prize-fight? And what about rebates to advertisers cancelled out?

Gillette buys the Mutual network and pays for it. Last year TV stations were paid, albeit on what amounted to a token basis.

We have no doubt that some TV stations, even recognizing the inequities, will carry the Series as proposed, although it seems utterly wasteful for more than one station in a market to carry the games.

It is crystal clear that a Pandora's Box of trouble is being opened.

CCNY Deserves An Award

NEW YORK'S City College has inaugurated a new movement—to reduce the excessive number of radio awards—and has started the ball rolling by relinquishing its own awards for outstanding radio and video programs and promotion of 1949.

In the five years that they have been presented, the CCNY awards have stimulated better broadcast advertising by recognizing the best talents of advertisers, agencies, program producers and broadcasters in creating programs which have contributed to the public's interest and profit for the sponsor. For these awards, and for the annual conferences on radio and business at which they have been presented, CCNY has earned radio's plaudits.

The station has been invited to make an application CCNY's decision to drop its awards, even though they were among the best. The superabundance of contests has diluted their value. We hope others who are making awards for having less validity than those of CCNY, will follow that school's example. And a companion move should be made to cut down the number of meaningless conferences, conclaves, seminars and other fondling of the radio aux-pieces—which now infest radio and TV.}

De-Capp-itated

AL CAPP, whose aesthetic sensitivities must be cruelly bruised during his working hours in the creation of "Li'l Abner," yipped in spiritual pain the other day when he appeared in a television forum discussing the FCC ban against giveaways.

If the FCC insisted that radio operate in the public interest, convenience or necessity, as specified by law, said Mr. Capp, every station would go out of business.

To submit this," the comic strip proprietor said, "means that all radio stations are in the business to degrade the public, to kid them, to sell them shoddy merchandise, to fool them, to horrify them, to make their lives a hideous nightmare."

Except for the fact that Mr. Capp recoils from publicity as Mae West shies from vigorous males, his presence in a forum discussing radio was not easily explainable. One wonders why he strayed so far afield to criticize the stranglehold of art by commerce.

In one edition of the New York newspaper that carries Li'l Abner there appeared last Wednesday a number of advertisements which, if Mr. Capp were to accept them unqualifiedly, must have caused him to question the company his comic strip keeps. One asked: "Constituted? Try the Ex-Lax way." Another offered a remedy for "relief from menstrual suffering." Another pictured a close-up of a female arm pit being sprayed with a deodorant. And, by the way, are you troubled with excess hair?

It is suggested that his own milieu of Dogpatch may have suggested a jolly enough change to Mr. Capp's improvement campaign. If he were to succeed in putting that in order, he would hardly have the strength left even to think about cleaning up the air.
The winning combination in northern Ohio!

W GAR and CBS

OUTSTANDING LOCAL SHOWS

See-Hear with
STAN ANDERSON

WGAR Wins Press Radio
3d Year in Row:

WGAR walked away with the top honors annual Press Local Poll for the third
WGAR's Esther Mullen. Her
Faerial Theater picked up 11 points for the station. She
theorized and her women's show
Ladies Day, netted eight points
So Miss Mullen alone tossed, 23 points into her bag. WHK, WGAR, and
10 O'Clock Tunes, WGAR
(split).

Record Show
10 O'Clock Tunes, W GAR
and WHK (split)
Morgan's Inn, W GAR
Ringwall Presents, W GAR
Brooke, Jim D

Top Network Shows

Bing Crosby
The great voice of Radio—
the peerless "Bing."

Edgar Bergen
Edgar and Charlie McCarthy—

Jack Benny
America's foremost comic returns with all the gang.

Arthur Godfrey
A preview of tomorrow's stars on
"Arthur Godfrey's Talent Scouts."

Gene Autry
"King of the Cowboys" with songs
and stories of the Western plains.

For the third year in a row, readers of the Cleveland Press, Ohio's largest daily, choose WGAR's local programs as their favorites. This fact, together with the greatest line-up of CBS network shows in radio, is paying off for advertisers.

Hitch your sales to WGAR. Reach a receptive six billion-dollar market of WGAR listeners . . .
people who prefer Cleveland's Friendly Station . . .
people who can be your customers.

Get the facts from any Petry man.

50,000 WATTS • Cleveland

Represented Nationally by Edward Petry & Co.
to be carried by one man and eight months of commuting between Columbia and St. Louis, with the addition of long hours of work, put him into the hospital. Not to be content with relaxation in a hospital bed, Mr. Thomas insisted upon a radio and telephone being installed in the hospital room. The natural result was delayed recovery.

Realizing that there is a limit to anybody's endurance, Mr. Thomas, as appointed an assistant manager for KFRU, while he devoted most of his time to the St. Louis operation, maintaining liaison with KFRU by telephone, teletype and other communication.

**KMOX General Manager**

In March 1944, Mr. Thomas was appointed general manager for KXOK and corporation secretary for KRPU Inc. Four years later, he negotiated the sale of KFRU to Columbia Interests. Paralleling this career climb were outstanding successes in the communications field. Well-versed in facsimile, Chet Thomas was one of the group organizing Radio Inventions Inc. to provide funds and advice in the development of the Hogan system of facsimile. He founded the Star-Times Faximile Lab. at the U. of Missouri and lectured for two years on the subject at St. Louis U.

Another of his enterprises, Transit Radio, caught his fancy because of its possibilities in catching a mass audience on public transportation vehicles. In 1947, Elskey Roberts, president of the Star-Times Publishing Co., flicked a green light for Mr. Thomas to develop the project.

Associated with Hubert Taft Jr. of Cincinnati and others, he organized this national enterprise with office houses in Cincinnati and sales offices in New York and Chicago. He was elected to the board of directors of Transit Radio early in 1948 and on April 10 of this year was elected its president. The budding-prominence of Transit Radio throughout the country speaks well of both its success and of Mr. Thomas' guiding hand.

A top activity and interest to the radio executive is television, study of which he began in 1935. The Star-Times, a TV applicant, is now using Mr. Thomas' 72-page report to chart its future TV activities.

Mr. Thomas married Ruth Aneshansel of Cincinnati, a high school classmate, in 1932. He refers to their nine-year-old daughter, Carol Lee, as his "greatest fan but severest critic." She is a student at Mary Institute in St. Louis County.

His titles, in addition to the KXOK management and Transit Radio presidency, include first vice president and member of the board of governors of the Advertising Club of St. Louis; chairman of the summer program sessions of the Ad Club; a member of the Ad Club program committee; a former associate member of the Radio Executive's Club of New York; a member of the St. Louis Chamber of Commerce, the East St. Louis Chamber of Commerce, the University Club of St. Louis, the Employ-Executive Committee of the NAB, the St. Louis Better Business Bureau and past president of the Columbia Lions Club.

While serving on many civic and charitable committees aimed to better community life, Mr. Thomas spends his spare time on his avocations. You guessed it, they are reading, radio and TV.

**BAB's 'Pitch'**

SECOND issue of the BAB news letter publication 'Pitch' is currently in the mails to member stations. The bulletin, containing confidential information on potential new business, talks between BAB salesmen and chain store advertising executives, suggested approaches for getting and holding advertisers in local categories, and ongoing cooperative campaigns, will be issued on a non-scheduled basis from time to time. Two have been released within three weeks and a third is in preparation.
WORLD SERIES

NETWORK executives at week's end expected most television stations linked to the networks to carry the World Series telecasts, even though the games might not directly contribute a dime of revenue to station coffers.

Feeling in some quarters was that the Series telecasts will be about the biggest TV event of the year thus far and no station could afford not to air the game in spite of the fact the contests were being made available on a "no pay, no charge" basis.

"We expect no station to refuse the Series," said Dan Sutton, CBS-TV sales manager.

Similar opinions were expressed at other networks.

The question of whether television stations would be loathe to air the Series games came up after affiliates were informed of the "no pay, no charge" terms.

Although the networks were issuing no formal statements, it can be said that there was considerable perturbation in some network quarters that such a condition existed. Such emotions, however, produced no action.

Considerable grumbling and resentment was expressed unofficially among stations in some cities. Kenneth H. Berkeley, vice president and general manager of WMAL-TV, Washington, told BROADCASTING:

"As it stands now, the Schedule of the Series on the 'no pay, no charge' basis will not be fair to other advertisers, nor is it necessary in the public interest for the network to deprive the public of a chance to see other programs except in the case of a Presidential address or transcendental event." He said WMAL-TV has afternoon commercial commitments, including play-by-play coverage of a Washington Redskins football game the afternoon of Oct. 9.

WNBW (NBC-owned), WOIC and WPTG, all in Washington, said they planned to carry the Series, though WOIC apparently had anticipated exclusive local coverage.

In Baltimore WMAR-TV was uncertain, having afternoon commitments including a two-hour sports commentary along with plans to cover the Laurel Races and exclusive rights to a Naval Academy football game. WAAM (TV) Baltimore has an afternoon sports series. WBAL-TV, too, was uncertain though at first it had decided to sell announcements around the series pickup.

All four Chicago TV stations—WBBN, WENR-TV, WGN-TV, WNBQ—are carrying the telecast.

The Series "facts of life" to the stations followed announcement Wednesday of the TV details. The games, it was announced, are to be made available to all network and independent stations.

Joint Announcement

The announcement was a joint one by A. B. (Happy) Chandler, commissioner of baseball; Gillette Safety Razor Co, and MBS. MBS has the TV and AM rights with Gillette the sponsor of both AM and TV.

What particularly did not set well in some television circles was the painful fact that the Gillette commercials would be aired throughout the Series as the stations carried the baseball classic under the "no pay, no charge" terms.

While a number of stations made no bones about being "burned", they reserved decision as to whether they would carry the Series. They complained about the "short notice" which precluded the opportunity to negotiate, and they were practically unanimous in their expression that "this won't happen next year.'

How much the Series will mean financially to organized baseball through its deals with MBS and Gillette also was left in the air, although one authoritative report put both radio and television figures

(Continued on page 59)

GETTING together for a showing of the audition of the new CBS television series, 'The Ed Wynn Show', which debuts Oct. 6 (BROADCASTING, Sept 12) are (1 to r): J. L. Van Volkenburg, CBS vice president and director of TV operations; Frank Stanton, CBS president; David G. Lyons, vice president of Cecil & Presbrey Inc.; Charles Spitzer, sales manager of Speidel Corp., sponsor; Paul Lening, vice president and general manager, Speidel Corp.; William S. Foley, CBS board chairman, and James M. Cecil, president. of Cecil & Presbrey Inc.

NEW EFFORTS to get additional VHF television channels being planned in high engineering quarters last week as a means of postponing expansion into the "unknown" of the UHF.

Military authorities would be requested to relinquish, perhaps by exchange, a half-dozen or more 6-mc channels in the military zone of the spectrum just above 216 mc, the upper limit of the present TV band.

The movement, fostered repeatedly by broadcasters but heretofore always rejected by the military, is known to be led in this instance by two groups of engineers within the government, working independently.

It is motivated by their conviction that in the present state of the television art the UHF cannot effectively compete with VHF.

With the development of 6-mc color, they reason, there is no incentive for UHF operation at this time.

They feel that a relatively few new VHF channels would be enough to meet present and immediately prospective demand, and that the UHF could thereby be left for further development and ultimate use of high-definition black-and-white and color—as it was originally envisioned.

If successful—and backers of the movement appear hopeful despite past failures—the plan could drastically affect the overall television hearing which gets under way before the Commission on Sept. 26 (also see story page 48).

It could also, in the view of its proponents, substantially expedite a return to normal licensing.

Demands that government give up space which it is not using have been made recurrently, and their revival now is regarded as unsurprising. Proponents now apparently feel, however, that their chances have improved.

War Need Loss Valid

They feel that the military's chief argument—the need for spectrum space in event of war—means is less valid than in the past. They also have hopes of working out an "exchange" of space whereby the military might be given a portion of the spectrum around 800 mc, for example, in return for frequencies just above present TV Channel 13.

(Continued on page 61)
COLOR TELECASTS

By LARRY CHRISTOPHER

RCA AND CBS held the color television spotlight again last week with filing of additional data and comments on technical information now pending consideration at FCC's forthcoming Sept. 26 general television proceeding. New developments included:

1. Announcement on Wednesday by RCA that it will present regular schedule of live and film color TV programs via WNBW Washington for Commission's TV hearing, using its new compatible, all-electric 6-nc color system [Broadcasting, Aug. 29, Sept. 12]. RCA said also it will make its receiver circuit data available to other manufacturers and supply studio equipment on order to TV stations wishing to make color tests.

2. Statement by CBS on Monday that it will support the RCA or Color Television Inc. systems should they out-perform the CBS system in all respects at no greater cost, but indicating belief there are many "major questions" yet to be answered and that sharp distinction must be made between "paper" and actual operating systems.

3. Approval by FCC of color television tests on the West Coast by KPIX (TV) and KGO-TV San Francisco of Color Television Inc. system.

4. Letter from E. N. Muller, Luxembourg, briefly outlining all-electronic color television system for which he has filed patent applications both in the U. S. and abroad. Only a limited number of counter-proposals and objections to pending proposals had been filed with the Commission Monday, deadline set for receipt of such comments on general issues in the TV proceeding. Most of these were directed rather to specific allocations planned in specific cities. Such comments on individual allocations will be received up to Sept. 26, according to announcement FCC made a fortnight ago [Broadcasting, Sept. 12].

5. Details were available on the West Coast tests: a statement proposed by Color Television Inc. The KGO-TV test was granted for Sept. 19 only while that for KPIX was for a 30-day period commencing Sept. 16.

RCA's plans for its demonstrations during the hearing were revealed in a letter to Commr. Paul A. Walker by C. B. Jolliffe, executive vice president in charge of RCA Labs. Division. Mr. Jolliffe indicated RCA "believes that any system exhibiting color should be thoroughly tested in the field under conditions approximating as nearly as possible regular commercial operation. The RCA desires to present the system, as an "equal to program production, transmitter operation and receiver operation in the home."

The Washington RCA demonstrations, "first step in an extended period of experimental operation of this system over WNBW in Washington," Mr. Jolliffe said, will be received "at a downtown location readily accessible to the Commission and others."

Such the moving, setting up and testing of demonstration equipment prior to the hearing, the executive explained "it will be impossible before the hearing to obtain data on reception of color by receivers located under varying "typical conditions" but that several receivers to be used during the demonstrations will be available for field observations later. The WNBW schedule will be made public, RCA said.

Tests Are Proof

It was pointed out that the WNBW tests will "automatically" provide a test of the compatibility of the system "since the regular demonstration system will be able to receive these programs in black and white on their standard receivers without modification." The test will begin two years ago to present plans it will have at least six receivers for use at the demonstrations. The letter said RCA also will demonstrate systems by which present sets may be adapted to receive programs in color.

"At the conclusion of the period of demonstration the receivers and adapters available will be moved to typical receiving locations and regular observations started," RCA said, adding that "more receivers are planned for both black and white and as rapidly as they are completed they will be brought into the Washington area." These also are to be put in "typical locations and will be used under home conditions."

RCA said it hoped that "members of the Commission, its staff, and other interested parties will cooperate in these tests.

Mr. Jolliffe further pointed out that "in accordance with our policy, we are now preparing bulletins which will make the information concerning the circuits in the color receiver available to the industry" and thus "other manufacturers may, if they desire, make tests and test their efficiency should they desire TV stations "desire to undertake field testing, RCA will make experimental studio equipment on order."

Told that all such plans are a week by application for RCA for 60-day experimental authority to use 525-529 mc with 100 w visual and sural power in the WNBW color test. The Jolliffe letter did not mention the UHF request. It (Continued on page 60)

BLUE BOOK FOR TV?

Planned by FCC Staff

A PLAN to extend the so-called "Blue Book" standards of radio programming to the field of television has been initiated at staff level at the FCC.

The proposal was explored at length last Monday at a meeting of the Advisory Council on Federal Reports, which strongly opposed the plan and urged that it be delayed at least a year.

The staff proposal is expected to be presented to the Commission—perhaps with revisions in the light of the conference with the advisory group—this week. The Advisory Council will then take up the proposal at its meeting the week of the 9th.

Under the proposal of the Commission staff, the program questionnaire of AM and FM application forms would be included also in TV applications. Television applicants currently are required only to give a narrative statement of program plans without going into the detailed log analyses and type of programming existing in AM and FM. The staff plan would require the full breakdowns for both past and proposed operations in the case of existing stations, and for planned operations in the case of original applicants.

The industry advisory commit-tee, in its meeting with FCC staff representatives, took the position that the detailed questionnaires should not be made applicable to TV renewal applications before 1962 in any event, nor to any individual station until it has been on the air at least six months as "the conclusion of the period of experimentation.

The proposal had been referred to the Bureau of the Budget pursuant to established procedures governing the Bureau's receipt of new questionnaire, preparatory to Commission consideration.

The broadcasting advisory committee, headed by General Manager E. N. Muller of WOR-WNBW (TV) Washington, also recommended establishment of a new class of announcements, to be known as "promotional. Observers recalled that a similar proposal was made a few years ago but was rejected by the Commission.

Under existing procedure, it was noted an announcement calling attenion to an upcoming program is classified as a commercial announcement if the program to
What every TV advertiser wants to see is response...

*immediate response.*

And that's what advertisers are getting on WBZ-TV in Boston!

**15,000 Replies.** Recently, for a leading appliance manufacturer, a locally produced 13-week series brought 15,000 replies... each addressed to dealers handling the line.

Think what this means in terms of trade relations... and in wholesale volume!

Think of the huge video audience, throughout metropolitan Boston and far beyond, that can become your audience... with your program on WBZ-TV.

And remember: This audience keeps growing day by day, just as do the prestige and popularity of WBZ-TV. For details, check WBZ-TV or NBC Spot Sales.
LABOR CLASH

NEGOTIATIONS between WBTV (TV) Charlotte, N. C., and a group of 10 IBEW technicians discharged from the station in a business way were at a standstill Friday.

The controversy reached what was termed a "tripwicket" when a group of "WBT Technicians" distributed a handbill charging that the station, not yet tied to the coaxial network, lacks equipment to make upcasts such as those carried by stations in New York, Boston, Philadelphia and Washington.

Ten technicians who distributed the handbills, titled "Is Charlotte a Second-Class City," were fired by the station Sept. 5. Five technicians not involved are still working and have been crossing picket lines. The 10 discharged technicians have been replaced.

Besides circulating the handbills, with adverse comments on the new WBTV's program service, Local 1229 of IBEW wrote to the FCC charging that the station is not utilizing the full facilities granted in the license and suggesting the channel "be granted to someone who will." The letter was signed by S. L. Hicks, Local 1229 business manager.

Union Members Picket Station

Charles H. Crutchfield, vice president of Jefferson Standard Broadcasting Co. and general manager of its WBT properties, said members of the union have picketed the station since July following failure of the union-management to agree on a new contract.

He said the station had not discharged all of the men who had been picketing or who had engaged in legitimate union activity, but only the ten who allegedly instigated and circulated the handbills. A typical discharge letter mentioned that the employee had been receiving $115.50 per week, plus three-week vacations, unlimited sick leave with full pay, and many other benefits; that full pay had been given him during a seven-week illness and while he had been picketing.

The letter continued:

"Now, however, you have turned from trying to persuade the public that we are unfair to you and are trying to persuade them that we give inferior service to them. While we are struggling to expand into and develop a new field, and incidentally losing large sums of money in the process, you are busy trying to turn customers and the public against us in every possible way, even handing out leaflets on the public streets advertising that our operations are "second-class," and endeavoring in various ways to hamper and totally destroy our business. Certainly we are not required by law or common sense to keep you in your employment and pay you a substantial salary while you thus do your best to tear down and bankrupt our business.

The union, in a previously issued statement, had charged that the station had acted because another AFL union is endeavoring to organize Jefferson Standard employees in Greensboro, N. C. Mr. Crutchfield flatly denied the charge.

The union complained that WBT had endorsed Mr. Hicks' FCC license application as "unsatisfactory." The station said it explained the grounds for this decision to the FCC, and even so had found an equally desirable position for him at the studio control room.

The union claimed it has been locked out and is willing to negotiate. The station said it had met at least 15 times with union representatives. The union has proposed arbitration.

PARTICIPATING TV

WBTV Stations on 11:30 a.m.

ALL DAYTIME programs on WLWT Cincinnati, WLWD Dayton and WLWC Columbus will be on a participating basis beginning Oct. 19 according to an announcement last week by Richard E. Dunville, vice president and general manager.

Beginning Monday at 11:30 a.m. all full sponsorship will be withdrawn and advertisers may buy participating spots on any one or all three of the Crosley Broadcasting Co. stations for as little as 15.60. Mr. Dunville said, "an advertiser can get his feet wet in television." and buy an announcement on one station.

An all locally telecast program schedule has been announced by Ruth Lyons, newly named program manager. At noon the Ruth Lyons 50 Club long-time WLBW middy show will be simulcast and participating sponsors can buy the AM and any combination of TV stations.

The Crosley TV stations formerly began their telecast day at 2 p.m. but under the new plan will be on the air an average of 10½ hours a day.

BROADCASTING Telecasting 20, 30, 40
Starting new things in Detroit is nothing new with WWJ-The Detroit News... first AM station in 1920, first FM station in 1940, and first with TV in 1946.

With a 2-year lead in television, WWJ-TV today is doing the most effective job of engineering, production and programming... sending out the clearest signals... reaching the largest audience... producing the best results for its many advertisers.

This fall, WWJ-TV is planning a more ambitious schedule than ever, and advertisers' demands are reaching unprecedented proportions. Better formulate your Detroit TV plans NOW... to include WWJ-TV
AN UPWARD surge of total advertisers for the month of August has ended the extended run of the summer slump in television advertising. This significant trend was effected to a large degree by the increased number of local time users and to a lesser degree by spot time users. Network business however, continued to drop [BROADCASTING, Aug. 29].

The number of network advertisers, which had fallen from 54 in June to 42 in July, tumbled further in August to 32. But still to be considered are summer layoffs which reached a highpoint during the month.

The bright side of the business picture was painted by local users, where the number registered rapid recovery from the 1,028 reported for July (a loss of 27 accounts from June) to 1,082 reported for August (an increase of 54 accounts). Similarly, total time users, despite an attrition in the worst field, boomed from 1,369 for July to a healthy 1,415 for August, only 18 below the record high in June.

Gains in Spot Ads

In spot time, users began a climb toward the record high of 524 reported in June. Spot advertisers increased from 183 in June to 301 for August, according to figures supplied by BROADCASTING by the N. C. Rorabaugh Co., publisher of the monthly Rorabaugh Report on Television Advertising. Network figures are complete for the entire month of August; information being supplied by the networks. Spot and local figures do not include two stations and cover the test week of Aug. 7-13.

These gains in spot and local advertising show a steadying of the overall picture in the dead heat of summer with prospects lighting up for an expected increase in the fall.

F ewer losses were reported by the 70 television markets in the total number of advertisers for August. While only six showed increases for the month of July, the markets in August found more than half with gains and only 13 with losses. These increases also were indicative of the optimistic trend. Of three new markets, Charlotte, N. C., with too many new networks, to add 14 to the black side of the ledger. Every market, according to the report, gained new business in August with the leading market, Los Angeles, nearly wiping out the six account loss suffered in July, by adding another 36.

Los Angeles with a total of 172 advertisers for August maintained its supremacy for its six stations, climbing two accounts higher than in the preceding month. Still in second place was New York with 147, despite a loss of 20 accounts from July, the second straight loss, as it had gone down from 155. Not far behind were Philadelphia, where a loss of six placed it third with a total of 138, and Baltimore whose advertisers furnished 18 new accounts to bring its total up to 132.

In the over-100 advertisers classification, Chicago gained one account over July for a total of 134, Detroit cornered an additional 10 to fatten its figure to 124 while Washington lost six to show a total of 117. Gains elsewhere were encouraging to the general TV advertising outlook. Dayton added 15 accounts to raise its total from 63 to 48 in July. Among others, Erie gained 10, Cincinnati and New Haven six each, Indianapolis and Pittsburgh five each, and Lancaster seven.

More stations reported in August—71 than in July when 66 stations were recorded. In the smattering for August, Rorabaugh had added one outlet each in Baltimore, Cincinnati and Dayton. New markets were opened in Birmingham, Charlotte and Grand Rapids.

The new market in Rochester which opened in July showed an increase of five accounts. While the figures showing the number of network advertisers were not available, the overall recapitulation was brightened by two factors: (1) a number of shows was still on a summer hiatus basis and (2) the number of network advertisers for August this year is still nearly 60% more than the number for the same month last year.

Such advertisers as RCA-Victor, U. S. Rubber Co. and Westinghouse Electric Corp. only resumed their shows during August, while Barbasol Co., Ford Motor Co. (scheduled for October) and Mo-hawk Carpet Mills Inc. are still advertised in August. On CBS-TV were Maxwell House Coffee, sponsoring four broadcasts over eight stations, and Philip Morris cigarettes with 21 broadcasts over five stations.

As in July, new active accounts continued in the spot field for August when 38 additional accounts were registered. Most of these accounts were one or two station contracts, although Kaiser-Frazer Corp. entered into a deal with 14 outlets. Oldsmobile Div. of General Motors, which had started a schedule on 30 stations in July, added two more in August. Some balance was struck when other large advertisers offset slight declines with increased schedules. Alliance Mfg. Co. boosted its August schedule to 15 stations while the month previous it had seven outlets. Anheuser-Busch Cigarette Tobacco Co. went up in schedule from 21 to 30 stations, Blatz Brewing Co. from 7 to 12 and Brown & Williamson added four more stations to its 23 in its August schedule.

Eating up most of television time in August (Table I) were Food and Food Products advertisers. This figure followed closely the findings of July although larger. The number of accounts rose from 221 in July to 232 in August. Network, spot and local time, although down slightly from July, were steady in this category.

In Household Furnishings, Equipment & Supplies, a noted increase from 172 in July to 198 for August placed this classification in high gear. While network and spot business fell off, local activity marked an increase from 148 in July to 176 for August.

Local Business Increases

The pattern of increased local business also was reflected in the category of Automotive, Automotive Accessories & Equipment, which again was in third place. This classification picked up from 148 local accounts in July to 160 in August and total increase during the month was 16 over July. Network business, however, declined from seven to three.

In the number of Radio advertisers, the climb was slow but steady in August compared with July. Network, spot and local users all had greater activity. Only five more accounts were completed for the 12 spot and 127 local were noted. However, the latter increased mainly because of the continued selling campaign of TV sets.

Decline in Beer, Wine & Liquor advertising in August found network users remaining the same but spot users dropping from 90 to 81 and local from nine to seven.
Still more results on WMAR-TV in Maryland!

TV Success Story

Submitted by

RWL WINE COMPANY

The comments which have come to us from our dealers as well as the consuming public have indicated to us that we made a very wise move in sponsoring the series of time signals which we now have on WMAR-TV. The constant, day-after-day repetition of our name and a brief message about our product has begun to be felt in terms of increased demand. We are very pleased with the selling job WMAR-TV is doing for us.

Walter H. Stumpf

The television advertising referred to above was placed by

Theodore A. Newhoff
Advertising Agency
312 Court Square Building

TV Success Story

Submitted by

MOYER MOTOR COMPANY

For the past several weeks it has been our good fortune to be one of the many advertisers using the facilities of WMAR-TV. The results achieved through this spot announcement in "The Toast of The Town" show on Sunday evenings, has been most gratifying. All the new customers tell us repeatedly about seeing our advertisement. This, to me, is conclusive proof that WMAR-TV is doing a fine job for its advertisers.

CARSON MOYER

The television advertising referred to above was placed by

ELMER D. FREE
Radio & Television Advertising

TV Success Story

Submitted by

CUSTOM UPHOLSTERING CO.

More comfortable homes are happier homes, and television homes are usually both happier and more comfortable. The Custom Upholstering Company is interested in making Baltimore homes more beautiful, more comfortable, and hence happier, too, through our famous Re-Upholstering and Re-Designing plan. To get this message directly into the home, we could think of no better method than television! We are pleased to say that the tremendous response shown by thrifty homemakers to Custom's Upholstering and Re-Designing has been most gratifying, and we feel Custom's Time Signals on WMAR-TV stimulate this interest to a great extent.

Seymour S. Weisberg

The television advertising referred to above was placed by

THE A-W-L ADVERTISING AGENCY
8 E. Pleasant St.
Baltimore 2, Md.
OFFSET CARRIER
WFIL-TV Demonstrates

THE ELIMINATION of the visual effects of co-channel television interference by means of offset carrier operation was demonstrated to FCC Comrs. Robert F. Jones and George E. Sterling and a group of industry observers by WFIL-TV Philadelphia last Wednesday.

For the demonstration, held at the station's transmitter in Princeton, WGBS-TV New York, on Channel 2, alternated from off-frequency operation to operation 8,000 cycles off frequency. In the off-frequency operation the venetian blind effect imposed on the picture by interference from co-channel WMAR-TV Baltimore was removed.

Bill Lucas, RCA service manager at Trenton, reported that customer complaints attributable to co-channel interference had dropped almost 95% since WFIL-TV commenced offset carrier operation on Channel 6, which is also used by WHC-TV New Haven. The Joint Technical Advisory Committee has told FCC that the advantage of off-frequency operation for co-channel operation is about 18 decibels.

Henry Rhea, in charge of television engineering for WFIL-TV, outlined the principles and benefits of the offset carrier method. Roger W. Clipp, general manager of the WFIL properties, welcomed the group, which included Comrs. Jones and Sterling, representatives of FCC's Laboratory Division; Louis E. Littlejohn, WFIL chief engineer; Joseph A. Chambers and Millard M. Garrison, Washington consulting engineers for WFIL; Morton H. Wilner and Philip Bergs- son, Washington attorneys for the stations; Garo W. Ray and V. DeLaurentis, respectively, consulting engineer and chief engineer for WNJC; Dixie B. McKey, Washington engineering consultant, and Merrill Pannett of the Philadelphia Engineers, owner of the WFIL sta- tions.

RELIGIOUS VIDEO
Youth Series on ABC Oct. 9

YOUNG PEOPLE'S Church of the Air, Philadelphia, will sponsor a show of the same name on 11 ABC-TV stations for 22 weeks starting Oct. 9, according to Dr. R. C. Camp, Ft. Wayne, Ind. Eight interconnected stations will carry the 9:30-10 p.m. CST Sunday show via cable, with three outlets getting it by video recording.

Program features the Rev. Percy Crawford and church music with a choral group. Outlets contracted for—WFIL-TV Philadelphia (origi- nal); WTVY-New York, WMBL-Washington, WXYY-TV Detroit, WENT-TV Chicago, WAAI (TV) Baltimore, WTVN (TV) Columbus, WFGA Grand Rapids, WTCN-TV Minneapolis, KCAV-TV Los Angeles and WFBM-TV Indianapolis.

SEVEN FINGERS shown by Les Hoffman, president of Hoffman Radio Corp., co-sponsor of USC and UCLA home football games over ABC’s newest sta- tion, KECA-TV Los Angeles, mark the outdoor channel conversion. Other parts of the game and the dedication entertainment are handled by Dodge Motor Corp., of which Bert Carter (second from I) is regional manager. Third opening sponsor was Union Pacific Railroad, represented at extremity right by E. C. Schmidt, public relations consultant. Fourth man in the group celebrating at a Hollywood Bowl Club luncheon is Bob Laws, ABC Western Div. sales manager.

KECA-TV OPENS 'Seven Channel Week' Ordered by Mayor

(Also see Story page 61)

WITH the formal opening of KECA-TV Los Angeles on Sept. 16, Mayor and Fletcher Bowron proclaimed “Seven Channel Week” marking that city as the “first in the world with seven regularly scheduled telecasting channels.”

The ABC station, which telecasts on channel 7, held a 15-minute ded- icatory program at 7 p.m., featur- ing ABC's Robert E. Kinther, executive vice president; Frank Samuels, Western Division vice president; Mayor Bowron and representatives of the area's cable television system. The program was followed by The Union Pacific Streamliner Revue, an hour variety show and telecast of the UCLA-Oregon football game. A dedicatory reception was held at the Beverly Hills Club for the agencies, press and radio. Mayor Bowron's proclamation reads:

"Whereas the development in local television operation establishes Los Angeles' destiny as the leading television center in the United States, and whereas the importance of Los An- geles television industry is attested to by a recent account where the Los Angeles area has 186,777 television sets, with an average of nearly one tele- vision set per house- hold, and whereas with its rapid and substantial growth in the Los Angeles area, television promises to become one of the greatest economic assets to our community both in the enter- tainment and industrial fields. I do hereby proclaim the week of Sept. 16-22 as 'Seven Channel Week'."

"I call upon all citizens to pay tribute to the new industry, and to encour- age and support the future growth of television in this area in recognition of the benefit that will accrue to the in- dividual and to the community through this means of communications."

In addition to Messrs. Kinther and Samuels, participating in the opening proceedings were Frank Marx, ABC vice president in charge of engineering; Charles (Bud) Barry, vice president in charge of AM and TV programs; Paul Mowrey, national director of television; Earl Mullin, national publicity director.

Coincident with the opening of KECA-TV, ABC became the only network with two owned stations on the Coast. KGO-TV San Fran- cisco is an ABC owned outlet. These together with KFMB-TV San Diego, provide ABC with the start of a regional television network. San Diego will pick up programs direct and retransmit to its area of coverage. San Francisco will receive delayed program service via kinescope.

WSAZ-TV PLANS
Opening Set for Nov. 15

WSAZ-TV Huntington, W. Va., is the latest addition to the list of NECABC affiliates, bringing the network's total to 46.

The station begins commercial operations Nov. 15, and is the sister station to WSAZ Huntington, W. Va., in the Charleston market. It is expected that it will shortly affiliate with the latter network.

TBA STAND
Urges Standard TV Equipment

ENGINEERING committee of Television Broadcasters Assn that week called upon Radio Mfrs. Asso. and Institute of Radio Engi- neers to “undertake expeditiously” standardization of equipment used in television broadcasting.

Raymond F. Guy, Chairman of TBA Engineering committee, wrote to Stuart Bailey, IRE president, and Dr. Don G. Baker of RCA, that it has become increasingly evident in the last two years that difficulties have arisen out of dif- ferences in telecasting equipment design by different manufac- turers. Copies of Mr. Guy's letters also went to NAB and to Society of Motion Picture Engi- neers.

“A broadcaster who enters the TV field with equipment of one manufacturer encounters difficulty in the event of his next equipment purchase to his plant of equipment originating with a different manufacturer,” he said.

Mr. Guy stated that on May 18 TBA created an ad hoc sub-committee on standardization, which, after a survey, recommended to IRE and IRE standardization in television receivers and methods of measurement; patch cords, plugs and jacks; camera cables and their associated connectors; coaxial equipment connectors, and picture transmission method of measure- ment and adjustment.

DuMONT PLANT
Dedication Sept. 26

A SPECIAL one-hour telecast on the DuMONT television network will mark the official dedication on Sept. 26, of the new DuMont tele- vision engineering assembly plant at East Paterson, N. J.

The program will trace the step-by-step assembly of a video receiver, and several DuMont net- work engineers will participate.

The plant, said to be the world's largest of its type, was purchased from the War Assets Administra- tion for $1,350,000. More than $750,000 was spent in converting it from a Wright aircraft plant to its present capacity.

At full scale capacity, the new plant is said to be equipped to produce one receiver every ten seconds, and at the present number of DuMont employees engaged in assembly work will work in East Paterson.

Governor Alfred E. Driscoll and other local and state dignitaries will participate in the dedication, which will include plant tours, special exhibits, viewing of guests on video and a cocktail party for the press. W. R. E. Biskin, president of the DuMont organization, will act as master of ceremonies.

TV REALLOCATION
FCC Denies FCBA Petition

PETITION of the Federal Com- munications Bar Assn., asking oral argument on legality of FCC's pro- posed rule-making procedure in TV reallocation before commence- ment of the general TV hearing Sept. 26, has been denied by the Commission [BROADCASTING, Aug. 22.]

Instead, the Commission granted the request for oral argument on the issue at a time and place to be specified later. FCC indicated that all those who filed comments by Aug. 26 in the proceeding would be eligible to participate. The Com- mission explained that the hearing beginning Sept. 26 will provide a “practicable and feasible means for focusing attention on the problems involved in providing a fair, adequate and efficient distribution” of television facilities throughout the U. S.
GIVES YOU TWICE AS MUCH POWER GAIN PER DOLLAR!

NEW Andrew MULTI-V FM ANTENNA

<table>
<thead>
<tr>
<th>TYPE</th>
<th>NO. OF BAYS</th>
<th>POWER GAIN</th>
<th>PRICE</th>
</tr>
</thead>
<tbody>
<tr>
<td>1308</td>
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<tr>
<td>1304</td>
<td>4</td>
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<td>850</td>
</tr>
<tr>
<td>1302</td>
<td>2</td>
<td>1.6</td>
<td>320</td>
</tr>
</tbody>
</table>

This table shows you why the new Andrew Multi-V is your best FM antenna buy!

NOW! Minimize your investment in equipment. Get top performance for only half the cost. The new Andrew Multi-V FM antenna is made and guaranteed by the World's Largest Antenna Equipment Specialists. It's another Andrew "First."

FEATURES

* Twice as much power gain per dollar as any other FM transmitting antenna!
* Top performance, yet half the cost of competitive antennas.
* Side mounting construction permits installation on towers too light to support heavier antennas.
* Circular radiation pattern.
* Factory tuned to required frequency – no further adjustments necessary.

It will pay you to use the Andrew Multi-V Antenna on your FM station. Write for Bulletins 86 and 186 for complete details TODAY.
TV DEMONSTRATES  Scheffold Tells AMA

AN ADVERTISER with a product or service for sale "must display and demonstrate it, and television is the one and only mass medium that does both simultaneously and effectively," Arthur C. Scheffold, director of advertising and sales promotion for DuMont TV network, said Thursday. He addressed a luncheon meeting of the sales promotion and merchandising group of American Marketing Assn. at New York's Hotel Shelburne on "Marketing Your Product Through Television."

Bouncing an "unbreakable" dish off the floor, Mr. Scheffold pointed out, "You could tell about that dish on the radio and you could both describe and picture it in a printed medium. But only on television could you say all you wanted to say about it, let a housewife see for herself just how beautiful a dish it was and then show her what rough usage it could take."

"On the radio," he stated, "an appeal just hears words and, if momentarily disoriented, can entirely miss the meaning of a commercial, for the spoken word is a fleeting thing. The spoken word because words mean different things to different people. The printed word, of course, is the impelling force of motion."

"But, however, by combining sight and sound, TV can dramatize your service or your product to the prospect under ideal selling conditions, can perfect your sales message to the

YOU GETTIN" LOCKED FOR GUNLOCK (Ky.)?

If you're setting your sales sights on Gunlock (Ky.), better draw a careful head. But, you may miss altogether! Here at WAVE we hunt bigger game—the magnificent Louisville Training Area. This double-barreled beauty is Kentucky's one great metropolitan market, and folks in its 27 counties have a 46% effective buying income than do families in the rest of the State (where WAVE isn't heard). So lads that scatter-shot, effective, just let WAVE'S AM, FM, and TV rifle-shot experts really clean up for you in Kentucky! LOUISVILLE'S WAVE

CHECKING possible camera positions for televising professional ice hockey games from Dallas, Tex. Ice Arena, are (1 to r) Commercial Manager Sherrill Edwards of KBTY (TV) Dallas, Owner Clarence E. Linz of Dallas Texans, pro hockey team, and Chris Kelley, president of Texas Hockey League.

VIDEO HOOK-UP  WAAM, WTTG Share Sports

TWIN-CITY arrangement started Sept. 12 between WAAM (TV) Baltimore and WTTG (TV) Washington permitting televiewers in both cities to see the same sports programming 3 to 6 p.m. Mon.-Sat., according to Samuel Carliner, executive vice president of WAAM.

On Sports Room, WAAM Sportscasters Joel Chaseman and Tommy Dukehart give sports results and interviews live and local and national celebrities in the sports world. TV Sports Special stars Nick Campfreda, who is assisted by Mr. Dukehart, sportscaster Terry Grue, "Gunshy Girl" Jody Bennett, and Chuck Thompson, who tells the sports story of the day. For this program, WTTG, DuMont station, occasionally feeds the Baltimore outlet special sports celebrity interviews. WTTG also feeds a Washington newscast to WAAM 4:55 to 5 p.m. Mon.-Sat.

PHILCO CORP.  TV Set Output Increasing

WILLIAM BALDERSTON, Philco Corp. president, stated in a letter to stockholders on Sept. 12 that production of the new 1950 TV sets is being increased rapidly to meet demands, but present indices are that slight shortages of merchandising will have to be allocated for some time to come.

"Very substantial orders have already been received from distributors and dealers for our new television receivers, and production is being increased rapidly to meet the demands," he noted.

"Philco has developed and incorporated in its new TV models a complete self-contained electronic aerial system which will eliminate the necessity of aerial installations of any kind in up to 80% of the present television areas," Mr. Balderston said. "In our judgment, this Philco development represents one of the most important technical advances in the history of television."

He continued:

Research on the built-in antenna system has been underway in our laboratories for the past two years. The Philco built-in antenna is an integral part of the television set and is entirely concealed within the cabinet. The aerial, made of pure aluminum sheet, is scientifically designed and shaped to make it responsive to all wave lengths. An electrical circuit is coupled to the antenna which may thus be tuned and matched exactly to each of the twelve television channels.

KBTY SHOWS  First Video From Dallas

KBTY originated the first television show from a Dallas station Sept. 1 when it aired a preopening half-hour program featuring Glen Gray and his Casa Loma Orchestra.

Unrehearsed, the 7:30-8 p.m. show began an hour after the musicians arrived at the studios, en route to a market club engagement.

Good reception was reported in both Dallas and Fort Worth, on Channel 8, and one point 94 miles away was heard from. Forty-five viewers phoned KBTY after the telecast to express approval.

Regular programming started Sept. 17.

KSD-TV CARD  New Rates Ready Oct. 1

KSD-TV St. Louis has issued its rate card No. 4, effective Oct. 1, listing rates for live talent programs and announcements, film programs and sound-on-film announcements and charges for re-broadcast time.

Live rates run from $75 per minute "A" time, $45 per minute "B" time, to $350 per hour "A" time, $210 per hour "B" time, for 7-8 and 9-10 p.m. period. Film programs and sound-on-film announcements charges are the same, less 20% discounts. Rates for re-broadcast time are $10 for each hour up to five hours and $150 for each hour in excess of five hours. Class "A" time is 1 p.m. to 11 p.m. and 6 p.m. to 11 p.m. in excess of five hours.

Chicago Speakers

HEADS of Chicago's four TV stations will speak at the opening meeting of the Chicago Television Council's 1949-50 season Wednesday in the Tavern Club. Those scheduled to discuss prospects for the new season are John Mitchell, WKB, NAB Radio Stations, and Frank F. Selleck, WGN-TV, Chicago Tribune; John Norton, WENR-TV (ABC); and I. E. Showerman, WNBQ (NBC).

for a better-than-ever BUY  IN OHIO'S THIRD MARKET  NOW UNDER CONSTRUCTION

5,000 w AM 50,000 w FM

1900 KC 105.1 MC

WFMJ  BASIC ABC FOR YOUNGSTOWN

ASK HEADLEY REED  BROADCASTING • Telecasting
Dr. Polgar Performs

DR. FRANZ J. POLGAR, who was scheduled to start a hypnosis and mental stunt series on television Friday, demonstrated his skill at a news conference in a CBS studio Wednesday afternoon by putting four newspapermen into a hypnotic trance. He admitted he could also put any member of a radio, or television audience under a spell, too, but that he did not intend to do so. Nor, he said, would he read commercial suggestions for his sponsor, Trimount Clothing Co., makers of Clipper Craft Suits, which through the William Weintraub Agency, has placed the show on CBS-TV under the title The Amazing Polgar, from 7:45 to 7:55 p.m. Fridays.

VIDEO TALENT

N. Y. Clearing House Opens

TELEVISION talent clearing house, modeled on Central Casting in Hollywood, has been created in New York. Hoyt Television Casting and Registry Inc., supervised by Howard Hoyt, theatrical agent, will open its offices Monday, Oct. 3, in New York's Playhouse Theatre Bldg., 137 West 48th St.

Others associated with Mr. Hoyt in the venture are Tom Elwell, theatrical producer; Denny Beach, formerly with Leland Hayward-MCA and now with the Hoyt Agency, and Phillip Bloom of National Publicity Assoc., all serving as directors.

The casting registry will make a service charge of $2 weekly to the actor, and serve as a clearing house for video networks and agencies seeking actors for productions. The agency also will publish four times a year a directory with photographic listings to be distributed free of charge to networks and agencies. Charge of $2.50 will be made for the registered actor if he desires to be listed and furnished with a directory.

FILM THRREAT

THREATENED STRIKE of 1,800 technicians in New York's film laboratories was averted by an agreement giving the union a 10% blanket wage increase, it was announced last week by John J. Francavilla, president of Local 702, IATSE.

Concessions were made by Consolidated; De Luxe; Paramount Pictures, Long Island; Paramount News; Warners Ace Film Laboratory; Warners Home Office Print Dept.; Pathé; Du Art; Mecca; Gaffanti; Movielab; Circle; Precision; Malcom; Mercury and Producers.

Separate negotiations have not yet been held with RKO, National Screen Service, Ansco Film Laboratories and WPXI Television. Outcome of the latter talks is expected, as the past, to follow the pattern set by the major agreement.

J. M. L. DUNN

TV POTENTIAL

Unlimited Field, Says Swezey

TELEVISION is the best educational and entertainment medium yet devised, Robert D. Swezey, executive vice president of WDSU-TV New Orleans, said in an address last week to delegates at the second session of the 31st National Recreation Congress.

Discussing “Effects of Television on the Use of Leisure Time,” Mr. Swezey told his New Orleans audience that TV “potentialities for an ultimate good are unlimited. But, he cautioned, recreation directors must see that “a sensible program for television audiences” is integrated as a balanced fare. “There is no reason for children to sit six or eight hours watching television programs.”

Mr. Swezey, pointing out that “television is here and we must accept it,” continued: “I believe our children’s programs are wholesome and good. But it is in the advent of the automobile, the radio, the atomic age. Whether they are good things for us, I don’t know. But we must direct them toward an ultimate good.”

DuMont Sales Offices

SALES OFFICES of the DuMont TV network have been opened in Chicago and San Francisco. Mortimer W. Loewi, director, announced last week that the office in Chicago [BROADCASTING, Aug. 8], with headquarters in the Field Bldg. Richard Raiton of Richard Raiton Co. is video network's San Francisco representative. His offices are in the Monadnock Bldg. Comdr. Loewi also announced a sharp increase in number of DuMont network programs originating at WGN-TV Chicago, including Chicagoland Mystery Plays, Cross Questions and the Al Morgan Show.

SHIP'S Reporter shows telecast on WJZ-TV New York is being adapted for radio presentation by its m.c., Jack Mangan.

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**CORNELL FILM**

**Educational Video Planned By Hanna**

CORNELL FILMS, new branch of Cornell U.'s radio-telephone interests at Ithaca, N. Y., already has started production on three television films, General Manager Michael Hanna announced last week.

One will be on a livestock subject, another on poultry and the third on how a baby is born. Although educational, all the films will be produced with the intention they will be sponsored, Mr. Hanna said. The baby films, for example, might be carried by a drug, baby food or baby equipment company.

He also divulged that although Cornell Films will make and sell films, the bulk of its business may be from rental of its production. It is planned to make Cornell Films serve television the way the biggest transcription companies serve radio, he said.

Since Cornell Films will have the resources of a great university behind it and is situated in a locality where farm, city, factory and laboratory settings are all available, Mr. Hanna foresaw that the company would be in a position to produce with economy resulting from savings in set making and in obtaining technical advice.

**Showmanship First**

He also stressed that although most films produced will have an educational slant, showmanship and entertainment will be the first consideration.

He stressed further that no company he knows of is now producing TV films which can be regarded as giving a television station public service credit. His company intends, among other projects, to popularize the wonders of science in educational films which can fill a public service need. Emphasizing this, he said:

"What will television stations be able to say at a license renewal hearing when the FCC asks, 'What have you shown in the public interest?' We expect to be able to give telecasters the ammunition to be able to answer that question. No one else seems to be thinking of the question, but it is bound to come up and we're thinking about it now."

**RMA TV SETS**

**Ships 1,706,372 Since '47**

TOTAL shipments of 1,706,372 TV receivers had been made by member companies of Radio Mfrs. Assn. between Jan. 1, 1947, and July 1, 1949, according to a city-by-city compilation released by the manufacturers. RMA companies are estimated to turn out over 85% of the industry's TV sets.

Shipment of TV receivers during the first half of 1949 totaled 742,166 units, according to RMA. These went into 9 TV broadcasting areas (within radius of 50 miles of TV stations).

The actual shipments trailed RMA production figures due to the customary lag in distribution and to delays in some company reports. Production figures for the half-year amounted to 913,071 sets. RMA's shipment figures are designed to show where TV sets are going. Future reports will be issued quarterly. Tabulation of TV set shipments by TV service areas follows:

<table>
<thead>
<tr>
<th>Area</th>
<th>Half-Year Shipments</th>
<th>Accumulative Shipments</th>
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</thead>
<tbody>
<tr>
<td></td>
<td>(1947)</td>
<td>(Since Jan. 1, 1947)</td>
</tr>
<tr>
<td>Albany, N. Y.</td>
<td>9,801</td>
<td>225,580</td>
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<tr>
<td>Albuquerque, N. M.</td>
<td>971</td>
<td>47,347</td>
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<td>Atlanta, Ga.</td>
<td>3,184</td>
<td>80,015</td>
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<td>Baltimore</td>
<td>37,158</td>
<td>69,230</td>
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<tr>
<td>Birmingham, Ala.</td>
<td>2,199</td>
<td>2,222</td>
</tr>
<tr>
<td>Boston</td>
<td>49,384</td>
<td>85,016</td>
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<tr>
<td>Buffalo, N. Y.</td>
<td>12,092</td>
<td>21,196</td>
</tr>
<tr>
<td>Chicago</td>
<td>77,728</td>
<td>154,644</td>
</tr>
<tr>
<td>Cincinnati</td>
<td>19,192</td>
<td>32,383</td>
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<tr>
<td>Cleveland</td>
<td>31,406</td>
<td>52,714</td>
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<tr>
<td>Dallas</td>
<td>2,016</td>
<td>3,803</td>
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<tr>
<td>Denver, Colo.</td>
<td>273</td>
<td>22,927</td>
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<tr>
<td>Detroit</td>
<td>36,533</td>
<td>68,871</td>
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<tr>
<td>Erie, Pa.</td>
<td>690</td>
<td>993</td>
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<td>Greensboro, N. C.</td>
<td>462</td>
<td>562</td>
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<tr>
<td>Houston</td>
<td>2,156</td>
<td>4,356</td>
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<tr>
<td>Huntington, W. Va.</td>
<td>30</td>
<td>360</td>
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<td>Indianapolis</td>
<td>5,704</td>
<td>6,724</td>
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<tr>
<td>Jackson, Miss.</td>
<td>95</td>
<td>95</td>
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<tr>
<td>Kansas City, Mo.</td>
<td>4,349</td>
<td>6,658</td>
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<tr>
<td>Los Angeles</td>
<td>40,407</td>
<td>137,332</td>
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<td>Louisville</td>
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<td>Memphis</td>
<td>1,970</td>
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<td>Miami</td>
<td>2,600</td>
<td>3,640</td>
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<td>Milwaukee</td>
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<td>Minneapolis</td>
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<td>Newark, N. J.</td>
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<td>New Haven, Conn.</td>
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<td>New Orleans</td>
<td>1,691</td>
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<td>New York City</td>
<td>193,618</td>
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<td>Omaha, Neb.</td>
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<td>Portland, Ore.</td>
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<td>Salt Lake City</td>
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<td>San Antonio</td>
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<tr>
<td>San Francisco</td>
<td>7,697</td>
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<td>Seattle</td>
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<td>Syracuse</td>
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<tr>
<td>Toledo</td>
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<td>12,056</td>
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<tr>
<td>Tulsa, Okla.</td>
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<td>203</td>
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<tr>
<td>Washington, D. C.</td>
<td>22,720</td>
<td>53,335</td>
</tr>
<tr>
<td>Miscellaneous</td>
<td>5,761</td>
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<tr>
<td><strong>TOTAL</strong></td>
<td>742,166</td>
<td>1,706,372</td>
</tr>
</tbody>
</table>
World Series
(Continued from page 47)
combined at between $356,000 and $400,000.

Mr. Chandler himself told Broad-casting
that announcement of the financial
details could not be made for the present and probably will
be withheld until the Series ac-
tually is near its end.

He explained that many items, such as theatre television rights,
might not be completely entered
into the accounts until such a later
date and that announcement would
be held up until all the money
matters could be wrapped up in
one report. Meanwhile, it was
learned that theatre-TV rights
may amount to another $10,000
for organized baseball.

The series will open Oct. 5 in
the city of the American League
pennant winner. The camera crews
to be used will be basically the
crews which have been working
the particular ball park regularly
during the season.

Augmented crews making as
many as five or six cameras, in-
stead of the usual two or three,
are said to be under consideration.

Different cameras, for example,
might be placed in the bleachers
to give a back view of the game
and at points to pick up outfield
action better.

Text of the notification to TV
stations follows:

We're happy to advise that
(name of network) in cooperation with
the Gilberty Gaszer Razor Co.

STATIONS

53% of the television sets in
the New York area were made by
the "Big Three," a drop of 7.8%
since June 1949, according to a re-
search analysis of TV set ownership
conducted during June, July and
August in New York's metropoli-
tan area by Advertest Research.

RCA was leading maker with
34.5% of the sets; Philco second
with 26.6% and DuMont third with
7.9%. Other makers, in order, were
GE 6.9%, Admiral 5.8%, Crosley
4.8%, Emerson 4.4%, Motorola
4.3% and Fada 3.8%. An addi-
tional 17% was divided among 26
other manfacturers mentioned.

Compiled from appendix material
contained in Advertest's monthly
research reports, "The Television
Audience of Today," analysis was
based on interviews among four
income groups: A—over $7,500 per
year, B—$5,000 to $7,500 per year,
C—$3,500 to $5,000, and D—under
$3,500.

RCA led in ownership in all four
groups—42.4% in A, 32.0% in B,
29.2% in C and 26.3% in D. Du-
Mont was runner-up in A group
with 15.3%; Philco in B with 12.3%;
Motorola in C with 10.2%, and
Philco in D with 17.5%. Philco
placed third in A group with 7.5%;
DuMont in B with 8.1%; Philco in
C with 9.7%, and Emerson in D
with 10.9%. Most popular type
of set was the table model owned
by 61%, followed by console
owned by 27.8%, console by 9.4%
and 1.0%.

PICTURE tubes are larger, and most
popular TV set price range is $200 to
$800 for new 1950 TV sets, according
to analysis prepared by Caldwell-
Clements magazines.

SUPERIORITY COMPLEX

My husband, advertising manager of the Ding-Bat Company, used to be a
good fellow with just enough of an inferiority complex to make him easy to
live with. Since he picked KXOK, sales have gone up so fast my husband thinks
he's the smartest advertising manager in town. Now he has a superiority
complex and he's positively obnoxious.

Unhappy Wife

Dear Unhappy Wife:

Maybe KXOK should have the superiority complex instead of your husband.
During March, 1949, KXOK was within share of audience striking distance of
first place in St. Louis. Briefly, this means KXOK delivers more Hooper audi-
dence peak than any other network station 45 p.m. Ding-Bat products are
going to town. When your husband checks KXOK's low-cost-Hooper point, KXOK's wide coverage, and KXOK's low-in-St. Louis
rates, he'll be even cockier!

KXOK, St. Louis
630 on the dial

Basic ABC
5,000 Watts
A "John Blisch" station

September 19, 1949 • Page 59
Color Telecasts

was believed, however, the UHF transmission would be employed in setting up the color equipment in Washington to prevent disruption to present WNWB operation. VHF-UHF color comparisons also may be made during the demonstration.

CBS indicated that because the RCA and Color Television Inc. systems were only very recently announced and apparently confined only to the laboratory, it is "not in a position either to oppose or support" the systems. However, the network said that if either system "should out-perform the CBS color television system in all respects at no greater cost, and if further, the system is ready for public use promptly, or, alternatively, if there can be certain assurance of its operation, in the manner promised, within a fixed and reasonably short period of time in the future, Columbia will support such other system."

However, on the basis of information now on file, Columbia said it believed there are a number of major questions yet to be answered as to both systems. CBS said in this connection "it is essential to distinguish sharply between a 'paper' system of color television, and an actual operating system. It was pointed out that even if a paper system were to work out in practice as promised, there should be considered the dollar cost and the actual time needed to achieve practical operation.

Color vs. Black & White

CBS outlined the following factors to be considered in judging the various color TV systems: Actual performance of color system with respect to standard black and white pictures; actual performance of color system with respect to black and white pictures from color signals and with respect to color pictures from color signals; cost of adapting existing black and white receivers to receive black and white pictures; actual cost of color signals; adaption cost to receive color pictures from color signals, cost of future color receivers and cost of converting future black and white sets; cost of transmitting and studio equipment, and time within which a color broadcasting service can be established.

CBS indicated another fundamental distinction must be made between basic color systems and types of apparatus which may be employed. Concluding a table of comparisons of the three systems, CBS asserted that its system "can utilize all forms of apparatus thus far suggested" but that the "converse does not hold." "As a result," CBS said, "the economic and operating characteristics of the RCA and Color Television Inc. systems cannot rise above the economical and operating characteristics of the apparatus usable by either."

On other points CBS urged that standard terminology be adopted to avoid confusion at the television hearing. Columbia indicated it would be "more accurate and clear to designate the RCA transmission to its system as "time sequential" as distinguished from Columbia's "field sequential" and Color Television Inc.'s "line sequential."

CBS opposed the proposal of Paramount Television Productions supporting intermixtures of VHF and UHF channels on grounds more than half the present set owners would have to buy converters and UHF receiving antennas. The network disagreed with contention of Radio Mfrs. Assn. that color TV is years away since it "understands that certain receivers and component manufacturers will testify at the hearing to a shorter timetable."

CBS agreed with RMA's position that any new color system should be "superimposed" on present monochrome system with minimum dislocation. The network observed that the proposal of Dr. Charles W. Geer concerned a specific piece of apparatus rather than a color TV system, but that such apparatus, and as developed to a point of satisfactory performance and economic feasibility, can be utilized in the various systems of CBS, RCA and Color television.

May Examine

CBS indicated that it is "agreeable to affording DuMont, in accordance with its request of a fortnight ago [BROADCASTING, Sept. 12], the opportunity to examine the CBS equipment and methods, and Columbia's patent rights and license agreements involved in their commercial utilization, to the extent relevant to the issues of the hearing."

CBS said it is agreeable to "comparative demonstrations requested by DuMont provided that the standard black and white receivers are of a type now commercially available and in common use, and that the viewing conditions are normal." The network also indicated it will "endeavor to arrange for the demonstration of typical types of program material, within reasonable limits of cost and convenience."

CBS opposed the Philco proposal that FCC not permit any color standards except such involving complete compatibility and excluding such involving even slight modification of receivers. CBS argued the public should not be deprived of color merely because some minor, inexpensive modification may be required to receive color signals in black and white. CBS also did not agree with Philco that further time be allowed to investigate all possible color systems. Despite the Sept. 26 hearing will include sufficient information concerning compatible systems and delay "would threaten great injury to the public." Similar view was taken on the like proposal of Joint Technical Advisory Committee of RMA and Institute of Radio Engineers.

Mr. Muller said his patent applications disclose "fundamentally new all-electronic color television systems requiring a single channel and non-critical receiver adjustments, and using to the utmost the present black and white receivers on 6 mc." He said he is seeking aid in developing and commercializing invention. Mr. Muller reported his system uses "to the utmost the circuit and reproducer layout of conventional black and white receivers to which is added a plural lens-projector for converting the raster into a picture in natural color." He explained that "in a typical embodiment this plural projector takes the form of a 'lens-plate' molded as a whole of plastic, glass or gelatin of very low optical resolution."

He stated that his system "may be looked upon as an improvement of the known class of apparatus wherein portions of a raster (or record in black and white) are allotted to three or several images in the primary colors adopted for optical combination by individual projection."

Smith Gets Scope

THE RISDON MPG. CO., Naugatuck, Conn., has appointed Paul Smith Advertising, New York, to handle advertising for Scope, "The cigarette holder that telescopes." Television is currently being used with participations on the Art Ford show on WPX New York. An additional video campaign is expected to be added later.

Smith gets Scope

45.0

"HOOPER"

(average 5 periods, Winter, 1948)

proves

the best buy

in

DANVILLE, VA.

is

WBTM

5kw ABC 1kw
(d) (n)
Rep: HOLLINGER

Page 60 * September 19, 1949
AM TO STAY

"ABC THINKS that AM is here to stay, even though it recognizes the selling potential of TV," Charles (Bud) Barry, ABC vice president in charge of AM and TV programs, advised the Hollywood Advertising Club at a luncheon Sept. 12, heralding the debut of KECA-TV, ABC station in Hollywood. The new TV station was scheduled to open Friday (Sept. 16).

Television is like "the automobile business all over again," Mr. Barry said, pointing out that like the auto, television will open new roads, this time to new salesways. He emphasized that television is important but urged all media such as radio, newspapers and motion pictures, "to get over their fears" since there is decided room for all.

In television, Mr. Barry said that facilities are all-important and felt that ABC had justified its faith in this belief through its $7 million investment in the facilities of five stations in New York, Chicago, Detroit, San Francisco and now Los Angeles. For out of better facilities he said, only better shows will come.

Taking the 20-acre facilities of ABC in Hollywood as an example, Mr. Barry said he'd be delighted to escort any of the NBC stars on a tour of the plant and promised to return them to NBC unhappy. In a serious vein, he said "television needs space and we have it." Comparing New York with Hollywood, he said that there was nothing in the eastern city to compare with ABC's Hollywood Television Center.

Frank Samuels, ABC's western division vice president, said they were very proud of the start of KECA-TV, but they were equally proud that western division AM business had increased 224% over last year. He also reported that KGO-TV, the network's San Francisco television outlet, is currently about 90% commercial.

Like Mr. Barry, he stressed the continuing importance of radio in the national advertising picture, while recognizing that television "fills a new need in the field of selling." But in the most national coverage at the most economical price, he said, radio is still the buy. Furthermore, he pointed out, sales or radio sets are still proceeding at a greater annual pace than television sets by a decided edge of several million.

Paul Mowrey, national director of television for ABC, said there was little doubt that Hollywood would wind up as the medium's production center. To this end, he said ABC would shortly be originating considerably more hours of programs in Hollywood via KECA-TV for later kinescope presentation in eastern and midwestern cities than any other network. "We believe in Hollywood and we're proving it with program action," Mr. Mowrey concluded.

Chairman of the meeting was John Weiser, Ruthrauff & Ryan Hollywood vice president. Others participating were Frank Marx, ABC vice president in charge of engineering; Bert Carter, western regional manager, Dodge Div., Chrysler Corp., who together with Les Hoffman, head of Hoffman Radio and television Corp., are co-sponsoring the USC-UCLA football games this fall; E. C. Schmidt, public relations consultant, Union Pacific Railroad, sponsor of the KECA-TV opening night variety show; Robert Laws, the network's western division sales manager.

$1 BILLION TV INVESTMENT

Cohn Alerts TOA to Medium's Impact

WITHIN three years the television industry has come to represent an investment of $1 billion, as contrasted to the total motion picture industry investment of $2,700,000, acquired over many years, Marcus Cohn, law partner in the Washington firm of Cohn & Marks, advised the national convention of the Theatre Owners of America in Los Angeles last week (Sept. 12-15).

Mr. Cohn, TOA television consultant, advised the theatre men that radio and newspapers, as well as the movies, must recognize the impact of television on them. Television's growth he felt, was not something to be passed over lightly as a competitor for the entertainment dollar.

With the aspect of technical performance established for theatre television, Nathan Halpern, television consultant to Fabian Theatres, New York, told the convention that only the questions of programs and profitability remain. In programs he felt that immediate possibilities exist in outstanding sports and news events. Ultimately he felt that theatre TV must be "in superior programs only available in the theatres."

On question of profitability, he admitted that single theatre installation ranged between $15,000 and $25,000, but said that greater demand would lower these prices. Despite cost, however, he said that some limited experience had shown that theatre TV would have revenues on admission as well as concessions (candies etc.), thereby justifying the initial investment.

VHF Video (Continued from page 47)

sharing arrangement providing for joint use of frequencies by telecasters and the government on a non-interference basis also is considered possible.

There is a clear difference of opinion between these engineers and the Commission with respect to the number of additional channels needed to meet demand.

In its proposed VHF-UHF allocation, which will be one phase of the Sept. 26 hearing, FCC allocated 42 UHF channels, and the Joint Technical Advisory Committee of the Radio Mfrs. Assn. and Institute of Radio Engineers has recommended an even greater expansion on the theory that TV should have as many channels as AM or FM.

The government engineers advocating UHF postponement, however, maintain that six new VHF channels would permit a satisfactory allocation for the immediate future. In this they have the support of at least some private broadcasters, most of whom feel reliable UHF service is years away.

Of 20 current TV applicants queried in one informal survey, 18 reportedly said they would withdraw rather than go to UHF.

G & E PUBLISHING Co., New York, announces that Telecast, video fan picture magazine, will make its debut Oct. 18.

LIBEL and SLANDER

Invasion of Privacy Plagiarism-Copyright-Piracy INSURANCE For the wise Broadcaster OUR UNIQUE EXCESS POLICY provides adequate protection. Surprisingly inexpensive Cable TV Nationwide For details & quotations write Employers Reinsurance Corporation Insurance Exchange Bldg., Kansas City, Missouri

Movie TV Test

PARAMOUNT Television Productions Inc., operator of KTLA (TV) Hollywood, was given approval by FCC last week for use of its experimental TV relay station W6XCM in a large screen movie television test. Showing was on Tuesday at 6 p.m. of amateur boxing matches at Olympia Auditorium there with event being relayed to the Ambassador Hotel, Los Angeles, for screening.

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**Film Report**

FRANK E. MARTINO, former account executive with ABC-TV, currently producing TV commercials. First venture, "Fil Frahnheit's Weather Wheel," film, is weather indicator in replica of sponsor's product. Mr. Martino's New York offices are at 505 Fifth Ave., American Releasing Corp., Hollywood, has been appointed to handle Vitatone's series of 26 half-hour television films, "Stories Behind Famous Paintings." U. of Miami Radio-TV Dept. will offer this fall for first time course in motion picture production designed specifically to produce films for television. Grant E. Shepard of Hollywood, Calif., will teach course. Projects will include production of titles, out-door sequences and special effects for integration with live television productions. . . . Robert Stevens, Hollywood, has started production on half-hour television film show featuring comedian Benny Rubin. Title: Benny Rubin Show, it will have fantasy format.

Sarra Inc., Chicago, has completed first in series of one-minute TV commercials for Purity Bakers. Agency: Young & Rubicam, Chicago. Opening spot advertises Taystee Bread and combines live action and stop motion photography plus vocal sequences by "Honeydreamers" mixed quintet.

**Trick Horse**

AN alert WAVE-TV Louisville engineer has rescued an elevator-plunging horse at the station studios. "Sonny Boy," a trick horse, was brought into the studio for Juniors Pet Show. Brought up marble stairs by owner, horse started the receptionist by bolting into her desk. After the program's end, the owner selected the passenger elevator for "Sonny Boy's" descent because the steps were too steep and slick. Strenuous pushing and squeezing placed the horse snugly in the elevator but left no room for the operator. While pondering the matter, horror was experienced by the owner and Dick Jackson, WAVE-TV director, as the elevator door suddenly closed automatically and the horse disappeared. They visualized a would-be passenger on another floor of the building greeted by "Sonny Boy." Rescuer was Engineer Frank Bunker who had walked to the ground floor and pressed the elevator button returning the horse to safety.

Society of Motion Picture Engineers, in cooperation with major telecasters, has just completed television test film permitting rapid check of picture size, contrast and detail. Film developed by committee under chairmanship of Dr. R. L. Garman, research director of General Precision Labs, enables telecasters to be certain they are transmitting all film producer intended with best possible picture quality. Nine hundred eighty-five-foot reel presents seven different test targets and 15 scenes of outstanding quality, photographed specifically for television. Now available in 35 mm at $70, it will soon be ready in 16 mm. Film may be purchased from SMPE, 342 Madison Ave., New York.

Harold C. Strotz has resigned as vice president of Wildfire Productions Inc., Los Angeles, to devote his entire time to Munutz TV Inc. of which he has been director for past year . . .

Kling Studios, Chicago, has completed commercials for Standard Oil Co. of Indiana through McCann-Erickson; for product "Heet," through Ruthrauff & Ryan; and for Westinghouse products through J. Walter Thompson Co. All are Chicago agencies.

**Sheaffer Video**

W. A. SHEAFFER PEN Co., Fort Madison, Iowa, will sponsor the INS film, "This Week In Sports," on CBS stations in Boston, New York, Detroit, Philadelphia and Washington Tuesday, 10-10:15 p.m. EST, starting Sept. 20. Show will be spotted on CBS stations in Buffalo and Cleveland because network time was not available. Delayed telecast has been contracted on WKBK Chicago for Wednesday, 8:30-9 p.m. CDT. Agency is Russel M. Seeds, Chicago.

**GRID TV SHOW**

HALF-HOUR television show of football highlights, Touchdown, has been purchased in four cities by the Pennsylvania Ford Dealers through J. Walter Thompson Co., New York. The telecast will be aired on the following stations, and at the following Friday night times: WJAC-TV Johnston, WFIL-TV Philadelphia, both 7:30-8 p.m.; WDTV Pittsburgh 8:30-9 p.m.; WAGL-TV Lancaster, 8:30-7 p.m.

A package of F. Walker Orr, the series also has been purchased for telecast on three ABC stations, by Chrysler Sales Div. through McCann-Erickson, New York. Program will be aired on WJZ-TV New York and WMAL-TV Washington, Friday, 7:30-8 p.m. and on WXYZ-TV Detroit, on Wednesday, 7:30-8 p.m.

In addition Chrysler Sales will sponsor National Pro Highlights, showing each week's outstanding plays of professional football contests on WENR-TV Chicago, another ABC affiliate. This series, also placed through McCann-Erickson, will be telecast Friday, 7-7:30 p.m., starting Sept. 30.

**KRTV DELETED**

KEYL Given Extension

CONSTRUCTION PERMIT for KRTV (TV) Minneapolis has been cancelled by FCC. Action was taken on advice of the station that it was unable to comply with the condition of its grant requiring Minnesota Tribune Co., holding firm, to dispose of its 14.6% interest in the Minneapolis Star and Tribune Co., KRTV's parent firm, or give up its 50% interest in WTCN-TV there.

FCC held that its duopoly rule precluded the same interest from having a share in both television stations in the same town (Broad- casting, March 21). WTCN-TV is in operation. Meanwhile, the Commission has also reconsidered and set aside its June 29 action denying extension of completion date to KEYL (TV) San Antonio. Extension was granted to Jan. 7, 1950.
A BROCHURE-EYE view of what radio can accomplish for more than 2,500 Chambers of Commerce, trade associations and other business groups is now available to local Chamber executives throughout the U.S.

The U. S. Chamber of Commerce, in Washington, D. C., has prepared a booklet, 150,000,000 copies of which have been distributed to local Chamber members. The booklet is designed to acquaint Chamber leaders with the comprehensive working knowledge of the industry, and to help executives analyze promotion programs from which they may derive maximum benefit for time and money expended.

The brochure was compiled by Albert Leitich, national C of C radio and television consultant.

Three broad classifications are covered in the booklet: The industry itself, integration of C of C activities with radio and sample programs and suggestions.

The point is made that, with advertising messages reaching more than 150,000,000 readers in daily service, it is possible to reach more people through radio than through the daily press and magazines combined—and that listeners are no more apt to be responsive than newspaper readers. But certain offers, testing listener response, can be helpful.

National Chamber, for instance, cites distribution of more than one million copies of a booklet as direct result of an announcement on one Let Freedom Ring program, which it sponsors on ABC.

Notation on Press

The brochure also notes that "copy making the local newspaper" does not necessarily mean it is read. "Actually, the paper is equivalent to 'getting on the air.' There is no guarantee you have readers, anymore than you have listeners unless your story has local interest... . The fallacy lies in the fact that the printed newspaper story offers something to exhibit for an effort... ."

While most Chamber of Commerce programs fall within the public interest category, many also involve use of commercial time. In view of that, the booklet deals with elementary aspects of broadcasting, viz., local station relationships with networks and definitions of cooperative, sustaining and commercial programs. It also discusses radio time blocks, station breaks, and classes of time, as well as audience listening habits.

Some Chambers have found it advisable to establish radio committees, (station operators, advertising agency executives and advertising managers of local businesses are suggested) which handle commercial activities. For instance, the National Chamber reminds executives. Another recommendation is to set up a speaker's bureau of Chamber members qualified to speak on topics of local interest. Most station managers would welcome this evidence of cooperation in their search for timely programming, it is pointed out. In this, the Chamber executive may well take the initiative.

Opening guns of a radio campaign to advertise a Chamber-sponsored event may begin with spot announcements, paving the way for more detailed programs. Many activities originate at the Chamber—fire prevention, drives, etc.—which may prove of distinct service to the station, especially when the former is ready to offer available speakers.

Discussed in detail are samples of suggested spots and programs, broadcasting techniques, rehearsal and timing, and scripts. Advertising concentration on basic points in Chamber of Commerce policy should be taken into consideration by executives planning programs. Repetition of a single outstanding thought is preferable to elaborate descriptions, the booklet explains. Importance of program promotion in newspapers is also brought out.

Types of programs adaptable to Chamber of Commerce presentations are these, according to the brochure: Entertainment (with opening and closing commercials), news and audience participation.

Many sponsors are very often willing to carry a short announcement on Chamber activities, because identification with it is a prestige-builder for the local store, merchant or organization for whom one of the three types of programs is being staged, the National Chamber believes.

Case history activities of other Chambers of Commerce are also detailed in the booklet. Included are those of Toledo, Ohio (with a series, Toledo Calling, aired on an all-city network of WSPD WTOL W7OD); Freeport, Ill. (with a weekly program devoted to introduction of new residents to the city, reports on community activities, etc.); Tulsa, Okla. (series titled The Business Front); Acadia Parish, La., (weekly program with varied subjects); Lenoir, N. C., and Jamestown, N. Y.

The Jamestown story needs no elaboration. A program—The Friendly Philosopher, launched in 1940 by retailers under the auspices of the city's Chamber of Commerce—built one of the largest listening audiences in the area [BROADCASTING, Oct. 25, 1948].

(Continued on page 71)
RURAL RADIO

RURAL RADIO NETWORK, a chain of eight FM stations in New York State with headquarters in Ithaca, will reach the break-even point within a year, according to General Manager Michael R. Hanna.

Mr. Hanna said that increases in the RRN's sponsor list and economies effected since March, when he came general manager, have reduced monthly losses by more than 50%.

He expected the operating loss to be wiped out completely in the next 12 months, during which time the network might also round out its affiliation list by adding seven more stations—bringing the total to 15.

Eventually he foresaw that RRN would cover all the northeastern states from Pennsylvania to the Canadian border.

Those states, Mr. Hanna said, have the same kind of farm and weather problems and constitute a unit which RRN can ideally serve. It is by service to the needs of farmers in its area that RRN is already on the path to success, said Mr. Hanna.

"Listening to RNN means dollars in the pockets to farmers who tune us in," he added. "Because this is so, we think RNN is a cinch to be financially successful."

He explained that the weather, crop and market information which RNN is currently supplying to listeners in its area has made it an indispensable aid to the farmer's business. Much of the information aired by the network can not be obtained any other place, he said, and he charged that it not rely on handouts for the bulk of its farm advice.

It has its own weather and market reporting systems, makes use of farm information available at Cornell U. and seeks to keep in touch with farmers in the area to learn their immediate problems and give them timely and expert advice.

The network will shortly expand its programming from 14 hours daily to 16 hours, closing the gap between the daytime and evening time for the farmers' early bedtimes.

Among new business added to RNN since March have been Allied Chemical and United Fruit ac-

not one, but SEVEN

Seven major industries, we mean. Mining, cattle, lumbering, electric power, farming, sugar beets, meat packing. Diversification which means sales stability all year around. KGVO-KANA-KGM-6, 250 thousand Montanians adds to sales, too. For you?

The Art Mosby Stations

KGVO-KANA-KGM

Montana

* NOT ONE, BUT SEVEN MAJOR INDUSTRIES

AS GUEST of Sam Molen (right), sports director-author at KMBC KFRM Kansas City, Casey Stengel, New York Yankee manager, stepped in to exchange diamond chatter and a few chuckles last month when his team played farm club at Kansas City in an exhibition game. Mr. Stengel (center) looks over a copy of Mr. Molen's book, They Make Me Laugh, which includes many Stengel anecdotes. Special Events Director Jim Burke is at left. With Yankee injuries over 60 mark for season, Colorful Casey confessed, "I may need this before the season is over."

‘MRS. PHILLY’

Suit in Contest Withdrawn

BEFORE Common Pleas Court Judge Edwin O. Lewis in Philadelphia on Sept. 10, Mrs. Betty Manno, 28, of Media, Pa., withdrew her suit to have 18-year-old Mrs. Doris Money deposed as "Mrs. Philadelphia" and Mrs. Jerry Holt deprived of second place. Mrs. Manno's petition also had asked the Philco Television Broadcasting Corp.; WPTZ; the Redi-Wip Co. sponsor of the "Mrs. Philadelphia" contest; station announcers and contest judges.

Mrs. Manno had claimed she was actually given the most votes.

Mrs. Money had been adjudged the official winner, qualifying her as the "Mrs. America 1949" contest. Mrs. Holt was deposed as the second prize winner in favor of Mrs. Manno after the Philco company admitted making an error in its scoring.

Philco Corp. and WPTZ management conceded an error and announced that Mrs. Manno had actually placed second. Show Producer Roy Neal said he had made his tabulation on what the judges had written. "I did make a mistake in the tabulation," Mr. Neal said. "I told the judges to mark the contestants as to first and second places only, and said that in event of a tie, I would cast the deciding vote. I believe that was where the error occurred."

WOR-FM Resumes

WOR-FM New York, off the air since April while its transmitter was being moved from 444 Madison Ave., New York, to North Bergen, N. J., will resume broadcasting Sept. 8 on a seven-day-a-week schedule which will duplicate WOR-AM programs six daily hours from 3 to 9 p.m. 

Network To Break Even Within Year—Hanna

Mr. Hanna adds to its list of sponsors and economies for the network.
PULSE REPORT
L.A. 2d in July-Aug. Period

RADIO listening in Los Angeles rates second-high in The Pulse Inc. report for July 28-31, Aug. 5-14, during which period that city was first studied by the research group.

According to The Pulse, the period covered is that which normally has the lowest listening level and ratings and sets-in-use figures should not be considered typical for that area.

AVG. QUARTER HOUR SETS-IN-USE FOR THE WEEKS STUDIED

<table>
<thead>
<tr>
<th>Average</th>
<th>In Use</th>
<th>Period</th>
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<tr>
<td>July</td>
<td>219</td>
<td>Aug. 5-14</td>
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<tr>
<td>Los Angeles</td>
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<tr>
<td>New York</td>
<td>21.9</td>
<td>New York</td>
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<tr>
<td>Philadelphia</td>
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<td>Philadelphia</td>
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<tr>
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<tr>
<td>Cincinnati</td>
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TOP TEN EVENING & DAYTIME SHOWS

**Evening**

Program Av. Rating

<table>
<thead>
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<th>Program</th>
<th>Average</th>
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<th>Aug.</th>
</tr>
</thead>
<tbody>
<tr>
<td>Sam Spade</td>
<td>13.0</td>
<td>12.2</td>
<td>12.9</td>
</tr>
<tr>
<td>The Whistler</td>
<td>9.6</td>
<td>9.7</td>
<td>9.5</td>
</tr>
<tr>
<td>The Saint</td>
<td>9.3</td>
<td>9.3</td>
<td>9.2</td>
</tr>
<tr>
<td>Les George Do It</td>
<td>9.1</td>
<td>9.1</td>
<td>9.0</td>
</tr>
<tr>
<td>Sing It Again</td>
<td>8.8</td>
<td>8.8</td>
<td>8.5</td>
</tr>
<tr>
<td>Count of Monte Cristo</td>
<td>8.5</td>
<td>8.5</td>
<td>8.4</td>
</tr>
<tr>
<td>Mr. &amp; Mrs. North</td>
<td>8.4</td>
<td>8.5</td>
<td>8.4</td>
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<tr>
<td>The Forty</td>
<td>8.4</td>
<td>8.5</td>
<td>8.3</td>
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<tr>
<td>Break the Bank</td>
<td>8.3</td>
<td>8.7</td>
<td>8.4</td>
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**Daytime**—5 a week

Program Av. Rating

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<tr>
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<th>Aug.</th>
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<tr>
<td>Breakfast Club</td>
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<td>7.1</td>
<td>7.0</td>
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<td>Helen Trent</td>
<td>6.2</td>
<td>6.1</td>
<td>6.0</td>
</tr>
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<td>Aunt Jenny</td>
<td>6.1</td>
<td>6.0</td>
<td>6.0</td>
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<td>Wendy Warren</td>
<td>6.0</td>
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<td>6.0</td>
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<td>Our Girl, Sunday</td>
<td>6.0</td>
<td>6.0</td>
<td>6.0</td>
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<tr>
<td>The Guiding Light</td>
<td>5.9</td>
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<td>5.8</td>
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<tr>
<td>Nat Parkins</td>
<td>5.8</td>
<td>5.8</td>
<td>5.7</td>
</tr>
<tr>
<td>Big Sister</td>
<td>5.8</td>
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<tr>
<td>Teung Dr. Malone</td>
<td>5.8</td>
<td>5.8</td>
<td>5.8</td>
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<tr>
<td>Second Mrs. Burton</td>
<td>5.8</td>
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<td>5.8</td>
</tr>
<tr>
<td>Right to Happiness</td>
<td>5.7</td>
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SAFETY CLUB

**KFH Awards Gold Stars**

IN KANSAS there is now a law making it compulsory for a motorist to have his car checked periodically. This law gave KFH Wichita News Editor Ken Davis an idea—for a voluntary safety campaign. KFH Aug. 29 through Sept. 1 conducted a four-day safety lane in close cooperation with the Wichita police department and the Kansas Highway Patrol.

Each day the safety lane was set up on a heavily traveled boulevard in different sections of the city on successive days. Motorists were urged to make the trip down the safety lane, voluntarily. “So that a child may live.” Fifteen uniformed officers from the police and state highway departments made a careful check of the cars while KFH employees awarded a decal which was placed on the car window. At the end of the competition, titled “Parade of Science,” is aired Thursday at 5:45 p.m. and is designed to help high school students. Show has semi-dramatic format and places emphasis on current scientific developments which will affect public's way of life and standard of living. Well-dressed guests are interviewed on outstanding scientific progress and portion of the tickets is devoted to answering questions sent in by listeners. Such fields as medicine, geology, physics, nuclear fission, aviation, rockets, agriculture and others, are covered.

Outdoor Concert

TWO HOUR noon concert of symphonic and popular recordings is brought to downtown visitors by KFBK Sacramento, Calif., and Sacramento Bee. Music in the Plaza is transmitted from station studios to two large speaker units in park bandstand of heart in downtown district. Programs are published in paper, day before each broadcast, containing pertinent information concerning recordings used. City library invites interested persons to use its collection of books on composers and music. Purpose of show is to provide relaxing entertainment for visitors in City Plaza.

**July 1949**

RCA VICTOR

Records

September 19, 1949 • Page 65
Facts on Which Today's Radio Decisions Are Made

Only in Broadcasting do you find news of all radio—AM, FM, TV—told all in one book, told in the week it happens...

- Accurately
- Intensively
- Thoroughly

SEND ME

Broadcasting Telecasting
The Newsmagazine of Radio-TV

NAME

ADDRESS

CITY

STATE

One Year at $7.00

(Includes 1950 Yearbook)

Two Years at $12.00

I enclose $.

Please Bill Me

Mail to

Broadcasting Telecasting

670 Nat'l Press Bldg., Wash., D. C.

Page 66 • September 19, 1949

Promotion

Ten Tender-Fig Ham's each week will go to ten listeners who guess correctly aggregate score of ten teams they select from list of 35 supplied by Sugardale Provision Co., Canton, Ohio. Contest is in line with air of 19 play-by-play broadcast of scholastic games in area over WHBC. Entry blanks, with postage pre-paid, are available at all Sugardale dealers in that section. Large two-color poster is displayed in dealers' windows and smaller card-board poster listing games and times of broadcasting have been distributed to outlets. Ten-thousand pocket size football schedules, printed in rusted brown, have also been distributed.

Live Corpse

KITE San Antonio, Tex., has sent letters to trade concerning station's successful use of giveaway programs and quiz shows. Letter has triple title, "More About 'Dead Telephone Quiz Programs' in San Antonio... or—We Read Hooper Reports, Too... or—Rebuffe from the Livest Corpse in Town." Body of letter concerns high Hooperatings of portions of station's programming and boxes on each side contain lists of programs with airing time and Hooperatings.

Activated Advertising

Red and yellow folder promoting Shell gasoline's sponsorship of Jack Horner's Corner show on KSTP Minneapolis, Minn., contains sample of what company terms "activated" advertising. Smallest cut of shell gas pump and service man is inserted inside folder by small spring causing cut to quiver when folder is opened. Beneath cut is written, "It's Activated and How!" Picture of Jack Horner also is included.

Cover Mailing

Copies of cover of Broadcasting for Sept. 5 have been mailed by KCBS San Francisco to trade. Cover, which features four keys, upon each of which is a description of story or story behind story, is accompanied by note, reading "Here's the story of four new local programs on the new KCBS... four long steps toward putting KCBS local programming on a par with Coliseum's network leadership, there are more to come!" Note is signed by Jules Dunden, director of sales and advertising.

Blotter Mailing

Cut-out blotter shaped like microphone is being distributed by WASH (FM) Washington, key station of Continental FM Network. Enclosed with blotter is basic fall program schedule, which includes Saturday and Sunday sports play-by-play.

Grey Advertising, New York, has issued study titled Eyes of the Ceiling. Thirty-seven-page report, which includes 54 text ideas to be read, contains 172 ideas that have stimulated lagging volume and check-list of 96 sales-building tools, will be sent free to national advertisers. Others may get it at 50 cents a copy.

New Use for Old Records

Two recordings, probably more than 20 years old, are being used as promotion for CBS Amos 'n Andy show on WDRC Hartford, Conn.

Records belong to listener and were made of team of San and Henry, former name of Amos 'n Andy team. WDRC airs recordings with statement to effect that comedians may still be heard on that station.

Outdoor Promotion

In addition to its previously announced fall promotion schedule (Broadcasting, Aug. 29), KIRO Seattle has arranged cooperative posting of outdoor boards with Coca-Cola. Coke boards in September feature Edgar Bergen Show, starting over CBS Oct. 2, and station has designed overlay, appearing on 58 boards in nine western Washington cities, featuring call letters, dial setting and program times.

Gag award of photo of KIRO Sportcaster Pat Hayes to first staff member spotting and reporting billboard was won by Loren Stone, general manager of station.

Roeh Hashanah

View of Ginogar, colony in valley of Jesseret, Israel, adorns cover of folder sent by Colgate-Palmolive-Peet Co. to Jewish public and trade. Folder includes pictures of E. H. Little, company president, and Joseph Jacobs, who prepared folder. Enclosed is copy of letter of congratulations from Mr. Little concerning Jewish New Year.

Prairie Music

"From Mountain goat to city slicker, from the first crack of dawn on the banks of the Hudson to the setting sun on the Ozarks, the song of America is the song of the prairies," begins bulletin sent to trade by WOW New York. Page announces sale for fall and winter sponsorship of Prairie Stars show which features prairie music. Sheet is reprinted from Broadcasting, Aug. 16.

Personnel

Blake Chatfield, formerly in charge of publicity for KNBR (TV) Hollywood and trade editor for NBC Western network, named KIRO promotion supervisor of network's new Broadcast Promotion Unit in Hollywood. Previously with Variety in 1947 he was editor of weekly Los Angeles newspaper. New department will handle broadcast phase of NBC's recently announced intensified promotion campaign. Similar unit is now in operation in New York.

Jennings Pierce, NBC Hollywood station relations and public service director named chairman of Southern California Broadcasters Assn. Educational Committee. Group will work with schools and libraries in advisory capacity regarding radio subjects.

Joe K. Parrish, former production manager and account executive with J. B. Taylor Inc., Dallas, appointed advertising and public relations director for KBTV (TV) Dallas.

John McDer- Mott, promotion director of KBMO-KFRM Kansas City, Mo., is the father of a boy.

Milo Ryan re- signs as promotion director of KIRO Seattle, to return to fulltime teaching schedule at U. of Washington's School of Journalism.

Grid Hook-Up

49ers on 11-Station Network

Network comprised of AM and FM stations in northern California has commenced operation for broadcast of the San Francisco 49ers' professional football games. Station-to-station transmission is accomplished by off-the-air pick-up of program as transmitted by the originating FM station, KSER San Bruno.

From KSBR's location atop Mt. Diablo service is provided to 10 stations: KTVI Porterville, KWMN Reno, Nev., KSGN Sanger, KVEC San Luis Obiapo, KKSU Susanville, KTKR Taft, KUBA Yuba City, KJCR Sacramento, KVKI (FM) Chico and KSMA Santa Maria. Program is sponsored by Acme Breweries, San Francisco, through Foote, Cone & Belding, San Francis- co. In addition to the network, the games also are carried by KSAN San Francisco, KVON Napa, KRXX San Jose and KDON Monterey, fed by conventional line service.

FARMERS

Prefer WIBW because we've served their interests for 24 years. WIBW is the farm station for Kansas and adjoining states.
MASON MURDER
Jury Indicts Smithwick

MURDER indictment in the killing of W. H. (Bill) Mason, veteran newspaperman and commentator at KRKO Alice, Tex., was returned by a special grand jury Sept. 10 against Sam Smithwick, a former deputy sheriff [BROADCASTING, Aug. 1].

The same jury later undertook a study of voting in Alice last summer during the campaign for the U. S. Senate, won by Demo- crat Lyndon B. Johnson, husband of Claudia Johnson, KTBC Austin, president.

Mr. Smithwick, 60, was ordered removed from Alice, seat of Jim Wells County, in south Texas, to the central Texas town of Belton for trial. The court held that feeling was too high in the area where the killing occurred for a fair trial.

Mr. Mason was shot to death July 29 on an Alice street as he climbed from his automobile. In crusading broadcasts, he had named Mr. Smithwick as owner of a local dance palace where prostitution was practiced.

Representatives of the Texas Independent Broadcasters Assn. and the American Newspaper Guild have taken an interest in prosecution of the case.

The special Jim Wells County grand jury remained in session after the Smithwick indictment, and indications were the jury was delving into last summer’s voting in Alice in the U. S. Senate contest.

Former Texas Gov. Coke Stevenson, who lost the race by 87 votes to Sen. Johnson, charged 200 “fraudulent” votes were added to one precinct in Alice after the polls closed in the Democratic primary.

The grand jury Sept. 13 subpoenaed Kelliis Dibill, former FBI agent and special investigator for Mr. Stevenson in the latter’s fight to block Mr. Johnson’s seating in the Senate.

KNEM START
Nevada, Mo., Outlet Opens

ENTRY of KNEM Nevada, Mo., into the broadcasting field was celebrated Sept. 9 amid a shower of congratulatory telegrams and flower gifts, General Manager Wil- liam R. Tidrick reports.

Owned by Cecil W. Roberts, KNEM is a 250 w outlet operating unlimited time on 1240 kE. Studios and offices are in Radio Hall.

Press Post
 Goes to Joseph M. Sitrick

JOSEPH M. SITRICK, chief of special events for Washington coverage of Voice of America broadcasts, has been transferred from the International Broadcast- ing Div. to International Press and Publications, effective today (Mon- day). He will serve as news editor for Congressional coverage in the IPP division, remaining under State Dept.’s Office of Interna- tional Information.

In his new post Mr. Sitrick will supply material for wireless bulletins which afford daily transmission to some 60 countries, the U. S. Information Service, foreign newspapers, and Voice newscasts overseas. He will cover general sessions of House and Senate in addition to committee meetings, working di- rectly under George Garrott of the Washington branch. No successor has been named to Mr. Sitrick’s post.

Mr. Sitrick joined State Dept.’s IB in September 1948 after working on BROADCASTING’s editorial staff for a year and a half, during which time he covered Capitol Hill and State Dept. Previously he was on the announcing staff of WBBF Rock Island, Ill., and during the war was production-director and assistant officer-in-charge of the Navy’s Armed Forces Radio Serv- ice in Washington.

In the market for smooth-as-silk dubbing?

When you can get RCA “know-how”—why take anything less?

Send your masters to your nearest RCA Victor Custom Record Sales Studio:

155 East 24th Street New York 10, New York
Murray Hill 9-0500

445 North Lake Shore Drive Chicago 1, Illinois
Whitcomb 4-2900

1016 North Sycamore Avenue Hollywood 38, California
Hillside 5171

You’ll find useful facts in our Custom Record Brochure. Send for it today!

First in the field!

RCA Victor Division
CUSTOM RECORD SALES

September 19, 1949 • Page 67

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You’ll find useful facts in our Custom Record Brochure. Send for it today!

First in the field!

RCA Victor Division
CUSTOM RECORD SALES

September 19, 1949 • Page 67
Here's how the NEW Series 300

AMPEX

MAGNETIC TAPE RECORDER

adds profit to your operation

CONSOLE MODEL 300* ...... $1,573.75
PORTABLE MODEL 300 ...... $1,594.41
RACK MOUNTED .......... $1,491.75

*Dieter Panel Extra  F. O. B. Factory, San Carlos, Calif.

Read what Frank Marx, Vice President in charge of Engineering, American Broadcasting Company, says:

"For the past two years A. B. C. has successfully used magnetic tape for rebroadcast purposes. A. B. C. recorded on AMPEX in Chicago...17 hours per day. For 2618 hours of playback time, the air time lost was less than three minutes: a truly remarkable record."

SPECIFICATIONS

Frequency Response:
At 15 ± 2 db, 50-15,000 cycles
At 7.5 ± 2 db, 50-7,500 cycles

Signal-To-Noise Ratio: The overall unweighted system noise is 70 db, below tape saturation, and over 60 db, below 3% total harmonic distortion at 400 cycles.

Starting Time: Instantaneous.
(When starting on the Normal Play mode of operation, the tape is up to full speed in less than 1 second.)

Flutter and Wow: At 15 inches per second, well under 0.1% c.m.a., measuring six flutter components from 0 to 300 cycles, using a tone of 3000 cycles. At 7.5 inches, under 0.2%.

UNESCO MEET
Opens in Paris Today

U. S. DELEGATION to the fourth session of the General Conference of UNESCO, headed by George V. Allen, assistant secretary of State for Public Affairs, left Washington Wednesday (Sept. 14) for Paris. The sessions open today (Monday) at headquarters in United Nations Educational, Scientific and Cultural Organization, and is expected to close Oct. 5.

Other representatives named to the delegation by President Truman include Milton Eisenhower, vice chairman; Luther Evans, librarian of Congress; Reinhold Niebuhr, religious leader and, Martha Lucas, president of Sweetbriar College of Va. (BROADCASTING, Sept. 12). Sen. Brien McMahon (D-Conn.) and Rep. Mike Mansfield (D-Mont.) were named Congressional advisors. Confirmation of delegates still awaits official approval of the Senate Foreign Relations Committee and the full Senate, but is a foregone conclusion.

Special advisors on the delegation include Ellys Arnall, former Georgia governor, and former head of Motion Picture Producers; Oscar Hud, executive officer of James Petroitis' American Federation of Musicians; Eric Johnston, president of Motion Picture Assn. of America, and others.

GIVEAWAYS O.K.
Says 54% in Minn. Poll

UNLIKE the FCC, Minnesotans think that radio giveaway shows should be permitted to continue, according to results of a poll conducted last month by the Minneapolis Sunday Tribune.

More than half (54%) of the state's adults interviewed by the Tribune said they were in favor "of letting the radio giveaway shows go on as they are." Nine-teen percent felt that the number of such programs should be cut down, 15% would like to see them done away with entirely and 12% had no opinion or gave qualified answers.

Question was, "Are you in favor of letting the radio giveaway shows go on as they are; or, do you think fewer of them should be allowed; or, would you rather see all of them done away with?"

WDYK, WJER Plans

WDYK Cumberland, Md., is expected to be on the air by Oct. 1 and opening of WJER Dover, Ohio, will take place in about 60 days, according to Charles E. Dewey Jr., general manager of WKJF (FM) Pittsburgh. The three stations are owned by Universal Broadcasting System, Pittsburgh. WJER will broadcast on 1450 kc, 250 w unlimited and WDYK on 1230 kc, 250 w unlimited. Latter station is under management of George Kapel, formerly manager of WDNF Elyria, W. Va. WDYK will be affiliated with ABC.

CAROLINAS MEET
To Hold Joint Luncheon

THE NORTH and the South—the Carolinians—will break bread Oct. 16 when the South Carolina Broadcasters Assn. meets at Southern Pines, N. C., Oct. 16, according to Bevo Whitmire, president of SGBA. A joint luncheon with the North Carolina Assn. of Broadcasters, headed by Harold Essex, vice president and general manager of WSJS-Winston-Salem, N. C., has been set for 12:30 p.m., with the members then breaking up into two groups for a business session.

Mr. Whitmire has announced that the program will be "excellent" and members who hope to attend should notify Jack Younts, WEBC Southern Pines, who is acting as secretary.
TOP-LEVEL officials of the Democratic Party, including members of President Truman's cabinet, were scheduled to take to the airplanes yesterday (Sunday) and today for a series of network, regional and local broadcasts in connection with the 11-state Western State Conference in San Francisco, dealing with the theme "Land, Water and Jobs."

Regional and local broadcasts were to include such officials as Commerce Secretary Charles Sawyer, Labor Secretary Maurice Tobin, and Interior Secretary Julius Krug. Secretary Krug's address, slated for today from 4:30 to 4:45 p.m. EDT on ABC, is to be re-broadcast for Pacific Coast listeners. In addition, Charles Brannan, Secretary of Agriculture, is to be heard tonight, 10:45 to 11 p.m. over MBS, and also on the Don Lee Pacific Coast network earlier in the evening. Local west coast broadcasts also were aired.

Vice President Barkley will be widely heard in the west on Don Lee from 10:30 to 11 p.m. PST, and on the Pacific segments of ABC. William Boyle, new chairman of the Democratic National Committee, was scheduled to speak yesterday, while Oscar W. Chapman, Undersecretary of Interior, appeared on NBC's Pro and Con program last Friday.

Gagwriter Sessions
HELPFUL hints on the preparation and sale of original comedy material, with special emphasis on TV markets, are being given by various lecturers at the fourth annual sessions of the Gagwriters Institute which started last Wednesday (Sept. 14) at Malin studios in New York. Among those returning as lecturers are "graduates" of the school who have worked for such top radio-TV comics as Arthur Godfrey, Milton Berle, Bob Hope, Robert Q. Lewis, etc. Art Henley, author of Radio Comedy: How to Write It, returns as lecturer for this session.

There's a New Look in Northeastern Ohio
IT'S A NEW LOOK because... It sparkles under results from today's more conservative ad expenditures.

A BOLD LOOK because... The pattern no longer conforms to old-fashioned and outmoded traditions in time-buying.

THREE THINGS HAVE HAPPENED DURING THE PAST TWO YEARS TO PRODUCE THIS NEW BOLD LOOK IN NORTHEASTERN OHIO
1. A station 58 miles from us increased its power and therefore its 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. WHC increased its power to 5,000 watts... became an affiliate of ABC... and therefore another station 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 WHC has gained audience while listening to all other stations has fallen off.

Check Taylor Borroff About...
- Brutal New Hoopadings
- Mollie's attempt to park
- Retail sales that still hold firm
- Local promotion from...
NATALIE REIFF, former West Coast newspaper woman, and MBS staffer, joins Yalen, Ross & Salzman, New York public relations and publicity firm, to handle Robert Montgomery ABC radio show. JAY WESTON, magazine writer, also joining company. Yolen firm moving to 2 West 40th St., with new telephone number, Juddo 6-4300.

MARCELLA NAPP, formerly with M-G-M Pictures, David O. Selznick Inc. and Twentieth Century-Fox, appointed as assistant and casting executive as West Coast coordinator for Metro-Goldwyn-Mayer Radio Attractions. She will make her home in Culver City, Calif.

GEORGE REID, formerly of promotion department of Standard Oil of Indiana, joins contact and sales promotion staff of Jam Handy Organization, Detroit.

WILLIAM HURLEY, formerly in MBS Queen for a day production office, joins Geller Productions, Los Angeles, as travelling producer.

LOU EINSTEIN joins Atkins-Gilbert Inc. (television film producer) as salesman.

WILLIAM H. GLASSCOCK, is radio and television writer for past 24 years, named executive producer of Television Consultants Inc., New York, program package firm.

ED SCOFIELD & Assoc., Hollywood (public relations), announced new account. EDWARD L. THOMPSON joins department with PAT MIchaels as head.

MICHIEL NORMANDIN, former radio director of Canadian Ad Agency, Montreal, forms Michiel Nor-mandin Broadcasting Services, production company in Montreal. Offices are at 1265 Stanley St.

RICHARD HODGSON, director of technical operations, Paramount Pictures Inc., flew from New York to Los Angeles for his presentation of Paramount's television-theatre- TV experiences before Theatre Owners of America convention. Paramount's latest model television-theatre- TV unit was shipped to Los Angeles for demonstration at convention.

FLORENCE GREEN, former casting director at CBS-TV and in production at WPIX (TV) New York, joins TV Programs Inc., newly formed package organization, as producer.

C. G. (Tin) RENIERI appointed manager of Pasadena Institute for Radio, Pasadena, Calif., with which he has long been associated.

RADIO FEATURES Inc., Chicago, announces sale of The Dean's TV Show to 22 station Inter-Mountain Network. Series will originate at KALL Salt Lake City beginning Oct. 3.

GEORGE B. HUNT and WALLY WEBB open talent offices at 1650 N. Vine St., Hollywood. Phone: Hudson 2-7229.

JACK O'MARA, Pacific Coast manager of C. E. Hooper Inc., is in New York for three weeks' conferences.

NBC becomes third subscriber to TV- Network, according to C. E. Hooper Inc., New York. Service began publication in June with 17 charter subscribers.

Mr. MacDonald, Frederick & Sons (florist), The Lobell Co. (wholesale confectioner), Shepard Furriers, and Schenectady County Democratic Committee.

Mohawk Advertising Co. is managed by Alex G. MacDonald, who formerly was supervisor of station sales and promotion of the Broadcasting Div. of General Electric Co. and for six years prior to that, was advertising and sales promotion manager for WGY Schenectady.

Ben Miller Appointed

Ben MILLER, assistant director of the recently abolished NAB Program Dept., has been named director of community programs of the National Paint, Varnish & Lacquer Assn., according to Gen. Sales & Advt. of the association. Mr. Miller, prior to army service, was at WAGC August, Ga., and WPID Petersburg, Va., and for nine years was on the production staff of Young & Rubicam, New York, working on We, the People.
TOP-FLIGHT entertainment serves as the springboard for one of ABC's top Hoop stirring out Houston way where Glen McCarthy's fabulous Shamrock Hotel is the originating point for the network's Saturday at the Shamrock. Program is written, directed, and produced by the staff of KXYZ, Mr. McCarthy's Houston station, in cooperation with the hotel, and already has achieved such name talent as Hildegarde, Charlie Spivak and Glen Gray of Casa Loma fame. In a pre-broadcast warmup KXYZ Announcer Roland Baker gives demonstration of hypnotism and mind-reading while Fred Nahas (I), KXYZ executive vice president, looks on skeptically, and Art Finger, production manager, kneels with microphone to describe actions to audience.

140 KC CASE

FCC Denies Norris Request

EDITION of John M. Norris, Red lion, Pa., for immediate action on its bid for a new 1 kw daytimer on 40 kc there, has been denied by he FCC. Mr. Norris asked amendment of Sec. 3.25(b) of FCC's rules to remove 940 kc from its class I category on grounds the classification violates the North American Regional Broadcasting agreement. He also claimed that all practical purposes the frequency is unassignable anyway as Class I-B in the U. S.

In its memorandum opinion, issued Sept. 9, the Commission held that its broader interpretation of NARBA sustained the classification given 940 kc in its rules, and if not, the frequency could not be reclassified now in view of pending proposals in the clear channel case, still to be decided.

SPECIAL shows and broadcasts will be staged throughout this week by KFRM Kansas City, Kans., direct from midway of Kansas Free Fair at Hutchison.

Technical

DONALD K. deNEUF, chief engineer in charge of planning, construction and engineering operations of Rural Radio Network since its establishment in fall of 1947, promoted to assistant manager in charge of engineering and network station relations. He was with Raytheon Mfg. Co. before coming to Ithaca and for 14 years was with Press Wireless serving variously as general superintendent, director and vice president.

SYLVANIA ELECTRIC PRODUCTS Inc., New York, radio division, announces two new miniature electron tubes, T 514 pentode power amplifier type W4 and T 514 triode amplifier or oscillator type IC8. Both are designed for battery operation and have 1.4 volt d-c filaments requiring only 50 milliamperes.

AIRBORNE INSTRUMENTS LAB. In Ithaca, N. Y., has published brochure on its new high speed rectangular coordinate recorder, type 373. Instrument plots voltage, or logarithm of voltage, as a function of time or of displacement angle of measured element. System is used for measuring antenna patterns, light intensities, sound pressures, heat levels and counting rates.

RCA Tube Dept., Harrison, N. J., announces revised edition of its manual containing data for 637 radio receiving tube types and cathode ray tubes, Manual contains 418 pages and is priced at 85c.

Radio Booklet

(Continued from page 63)

operating with both the Chamber and Retailers Manufacturers Assn., businessmen sponsor both weekly and daily commercial radio programs.

The brochure, which acknowledges assistance and information furnished by ABC, CBS, NBC and Broadcasting, is being distributed free to all radio stations, in addition to local Chambers and trade associations, according to Mr. Leitch. Others may request copies, to be sold at cost, by writing to U. S. Chamber of Commerce, 1615 H St., N.W., Washington, D. C.

HECET Co's Community Reporter show was broadcast from barn at Montgomery County Fair for three days by WGY Silver Spring, Md.
W. VA. GROUP

Broadcasters Hold Meet

PROMINENT officials of radio, advertising agencies and related fields were slated to address the West Virginia Assn. of Broadcasters at its annual meeting held Friday and Saturday (Sept. 16-17) at the Greenbrier Hotel, White Sulphur Springs, W. Va. Representatives of the state's 54 stations convened at the concave, presided over by John S. Phillips, WCAW Charleston, president of WVAB.

The business meeting of the association was to get underway Saturday at 10:30 a.m., with a panel devoted to television. George E. Storer, president of Fort Industry Inc., presided over the session. Panel members included Campbell Arnoux, president of W T A R Norfolk, Va.; James Mitchie, RCA, and John McCoy, chief television attorney of FCC.

A discussion of radio sales problems made up the afternoon agenda. Stories to sit in on the panel were Frank Silvernail, BBDO; Tom Flanagan, National Assn. of Radio Station Representatives, and John New, general manager of WTAR. Invitations to the meeting also were sent to representatives of the Virginia Assn. of Broadcasters, radio equipment firms, and transcription and news organizations.

Committee handling arrangements comprised Bill Rine, WWVA Wheeling; Robert sloppy, WVVW Fairmont; Joe L. Smith Jr., WJLS Beckley; James T. Quirk, WKNX Charleston; George Clinton, WPAR Parkersburg, and Jack Gelder, WCHS Charleston.

FTC Hearing

MISREPRESENTATION of correspondence courses in radio and television by Radio Training Assn. of America has been charged by Federal Trade Commission. FTC was scheduled to hold a hearing on the correspondence firm in Los Angeles last Thursday (Sept. 15), with Everett F. Haycraft as trial examiner.

KEY figures from WCCO Minneapolis line up of CBS outlet's display booth at Minnesota State Fair: (1 to r) Sig Mickelson, director of public affairs; Larry Hage, farm service director; Cedric Adams, broadcaster and radio personality; Merle S. Jones, general manager, and Tony Moo, sales promotion manager. Station officials estimated 500,000 people saw booth before fair closed Sept. 5.

WCMW AM-FM

Sale Approval Proposed

ACQUISITION of control of WCMW AM & FM Canton, Ohio, by General Manager S. L. Huffman and Attorney K. E. Cope for $50,000 was approved by FCC Examiner B. H. Cooper in an initial decision issued last Tuesday.

The purchase covers 80.8% interest, currently held by President M. R. Schneider (20.2%); Arnold Gehart of Akron (11.8%), J. L. Amerman (20.2%), E. A. Mahoney (20.2%), and Royal G. Lister (8.4%). Mr. Huffman and Mr. Cope would own 40.33%-plus each.

Hearing on the transfer was held in August to consider particularly the qualifications of Messrs. Huffman and Cope, the sales agreement, and the possibility that control of the stations, or rights relating to control, had been transferred in advance. The decision gave both transferees and transferors a clean bill on all points.

Examiner Cooper noted that the licensee company has been losing money but pointed out that "there is no provision in the Communications Act or Commission Regulations which require a broadcast station to operate at a profit, the requirement being that the operation of the station be in the public interest." He attributed the financial difficulties to the lack of personal day-to-day supervision by owners. Under Mr. Huffman's management, he added, both the programs and the financial condition of Station WCMW improved.

WCMW, on 1000 kec with 1 kw, day time only, was licensed in September 1946. WCMW-AM was authorized in February 1947. Minority stockholders, whose interests are unchanged by the transfer, are William W. and Wilbur Dubs (9% each), B. A. McClellan (11.8%), and Conrad Hardenstein (1.7%).

LEE GRAVES DIES

N. Y. Adman Is Killed

LEE GRAVES, 39, New York advertising executive and a former Marine Corps captain, was shot and killed Sept. 9 by a policeman in a Suffern, N. Y., d Windsor, during disturbance there.

Mr. Graves had been with a number of New York agencies, including Compton Advertising, where he was district manager and later a partner in the firm's sound department; and Royalty, New York, where he also worked.

Mr. Graves entered an ad agency partnership with B. A. McClellan (11.8%) and Conrad Hardenstein (1.7%), and was president of that firm.

RANGERTONE

To Be Used for NAB Film

SOUND RECORDING for "Lighting that Talks," tentatively-titled NAB promotion film being produced by the All-Radio Committee, will be made via Rangertone Magnetic tape equipment.

Ben Gradua of International Motion Picture Service, director of the film, of which Victor M. Ratner of CBS is supervisor in charge of production, left last Sunday for shooting and recording episodes in Cedar Rapids (Iowa), San Francisco, Ohio, Columbus, Cincinnati, Philadelphia and New York. On his return, tape recordings will be re-recorded on the film's sound track.

W. Va. group broadcasters meet.

Radio-Minded

Levy Adv. Reports Accounts

LEYV Advertising Agency, Newark, has received an influx of radio-minded accounts, according to Harry Levy, agency president.

Jack Woodford Press Inc., New York book publisher, the first of these, bought time with the Mail Order Network and is currently slated to air spots on WOR New York [BROADCASTING, Sept. 5]. This marks the company's first use of radio. It is thought the firm may expand use pending the success of the venture.

Using the major part of an advertising budget "probably in the $100,000 bracket" for radio, TV set manufacturer Vidcraft Television, New York, is buying spot time and portions of the disc jockey program on WOR New York, WJZ New York, WJNY Newark, AAT New York, WHBI Newark, a Saturday day station, and WLIB New York.

Another company entering radio through Levy is Stephen Atlas Clothes, New Haven, Bloomfield and New Britain, among others. The company, manufacturer and retailer of Better Men's Suits and Coats, has bought time on WELI New Haven and WATT New York.

Mr. Levy said it was too early to reveal the size of the firm's ad budget.

KBRS OPENS

Airs Special Activity

KBRS Springfield, Ark., 250 w afiliate of ABC, started its service to audiences in Washington and Benton counties by broadcastin special activities Sept. 5. The outi owned, by the Fort Smith (Ark) Southeast Times Record, is a full-time station on 1440 kec.

To promote the station's opening the Record packed its Sept. 4 edition with articles about the outi and the southwest Arkansas regio it will serve. Occasion was marked by prominent local oficials partici pating in the opening. Ed Mace, president of the Springfield Chamber of Commerce, headed the festivities committee.

Speakers included Elmer John son, Springfield mayor; R. L. Vog Rogers mayor; J. C. Knott Jr., Bentonville; Powell M. Rhea, Fayetteville mayor; Harold Whitau of Huntsville, and J. W. Hogg (Arb) Springfield. Following the ceremonies, the station held open house in the evenings for the ba ance of the week. Local talent parti cipating in the ceremony included the Springfield Kiwanis Synco tourers.

William F. Hession, former sales manager of KWSL Lab Charles, is manager of KBRS.

Radio and television clinic will be held as part of 28th annual adver tising and selling course of Advertis ing Club of New York this fall and winter.

Charles F. Hammond, NBC vice pres ident, will direct clinic.

Page 72 • September 19, 1949
These Broadcasters Felt Just Like You Do...

They wanted a 1 kw transmitter that they could be sure of so they bought the 20T

- Any time you talk about money in four figures, you are talking about a lot of it. For instance, you can buy the finest automobile, furnish your home, pay for a substantial portion of a new house or any one of a number of grand things with the amount of money you put into a 1 kw broadcast transmitter. Whenever you buy any of these things you shop carefully, investigate the supplier and manufacturer and, most of all, the quality of the product itself before you sign on the dotted line.

  When you buy a transmitter for your 1 kw installation you should be careful. When you buy a 20T it's a sign you have considered your purchase carefully. You have weighed quality, convenience, workmanship, ease of operation against cost. You have made comparison.

  In the end you do the same thing the broadcasters listed above decided to do. You choose the 20T. Why? Because you get a real buy in the 20T. It is unsurpassed by any comparison, be it appearance, workmanship, operation, convenience—or the service of the Collins Radio Company—which is a feature of your purchase that lasts the many years that you will enjoy fine service from your installation.

  Whether you are starting a new station or replacing present equipment, find out about the 20T so you will know what a really good broadcast transmitter is.

New Booklet
A letter addressed to Dept. BC-1, Collins Radio Company, Cedar Rapids, Iowa, will bring you the newest information on the 20T transmitter.
Grants authorizing new stations, changes in facilities, and transfers appear at the end of this department, accompanied by a roundup of new stations and transfer applications.

September 9 Applications

**ACCEPTED FOR FILING**

- KWBQ Corpus Christi, Tex.—Extension for SSB to operate on 1520 kc 50 kw during hours local sunset Boston, Mass., and local sunset Corpus Christi. Period not to exceed 12 mos. from Sept. 15.

**License Renewal**


**Modification of CP**

- WHAV Boston, Mass.—Mod. CP new commercial TV station for extension of completion date.

**TENDERED FOR FILING**

- Assignment of License
  - KVNY Napa, Calif.—Assignment of license from Lewis Col., Evelyn P. Quinn, William S. Quinn, John William Chadwick and Robert L. Quinn, partnership d/b/a Napa Broadcast Co., to corporation Napa Broadcasting Co., Inc.

**APPLICATION DISMISSSED**

- WSBD Essex, Md.—United Bengt, Co., Inc., dismissed application of WLBQ for change from 1570 kc 1 kw d to 1460 kw w.

**September 12 Applications**

**ACCEPTED FOR FILING**

- AM—850 kc
  - WKIZ Muskegon, Mich.—CP to change from 1560 kc 250 kw to 1560 kc 1 Kw w.
  - WNOX—1500 kc
  - KWOC Peoria, Ill.—CP to change from 1500 kc 250 kw to 1500 kc 1 kw w.

**September 13 Decisions**

**BY THE SECRETARY**

- WGTI Kannapolis, N. C.—Granted assignment of license to Fred W. Wyley, Inc.
  - WCQF Akron, Ohio—Granted to install new trans.
  - WGAN Canton, Ohio—Granted CP for extension of completion date to Sept. 25.
  - WACV-FM Norfolk, Va.—Granted CP for completion of completion date to Sept. 25. On condition construction to be completed or interim operation provided by that date.

**EIDON ELECTRONIC CO.**

- Frequency measuring service.
- Commercial ports, crystals, new, regrinding or repairs.
- Frequency monitor service.

- "14 years of experience"

**SERVICE DIRECTORY**

**Custom-Built Equipment**

**U. S. RECORDING CO.**

<table>
<thead>
<tr>
<th>1121 Vermont Ave., Wash. D. C.</th>
<th>3624</th>
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<tr>
<td>Porter Bldg.</td>
<td>Kansas City, Mo.</td>
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**COMMERCIAL RADIO MONITORING CO.**

<table>
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<tr>
<th>successor of COMMERCE RADIO EQUIPT. CO.</th>
<th>Monitoring Division</th>
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<tbody>
<tr>
<td>PRECISION FREQUENCY MEASUREMENTS Engineering On Duty—Nation Wide Every Night</td>
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**THE RADIO WRITERS**

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<tr>
<th>Original Programs</th>
<th>Quiz Scripts</th>
<th>Continuity</th>
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<tr>
<td>P. O. Box 1113, Ft. Worth, Texas</td>
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**ELECTRONIC DISCOD**

- Frequency measuring service.
- Commercial ports, crystals, new, regrinding or repairs.
- Frequency monitor service.

- "14 years of experience"

**BROADCASTING • TELECAST**

**RADIO GOA**

**First India Commercial Outlet**

COMMERCIAL RADIO made its debut on the sub-continent of India on Sept. 1 when Radio Goa, Goa, Portugal, went on air. The station is the first and only one authorized to cover both India and Pakistan.

 Concurrent with its initial broad cast, Pan American Broadcasting Co., New York, was appointed Radio Goa's exclusive commercial manager. Arrangements were made between Eugene Berndal, Pan American vice president and head of Publicidade de Inter Mundo, Goa, station's operating administrative organization.

The station, covering an area said to include more than 800,000 radio homes, of which mail response reportedly indicates a regular listenership of approximately 25%, is currently issuing rate card No. 1.

**September 13 Applications**

**ACCEPTED FOR FILING**

- WLAQ Rome, Ga.—CP to change from 1410 kc 140 kw to 1410 kc 1 kw w.

**License Renewal**

- Request for license renewal AM station: WINZ Hollywood, Fla.; WAGL Atlanta, Ga.; WOHL South Bend, Ind.; WCLA New York; WINS Berkeley, Calif.;

**Modification of CP**

- WJCD Seymour, Ind.—Mod. CP new AM station for extension of completion date.

**TENDERED FOR FILING**

- Assignment of License
  - WLS Chicago, Ill.—AGreed to assign continued hearing on application for AM license granted.
  - WHCJ Savannah, Ga.—Granted continued hearing on application for AM license granted.
  - WJSI Montgomery, Ala.—Granted continued hearing on application for AM license granted.

**September 14 Applications**

**ACCEPTED FOR FILING**

- License for CP
  - License to cover CP new AM station WOND Lakeland, Fla.; KTXB Bryan, Tex.

**License Renewal**


**Modification of CP**

- CP new FM station for extension of completion date: WQWJ-FM Racine, Wis.; WERF-FM Tyner, Ind.; WFMF-FM Metropolis, Ill.; WFTM Rochester, N. Y.; WJMT Charlotte, N. C.

**License for CP**

- KTXS-FM El Paso, Tex.—Licenses for CP new FM station.

**Continued on page 79**
CONSULTING RADIO ENGINEERS

JANSKY & BAILEY
Executive Offices
National Press Building
Offices and Laboratories
1329 Wisconsin Ave., N. W.
Washington, D. C. ADAMS 2414
Member AFCCE*

McNARY & WRATHALL
RADIO ENGINEERS
906 Nautilus Blvd.  1407 Pacific Ave.
Washington 4, D.C.  Santa Cruz, Calif.
Member AFCCE*

40 years of professional background
PAUL GODLEY CO.
Upper Montclair, N. J.
Member AFCCE*

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

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

A. D. RING & CO.
26 Years' Experience in Radio Engineers
MUNSEY BLDG., REPUBLIC 2547
WASHINGTON 4, D. C.
Member AFCCE*

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

G. R. BITTNER
CONSULTING RADIO ENGINEERS
4125 Monroe Street
TOLEDO 6, OHIO
Telephone-Kingswood 7631, 9541

RUSSELL P. MAY
1422 F St., N. W.
Kellogg Bldg.
Washington, D. C. Republican 3904
Member AFCCE*

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

ANDREW CORPORATION
CONSULTING RADIO ENGINEERS
363 E. 75th St., Triangle 4490
CHICAGO 19, ILLINOIS

Dixie B. McKey & Assoc.
1829 Jefferson Place, N. W.
Washington 6, D. C.
Member AFCCE*

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

RAYMOND M. WILMOTTE
1469 CHURCH ST., N. W.
DE 1222
WASHINGTON 5, D. C.

JOHN J. KEEL
Warner Bldg., Wash., D. C.
National 6313

Craven, Lohnes & Culver
MUNSEY BUILDING DISTRICT 8115
WASHINGTON 4, D. C.
Member AFCCE*

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

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

JOHN CREUTZ
319 BOND BLDG., REPUBLIC 2151
WASHINGTON, D. C.
Member AFCCE*

KEAR & KENNEDY
1703 K ST., N. W. STERLING 7932
WASHINGTON, D. C.
Member AFCCE*

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

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

H. V. ANDERSON
AND ASSOCIATES
Consulting Radio Engineers
124 Clarence St., Phone 7-2277
Lake Charles, La.

SILLMAN & BARCLAY
SPECIALIZING IN ANTENNA PROBLEMS
1011 New Hampshire Ave. RE 6446
Washington, D. C.

Philip Merryman & Associates
- Heathcatt Road
- ANDREWS, N. Y.
- Dobbs Ferry 5-2573
     RADIO CONSULTANTS

SYLVANIA & BARCLAY
RADIO ENGINEERS
Executive offices: 40 East Ave.
Laboratory: 114 Northgate Rd.
Riverside, Ill. — Riverside 6552
(A Chicago suburb)

GUY C. HUTCHESON
1100 W. ABRAM ST. PHONE 1218
ARLINGTON, TEXAS

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

GEORGE P. ADAIR
Radio Engineering Consultant
Executive 5851 1833 M STREET, N. W.
Executive 1230 WASHINGTON 6, D. C.

REECE BAKER
Consulting Radio Engineer
826-28 Lamers Bldg.—Ph. 3651
SPRINGFIELD, MISSOURI

L. E. BAKER
Consulting Radio Engineer
Executive 5851 1833 M STREET, N. W.
Executive 1230 WASHINGTON 6, D. C.

ROYAL V. HOWARD
1600 16th St., N. W., Wash., D. C.
Northeast 6600
Windsor Hotel
Montreal, Que.

SILLMAN & BARCLAY
SPECIALIZING IN ANTENNA PROBLEMS
1011 New Hampshire Ave. RE 6446
Washington, D. C.

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

Ben Adler
TELEVISION FACILITIES ENGINEERS
15 Sedgwick Circle, White Plains, N. Y.
White Plains 8-3794
Shop and laboratory—720 Milton Rd.
Rye 7-1412 Rye, N. Y.
Help Wanted

Managerial

Sales managers (2) and salesmen. High grade men to join this long established radio station with great future. Must be able to handle large customers, both by telephone and personal visits. Must be firm in the belief that determination to succeed and must be sold on the same ethical basis as any other radio time. Men hired will earn commission incomes from $5,000 to $25,000 a year. Box 602c, BROADCASTING.

Potential station manager who can start in sales prove himself worthy with results and efforts. Box 622c, BROADCASTING.

Experienced commercial manager-salesman. Must have experience and be the best of references. WBGY, Lexington, N. C.

Salesmen

Wanted—Salesman with experience and ambition to sell radio intelligently and diligently for Virginia's progressive 1 kw daytime station. Commission on station time. Liberal drawing account. Opportunity to work up to sales management. Give all particulars and reason in first letter. Box 591c, BROADCASTING.

Experienced local salesman wanted for growing progressive Full time job. Excellent opportunity to increase income. Box 592c, BROADCASTING.

Experienced local salesman wanted for growing progressive Full time job. Excellent opportunity to increase income. Box 592c, BROADCASTING.

Salesman. Real estate. Box 563c, BROADCASTING.

Salesman, letter. Box 593c, BROADCASTING.

WANTED: Radio salesman. High grade salesmen, preferably with experience in radio selling. Box 594c, BROADCASTING.

WANTED: Salesman, letter. Box 565c, BROADCASTING.

WANTED: Salesman, letter. Box 595c, BROADCASTING.

Production-Programming, others

Newsmen. Topflight editor, reporter, newscaster. Local news gathering and writing experience essential. 500 watt minimum, with network affiliation. Include full details and salary expected. Box 596c, BROADCASTING.

Two fully experienced salesmen for newspapers. Must be able to earn minimum of $5,000 first year on commission basis. Immediate employment. Box 580c, BROADCASTING.

Program director. Must have successful experience with a competitive metropolitan market station. Real opportunity to earn more than twice what you are doing now. Must have several references. List previous experience. Box 590c, BROADCASTING.

Three转变为 electrical eastern market. Drawing account and commissions. Large station. Box 597c, BROADCASTING.

Wanted experience time salesmen for station in New York state. Box 598c, BROADCASTING.

Sales representative. Well-known network station in New England is opening. Commission basis. Must have good results from past experience. Box 599c, BROADCASTING.

Experienced salesman — Texas ABC station. Good opportunity for man of good record and ambition. Permanent. Equitable commission plan. Immediate employment. Box 600c, BROADCASTING.

Salesman. Real opportunity for aggressive young man to work with progressive eastern market. Drawing account and commissions. Box 601c, BROADCASTING.

Brooke, Box 602c, BROADCASTING.

Announcers

Experienced play-by-play man. Base- ball for stations in west and midwest wanted immediately by central California NBC affiliate. Must have shooting news and straight announcing desirable. Send complete background, photo and references. Box 581c, BROADCASTING.

Announcer with first class ticket by Coast-to-Coast. News and sports. WABC, New York City. Box 603c, BROADCASTING.


Technical

Wanted. Radio engineer. Must have experience and be well grounded in assembly and experience in all phases of radio and television. Must have some knowledge of electronics, qualifications, plus the background to prove it. Co-located station with good news service needs help with engineering. Box 574c, BROADCASTING.

Salesmen

Young veteran, aggressive, civi- lized. Good appearance and person- ality. Excellent opportunity with proven sales ability. Graduate School of Radio Technique, Radio City, New York. Box 575c, BROADCASTING.

Joe DiMaggio, Box 576c, BROADCASTING.

Situations Wanted (Cont’d)

We have opening for engineer first class phone. Prefer man from station already NBC approved. Will give $150 monthly. Wire Chief Engineer, WKNY, New York City, Box 569c, BROADCASTING.

Need operator temporarily for two or three months. Possibility of permane- nency promised. Box 577c, BROADCASTING.

Announcers

Sponsorship and commercials. NBC station, Southern stations only. Salary, $35,000. Box 567c, BROADCASTING.

Announcer. Experience and good voice desirable. Box 599c, BROADCASTING.

Announcer, experienced, young, hard worker. Small station. Box 579c, BROADCASTING.

Annunciator. Experienced, very good voice,bin New York. Box 576c, BROADCASTING.

Announcer, experienced, apply promptly. Pittsburgh, Pennsylvania. Box 588c, BROADCASTING.

Announcer, experienced, apply promptly. Boston, Massachusetts. Box 578c, BROADCASTING.

Announcer. Will work in any city, excepting the West Coast. Box 571c, BROADCASTING.

Announcer, experienced, apply promptly. Chicago, Illinois. Box 572c, BROADCASTING.

Announcer, experienced, apply promptly. Detroit, Michigan. Box 573c, BROADCASTING.

Announcer, experienced, apply promptly. Cleveland, Ohio. Box 574c, BROADCASTING.

Announcer, experienced, apply promptly. St. Louis, Missouri. Box 575c, BROADCASTING.

Announcer, experienced, apply promptly. Los Angeles, California. Box 576c, BROADCASTING.

Announcer, experienced, apply promptly. San Francisco, California. Box 577c, BROADCASTING.

Announcer, experienced, apply promptly. New Orleans, Louisiana. Box 578c, BROADCASTING.

Announcer, experienced, apply promptly. Washington, D. C. Box 579c, BROADCASTING.

Announcer, experienced, apply promptly. Philadelphia, Pennsylvania. Box 580c, BROADCASTING.

Announcer, experienced, apply promptly. Baltimore, Maryland. Box 581c, BROADCASTING.

Announcer, experienced, apply promptly. Atlanta, Georgia. Box 582c, BROADCASTING.

Announcer, experienced, apply promptly. Boston, Massachusetts. Box 583c, BROADCASTING.

Announcer, experienced, apply promptly. Chicago, Illinois. Box 584c, BROADCASTING.

Announcer, experienced, apply promptly. St. Louis, Missouri. Box 585c, BROADCASTING.

Announcer, experienced, apply promptly. Dallas, Texas. Box 586c, BROADCASTING.

Announcer, experienced, apply promptly. Detroit, Michigan. Box 587c, BROADCASTING.

Announcer, experienced, apply promptly. Baltimore, Maryland. Box 588c, BROADCASTING.

Announcer, experienced, apply promptly. Atlanta, Georgia. Box 589c, BROADCASTING.

Announcer, experienced, apply promptly. Boston, Massachusetts. Box 590c, BROADCASTING.

Announcer, experienced, apply promptly. Chicago, Illinois. Box 591c, BROADCASTING.

Announcer, experienced, apply promptly. St. Louis, Missouri. Box 592c, BROADCASTING.
**Situations Wanted (Cont'd)**

**Technical**

Control operator, three years clear channel experience, ham, E. E. Degree. Box 651c, BROADCASTING.

Engineer, first license, two years experience, will not leave job. Box 584c, BROADCASTING.

Engineer-lieutenant, 2 years experience. Box 595c, BROADCASTING.

Engineer, first phone license, two years experience, call H8 1331. Box 590c, BROADCASTING.

Engineer, second class license, 16 years experience, WDCR 5 directional with 7 transmitters, supervises station. Box 605c, BROADCASTING.

Engineer, associate degree, 22 years experience. Box 610c, BROADCASTING.

Engineer, second class license, two years experience. Box 615c, BROADCASTING.

Engineer, third class license, 17 years experience. Box 620c, BROADCASTING.

Engineer, third class license, 17 years experience. Box 625c, BROADCASTING.

Engineer, third class license, 17 years experience. Box 630c, BROADCASTING.

Engineer, third class license, 17 years experience. Box 635c, BROADCASTING.

Engineer, third class license, 17 years experience. Box 640c, BROADCASTING.

Engineer, second class license, 17 years experience, will travel, call H8 1331. Box 645c, BROADCASTING.

Engineer, two years experience. Box 650c, BROADCASTING.

Engineer, two years experience, will move, Box 655c, BROADCASTING.

Engineer, two years experience, will move, Box 660c, BROADCASTING.

Engineer, two years experience, will move, Box 665c, BROADCASTING.

Engineer, 3 years experience. Box 670c, BROADCASTING.

Engineer, 3 years experience. Box 675c, BROADCASTING.

Engineer, 3 years experience. Box 680c, BROADCASTING.

Engineer, 3 years experience. Box 685c, BROADCASTING.

Engineer, 3 years experience. Box 690c, BROADCASTING.

Engineer, 3 years experience. Box 695c, BROADCASTING.

Engineer, 3 years experience. Box 700c, BROADCASTING.

Engineer, 3 years experience. Box 705c, BROADCASTING.

Engineer, 3 years experience. Box 710c, BROADCASTING.

Engineer, 3 years experience. Box 715c, BROADCASTING.

Engineer, 3 years experience. Box 720c, BROADCASTING.

Engineer, 3 years experience. Box 725c, BROADCASTING.
MILES HEBERER
Director
Radio Bureau
New York State Department of Commerce

DURING the spring and summer I visited every commercial broadcasting station in New York except those in metropolitan New York City. Apple trees were blooming when the journey began at Jamestown. When it ended I had traveled 4,000 miles and talked informally for more than 50 hours with managers and program directors of 84 stations representing 74 AM, 48 FM, and 7 TV operations.

Some managers were interested in discussing the future of AM; many of them wanted to know what other managers thought about TV and FM. But, most of all, we talked about the state of business.

Two managers out of three said that collections are more difficult than they were a year ago. Most stations, however, aren't doing anything to counteract the trend. Some say they avoid difficulty by carefully opening accounts before accepting them. A few are offering cash discounts for prompt payment. In most cases this amounts to discounts of 5 and 10%, respectively, were reported by two stations.

Business Harder

Nearly everyone agreed that business is somewhat harder to get. As one manager said, "A year ago the business came to us; today we have to go after it." Despite this, one long-established station reported business up 20% over a year ago. While no manager expressed genuine concern over his own business, or business conditions in general, there was some indication that this summer's seasonal slack may be greater than in recent years and there is speculation about the number of accounts which will return in the fall.

Next to business, "What about TV?" was the most popular question. It wasn't surprising that no AM operators believed TV will actually drive them out of business but it was interesting to learn that the only TV operator with no AM affiliation also thought the future of AM was secure "though undoubtedly," he said, "there will be changes made." Some AM managers aren't at all concerned. Many believe that video will be primarily a nighttime operation with some sport and special events viewing during the day, which, according to more than one manager, will not seriously affect daytime AM for a long time. A video manager, on the other hand, said that, where they are on the air, daytime TV programs have audiences as large, per available set, as AM programs.

One AM manager said, "It'll be years before TV takes the place of local AM" but there is more than casual interest in the development of local television. In addition to those stations which have applications pending, there are at least six others accepting them and thinking about getting into television, probably as booster stations with some local programming.

While the FM situation is far from encouraging, it isn't completely black. A few AM-FM stations are presenting some programs independently on FM. Three such programs are tailored especially for FM listeners and are being used to present simultaneous programs originating in their neighboring communities at least once weekly during the coming winter. The interesting point is that they plan to air the show during class AM time, in competition with themselves. They believe that FM's strength lies in its ability to reach FM listeners something they want to hear and can't get on AM.

Many rural listeners, according to one spokesman, have realized the supremacy of TV after dark. Farmers in New York State receive weather reports from fans transmitting reports all over the state as well as many other programs tailored especially for them.

Mastin Boosts FM

Finally, New York, in Cecil Mastin, chairman of NAB's Advisory FM Committee, has one of the country's real booster for FM. When I talked with Mr. Mastin he had just returned from a meeting of his committee in Washington, and his enthusiasm was catching. He unequivocally believes that, except for clear channels, FM is the coming medium of audio transmission. He says, "virtually all AM stations are going to the public better with FM." The change has not come about sooner because there wasn't much the operator could do until there were enough FM receivers in the market and the public had such time to sample the product. "It took time," says Mr. Mastin, "to provide good receivers for use in the high band, to eliminate drift, and to supply parts for large-scale production. Today these troubles have been virtually licked, and there are now excellent, highly sensitive receivers on the market." Mr. Mastin explained a survey plan which his committee has proposed to NAB: "For the next two or three years, we've been planting seeds. So far, there's no crop of hay, but we do have a good seed crop. Now when we asked the stations in New York, City, Alliance, Ohio, and Kansas City, Mo. This should be done immediately so that the results of the survey can be published and a formula made available this year to FM stations."

Mr. Mastin believes that FM will be aided by TV because, while it is not feasible to install AM circuits in television receivers, FM, for audio only can be added to the circuits used for video at small additional cost. Perhaps this prediction by Mr. Mastin will break down the sales resistance of people, such as the critic whom I met on a bus. Referring to the well-known argument that FM is static-free, he said, "So FM has no static. So you can hear in a thunderstorm as good as you can hear when the sun shines. Tell me, Mr. Mastin," he asked, "who turns on the radio in a thunderstorm?"

EDWARD l. SAXE

Gts CBS Controller Job

EDWARD L. SAXE, CBS executive assistant since January 1948, last week was appointed controller of the network. The post is a newly created one.

Dr. Saxe, who joined the network as assistant to the treasurer in March 1946 will assume direct supervision of budget preparations, and will have charge of budget operations, reporting directly to the corporation's general executives. He also will continue to perform executive administrative functions.

WNAF NOW WDEM
R. I. Station Rededicates

REDEDICATION of WNAF Providence, R. I., now WDEM, was held last Tuesday to formally announce new ownership under Narragansett Broadcasting Co., A, approved by FCC in June [BROADCASTING, June 27]. WDEM is assigned 500 w daytime on 1290 kc.

Guests of honor included Secretary of Labor Maurice Tobin, Gov. John O. Pastore; Judge Robert E. Quinn, former governor of Rhode Island and part owner of station; Rep. John E. Fogarty (D-R. I.); Sen. George Roche (D-R. I.), part owner of WDEM. New general manager of station is Irving M. Kipnes, former manager of WCAC Norwalk, Va.

Narragansett Broadcasting is headed by L. A. Piber, local businessman, president. In all there are nine equal owners, all local professional and businesses. Former owner was Community Broadcasting Co.

WTC Hartford, Conn., will originate 27 broadcasts at Eastern States Exposition in West Springfield, Mass., this week.
REVA ANN DAME of the WMAZ Macon, Ga., commercial department, christens the "Nancy Hanks, Third," motor-powered engine of Middle Georgia Voiture, 40 and 8 Society. With her is Chairman A. Mock Dodd of 40 and 8 Train. Miss Dame wrote copy advertising Macon on records played from the engine (built on a truck chassis) and also voiced the stories on records cut by WMAZ.

WJIM GRANT

U. S. Court Upholds FCC

FCC has been upheld by the U. S. Court of Appeals for the District of Columbia in a decision of the Commission granting improved facilities on 550 kc to WJIM Lansing, Mich. The court on Sept. 9 affirmed the FCC ruling which also conditionally denied a power increase on the same frequency to WKRC Cincinnati, which filed the appeal.

The four-year old case is moot, however, since WJIM a fortnight ago had turned in the construction permit granted by FCC for switch from 2350 w full time on 1240 kc to 1 kw fulltime on 550 kc. WKRC had sought a power boost on 550 kc from its present 1 kw night, 5 kw day to 5 kw fulltime on that channel, directional. The FCC denial of WKRC's application was without prejudice to its filing a new proposal whereby it would protect WJIM. The court held that WKRC had a fair hearing before the Commission.

ACA Radio-TV Forum

RADIO AND TELEVISION will be featured on the afternoon session of opening day of the three-day annual convention of Assn. of Canadian Advertisers at Royal York Hotel, Toronto, Oct. 19-21. Under chairmanship of C. W. Hart, Procter & Gamble of Canada Ltd., Toronto, the radio and television forum will consist of three parts. Leonard Bush, vice president of Compton Adv. Inc., New York, will discuss "What Happens to Radio With the Advent of Television." A special presentation on television success stories is to be shown, and A. D. Dunton, chairman of the Canadian Broadcasting Corp., will talk on "Canada's Television Future."
ANN MIMS, KNOE Monroe, La., receptionist chosen queen of the Louisiana Water Carnival, was entertained at the Shamrock Hotel in Houston, Tex. When her two suitcases from Monroe airport are (l to r) Bob Dumm, manager who deported on some plane two weeks ago for active duty in Navy; former Gov. James A. Noe, owner of KNOE, and Jack Howard, president of Monroe Chamber of Commerce.

Giveaway Setbacks (Continued from page 85)

regain them," the judge observed. He also noted that because of the FCC order and rules, Radio Features "has been unable to sell its programs to other stations and, in fact, has made no sales since the promulgation of said order and rules."

Government counsel—William J. Hickey of the office and Max Goldman for the FCC—won a concession from Judge Igoe, however, when he deleted from his original draft of the restraining order lines endorsing suspending Section 3.692 of the FCC's rules. This section relates to television. In an eleven-hour move, Walter E. Tinsley, attorney for Radio Features, called the company's president, Walter Schimmer, to the stand to testify that he is producing TV giveaways and has started negotiations with two television stations. But Judge Igoe observed that since, in previous testimony, "nothing was said about television" and the evidence of Schimmer was insufficient, Section 3.692 should stand.

Goldman Requests Mr. Goldman, assistant general counsel of the FCC, and chief spokesman for the government, asked that the court recognize that the relief which Radio Features in effect sought was a "declaratory judgment of the invalidity or unapplicability of the Commission's interpretative rules to its programs, because the Commission's threat to refuse to renew the license of any station carrying such giveaway programs—if it turned out to be within the scope of the Commission's interpretative rules—was resulting in the cancellation of existing contracts."

A showing of this type of uncertainty or jeopardy may present the type of situation for which a declaratory judgment is designed to afford relief. It is, however, not the function of a preliminary restraining order to make a preliminary grant of the full relief, but rather to prevent irreparable injury in the case of a threat of action threatened. A stay is designed to do what its name implies—stay the head of the agency until the court has determined whether the action is proper or not to do it as it threatens."

Mr. Goldman contended that the FCC decision of Aug. 18 makes it clear that the Commission will not act to implement its policy in licensing proceedings until after the order and rules are final. He also argued that, "Thus, the Commission has extended to licensees a period of grace in order to afford the fullest and most adequate notice of its proposed policy. If it is plaintiff's contention that it is presently suffering irreparable injury by reason of the fact that the commencement of the FCC's announcement of policy and interpretation of law presently creates an uncertainty regarding the obligation of existing contracts, that is the uncertainty which it is feared to have removed by a final judgment of the invalidity of the proposed policy and interpretation of law or their inapplicability to plaintiff's programs."

Charges 'Preliminary Judgment' He charged that any injunction which purports to do more than what the Commission itself has done with respect to the period between Aug. 18 and Oct. 1 "would be in effect a preliminary judgment by the FCC of the controversy."

Evidence presented by counsel for Radio Features, specified that WBNS Columbus, and WIL St. Louis have cancelled their contracts with the company since the FCC's ruling, that several others are ready to cancel, and that negotiations which were underway for sale of programs to 45 stations of the Don Lee network, and a dozen others, have fallen through. Mr. Schimmer testified that unless the injunction was granted his company would be out of business by Oct. 1.

Judge Igoe deposed the tract that the FCC refused to postpone the effective date of its Aug. 18 order until after hearing and determination of the plaintiff's application for an interlocutory injunction.

Mr. Goldman don't understand the position of the FCC," he said. "In our Interstate Commerce Commission cases, hearings on temporary injunctions are not required because the ICC postpones the effective date of a ruling until after a three-judge court has heard the case."

When the FCC counsel ventured the opinion this was a "unique" case, the judge declared it was "no more unique than the ICC cases that come in here."

"An entire industry has been disrupted and it would be no harm to the FCC to postpone its effective date," Judge Igoe said.

Mr. Goldman suggested that perhaps the cancellation of Radio Features programs did not result from the FCC interpretation but from a belief that the Commission may be right. This brought forth the judicial quip: "As you see it, you don't have to do anything to anybody, but they're mighty afraid you're going to. Of course, you're in the driver's seat and can do as you please."

Judge Igoe questioned Mr. Goldman as to why the FCC felt it necessary to interpret the lottery statutes, asking, "Aren't the statutes clear enough?"

The Commission feels it is fairer to promulgate rules rather than render opinions on a case-to-case basis, announcing from time to time its policy regarding a law when a station can't say it doesn't know the law, the counsel explained.

"Do you presume that the stations don't know the law," pursued the judge. "They have many conflicting views," replied Mr. Goldman.

When the counsel was telling of the FCC's referral of several lottery cases involving stations to the Attorney General, Judge Igoe interrupted to ask if any stations had been prosecuted on lottery charges. Mr. Goldman said he had "only a vague recollection of a few."

"You say the FCC has referred certain cases to the Attorney General and he apparently has in most instances said 'No case.' Now isn't it true the FCC is seeking to carry on its own prosecution," asked the judge.

Denying this, Mr. Goldman cited the WARL Arlington, Va., case which, he said, was given many hearings on lottery charges in an effort by the FCC to avoid prosecution. The counsel was in the process of listing steps taken to hear all sides of the WARL case, starting with hearings before an examiner, when the judge again interrupted to ask, "While these proceedings were underway, was the station required to suspend the program?"

Hickey Aids Goldman When the counsel replied in the negative, the judge asked what was the difference. This exchange ended when Mr. Hickey, a special assistant U. S. Attorney General, came to Mr. Goldman's relief with a new plea that in promulgating its rules, the FCC was only "anonymously promulgating them. He added, "If the court grants this temporary injunction, it will be saying to the FCC, 'You're thinking wrong, you can't think that way.'"

Counsel for Radio Features closed his argument with the charge that it is an "unthinkable proposition when a government agency is called upon in an emergency to say that you can't do anything about it even though your business is being destroyed. Mr. Tinsley stressed the point that Radio Features is "not an illegal business."

Before issuing the restraining order, Judge Igoe did not comment on the claim that the FCC exceeded its authority nor did he delve into

Time Off To Sell

SALES may be a problem when your station's for limited but results may be surprising when the entire station staff is turned out to sell en masse. KVEN Ventura, Calif., tried this recently on a Dollar Day, when Mort Werner, manager, transcribed an entire day's schedule, except for news, and turned loose all but one engineer to sell. Under the direction of Harry Engel, commercial manager, the one day that sales-force brought in $300 worth of business... big billing for a small station with a very low rate card.

GERTRUDE BERG, star and writer of CBS radio and television series The Goldbergs, discusses the series with (l to r) Howard M. Chapin, director of advertising, General Foods Corp.; J. L. Van Volkenburg, CBS vice president and director of television operations, and Robert C. Williams, assistant sales and advertising manager, General Foods Sanka Division. Occasion was a party given for the show's personnel.

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merits of the giveaway ban. merely said the plaintiff had a into court with a "verified tion, which has not been dis- ed, and the defendant has of- ed no counter affidavits." He ced the government had conceded a court had jurisdiction, and de- ced that under the statutes his suit "has the right to issue an in- juction until a three-judge court has been convened in this case."

Following custom, Judge Igoe will be one of the three judges. The other two will be selected by Chief Judge J. Earl Major of the U. S. Court of Appeals for the Seventh District. One will be from the Appeals Court and the other from Federal District Court.

Judge Igoe asked that attorneys for each side in the controversial file briefs by Sept. 27.

Radio Features entered its pet- tion for the immediate purpose of protecting its investment in the programs "Tello Test" and "Tune Test," stating that these are not the type of programs that could be covered by FCC Rules 3.192, 3.292 and 3.892 "if such rules were in effect valid." [BROADCASTING, Sept. 12].

UN BIRTHDAY

Draws Ad Council Assist

ADVERTISING COUNCIL board of directors has approved a request for advertising assistance in the international celebration of the United Nations' Fourth birthday on Oct. 4. Samuel C. Gale, director of advertising for General Mills, and a council director, is chairman of the subcommittee on advertising of the National Citizens Committee for UN Day and coordinator for the project.

J. Walter Thompson Co., through Thomas L. Greer, has named the council's volunteer agency for the observance. Special radio promo- motion material, including a kit for local stations, is being prepared by Barry Mahon, radio director of the American Heritage Foundation.

Radio Buying Guide

ALLIED RADIO Corp. of Chicago has announced publication of its new 1950 196-page catalog, covering "everything in radio and electronics." Special emphasis has been placed on equipment for broadcast station maintenance including detailed listings of power tubes, distor- tion testing equipment, pick-ups, equalizers and arms, CAA app- roved tower light controls and other types of electronic equipment in the broadcast field. The 1950 Buying Guide may be obtained without charge from Allied Radio Corp., 883 W. Jackson Blvd., Chi- cago 7, Ill.

H. R. BAUHAGE will originate his ABC broadcast Sept. 20 from the United Nations Assembly at Lake Success, N. Y., when the UN opens.

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A REPRESENTATIVE WHAS Louisville listener, Mrs. Paul Eubank, moves the first shovel of earth for erection of the station's television tower. Immediately in back of Mrs. Eubank is Victor Sholiz, WHAS director, and Louis- ville's Mayor Charles Farnsley, in black bow string tie. Holding the portable microphone is Master of Ceremonies Pete French. Technical Director Orrin W. Towner is at far right.

WRQN Now WVOP

VIDALIA Broadcasting Co., Vidalia, Ga., has changed the call letters for its A.M. from WRQN to WVOP. General Manager Howard C. Gilreath said the WVOP stands for the "Voice of Progress." Affiliated with the Georgia Network, WVOP is a 150 w outlet operating fulltime on 1460 kc. Warren B. Smith is chief engineer.

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RADIO ALERT

RCA System for Emergencies

WFDA Manchester, N. H., and WBZ Boston cooperated last week in a radio alert system devised by RCA for emergency use. It was employed Thursday by Civil De- fense forces participating in "Operation Lookout," in which more than 100 Air National Guard pilots "raided" the East Coast from Maine to Delaware.

As the raid was in progress, a signal was sent from a command post of the Continental Air Com- mand in New Hampshire to WFEA. There it was transmitted as an audible tone to WBZ and by that station to an "alert" re- coiver in the air raid warning cen- ter of Montpelier, Vt.

In an earlier stage of "Operation Lookout," which began Sept. 10, the warning signal originated at a command post on Long Island, passed over private wire to an NBC transmitter at Port Wash- ington, L. I., was added as an audible tone to station program beams, was received by an RCA alert re- ceiver at WGBI Scranton, Pa., and retransmitted to Civil Defense headquarters in Scranton.

Landon Cecil Herndon

Landon Cecil Herndon, 52, assistant chief of FCC's field engi- neering and monitoring division at Washington, died last Wednesday at his home in Arlington, Va. In radio engineering supervision since 1921, Mr. Herndon formerly had been in charge of the central states region for FCC's Bureau of Engi- neering at Chicago. He is survived by his wife and a son.

Further Extension Asked

ANOTHER 30-day extension from Sept. 19 was requested last week by G. A. (Dick) Richards stations to petition FCC for changes in is- sues announced for the Commission hearing on licensee renewal and trustee shop plan involving WGAR Cleveland, WJR Detroit and KMPC Los Angeles [BROADCASTING, Aug. 1]. Present extension expires to- day (Monday). WGAR is the only station presently having a re- newal bid pending but the trustee plan covers all three Richards out- lets.

PAINT spray gun in hand, Lee Little, KTUC Tucson, Ariz., president and general manager, leads the station in battle against traffic deaths on city's streets. The slogan, "Caution Before Stepping," promotes station's net- work affiliation as well as serving the public. First letter of each of the words was painted longer to empha- size CBS. With authorization of the city council, the catch phrase was painted 1,024 times on Tucson sidewalks.

IRVE TUNICK (r) of New York City, radio script writer and producers, re- ceives Disabled American Veterans citation from Gen. Jonathan M. Wainwright at 28th DAY national convention in Cleveland. Gen. Wain- wright retired as national commander. Mr. Tunick received the citation for "his outstanding contribution in bringing the dramatized story of the disabled veteran to America's radio audience."

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MURRAY CARPENTER BUYS HALF OF WABI

MURRAY CARPENTER, of Cape Elizabeth, Me., becomes general manager and treasurer of WABI Bangor, ABC affiliate 5 kw on 910 kc, oldest standard station in Maine, according to F. B. Simpson, present owner. Mr. Carpenter, former manager of WPRO Portland, Me., which he helped establish in 1946, said he sold his interest in that station to acquire WABI.

Mr. Simpson said station will file shortly with FCC providing for transfer of ownership to be equally divided between Mr. Carpenter and Horace Hildreth, ex-Governor of Maine and president of Bucknell U. He said decision to sell was because of health. Before launching WPRO, Mr. Carpenter, 34, spent 12 years with Compton Adv., New York.

NINE NEW AM OUTLETS AUTHORIZED BY FCC

NINE new AM station grants authorized by FCC Friday. Logan Bestg. Co., Logan, W. Va., granted regional outlet on 1290 kc with 5 kw day, 1 kw night, DA; conditional. Firm is in Farmington, Pa., and is owned by W. L. Meadows, who with William T. Lively and W. D. Stone also has interests in WWYO Pineville and WCAW Charleston, W. Va.


KGST FRENO SOLD

KGST Fresno, Calif., sold, for $65,000 subject to FCC approval to group of Chicagoans. Buyers are Morris Mindel, Sidney Mandel and Milton Gerloff. John Baker holds 62 1/2%. Other owners, Peter K. Onnigian, Dr. George F. Baker and Harry Hartunian.

COMMISSIONERS GUESTS

FCC COMMISSIONERS were luncheon guests of Defense Secretary Louis Johnson at Pentagon Friday, and described it as "purely social."

All attended except Comr. Rosel H. Hyde, who's at Montreal NRBA conference.

CIGAR TEST CAMPAIGN

CIGAR Institute of America inaugurating test paid advertising campaign for 1950 through Benton & Bowles, New York, to cost $70,000. Campaign will serve as pattern for future advertising activities. Media to be used will be announced shortly.

TV TAVERN FEE UPHeld

FEE OF $120 levied by Pennsylvania Liquor Control Board on about 15,000 Philadelphia taverns showing television overruns by Dauphin County Court at Harrisburg, Pa. Suit was filed March 11 by 27 taproom operators on behalf of 1,000 licensees in city.

SODERLUND NAMED BY KFAB

HAROLD A. SODERLUND, in charge of regional sales at KFAB Omaha for five years, appointed sales manager of station, Harry Burke, general manager, announced.

FOUR STATION TRANSFERS GET FCC APPROVAL

SALES OF WLIB New York, WEAT Lake Worth, Fla., WNTT Augusta, Ga., and WERD Atlanta, Ga., approved by FCC Friday. Commission also ordered hearing on proposed assignment of license for KWK-AM-FM Burbank, Calif., from Leslie S. Bowden, bankruptcy trustee, to Union Bestg. Corp. of Calif., ILGWU subsidiary, for $40,000. Details of transfer grants:


WEAT Lake Worth, Fla.—Granted transfer of 100% of stock from Clarence L. Menser, former NBC vice president, and wife, Irene Menser, for $80,000 to Robert W. Roumaville, majority owner WREJ Elizabethan, WKSIR Palatka, WHEC Cleveland, all Time & WABK Buckhead, Ga.

WNTT Augusta, Ga.—Granted transfer of control to new Bestg. station by W. R. Farmer, general manager WVAG Augusta, for $75,000. Grant conditioned on Farmer buying 25% of license. WNTT sellers include Edgar W. Teasley and Walter J. Turner, Sr., Mr. Brown is president of WORD Spartanburg, S. C.

WERD Atlanta, Ga.—Granted transfer of control to new bestg. station by W. L. B. Baker, New Bestg. manager, for one year without salary with profits to pay debts.

TV CONTRACT CHECKLIST SUBMITTED BY AAAA

AMERICAN ASSN. of Advertising Agencies today (Sept. 19) released checklist of "points for consideration in negotiating television facili- ties contracts." Drafted by AAAA Committee on Radio and TV Broadcasting, headed by Carlos Franco, Young & Rubicam, checklist contains suggestions for TV problem areas not covered by AAAA standard spot radio or contract form or video station contracts. Highlights:

The music licenses carried by most stations and networks cover performance of music in non-drama- tical form, only. Broadcasters must therefore limit their indemnification to limits of the licenses. If music is reproduced on records or film or is used in dramatic form, it is agency's responsibility to get proper clearance.

It would be to agencies advantage to obtain, when possible, cable subscriptions to broadcast privilege in remote pickups, because of complexities of union regulations, agencies should ascertain whether use of props is permitted at point of pickup.

Production, with use of layout prints, it is advisable for agency to have clearance on following points: Infringement of patent rights; contract- ual obligation or violations of AFRA, theatrical, and motion picture union contracts; film rights for talent; synchronization and mechanical rights on music, etc.

POPULATION GAIN

U. S. POPULATION jumped to 149,452,000 as of Aug. 1, representing 13.5% increase over 131,669,276 for April 1, 1940, according to estimates released by Philip M. Hauser, acting director, Census Bureau. First seven months of 1949 showed increase of 1,401,000, same as that for corresponding period last year. Figures include armed forces overseas.

STERILE-AIRE TEST

CHEMICAL Air Purification Corp., Chicago (Sterile-Aire germ killer), starting chain-break and minute spot test on WSBT South Bend, Ind., with results of 13-week series to determine national expansion plans. Time to be bought in Chicago next; then one market at a time for agency, Morris F. Swany, Chicago, Harry Ault, account executive.

SEIDEL TO RCA VICTOR

ROBERT A. SEIDEL, vice president for Engineering and development of RCA Victor Div. as vice president in charge of all activities. In the National Retail Dry Cleaners Assn. where he served as a member of the board, chairman of executive committee and chairman of association's committee on government affairs.

Closed Circuit

(Continued from page 4)

towers inside cities. Where original proposal would guarantee CAA approval for towers up to 170 feet unless located in airport or approach areas, aviation interests now pushing for 150-foot limit. Tentative standards, worked out in CAA-FCC-industry conferences last spring, currently in CAA hands but ultimately due for FCC action. However, suspicion prevails they'll be following in principle, if not in CAA in passing upon current applications.

BUCHANAN & Co., New York, buying spot schedule for Eskimo Pies, Bloomingdale, N. J., on 11 stations in 9 midwest markets. Contracts are for intensive four-week period in markets where distribution is established.

KIRKMAN SOAP FLAKES considering spot announcement campaign. Agency, Newell-Emmett, New York, also recommending television spot schedule.

DUANE JONES, New York, looking for available possibilities for possible spot schedule for its client, International Sterling Salt.

WITHIN HOURS of all-network wire Wednes- day, to interconnect TV stations on handling of World Series on "no pay, no charge" basis despite Gillette commercials, telecasters were burning up telephone wires. (See page 47, also editorial page 44.) Independent tele- casters were believed unanimous that move could alter whole economic philosophy of sponsorship of special events for both audio and video and leave them holding empty money bags. They plan concerted, independent action next year.

LAMBERT & FEASLEY, New York, quitting stations on behalf of its Phillips 66 gasoline account to determine radio time spent by competitive advertisers with ultimate plans to recommend increase in spot announcements for 1950.

DR. PETER GOLDMARK, CBS color TV in- ventor, planning shortly to leave for England for assignment of part of his sequential system in London and on continent. His mission understood to have been in some measure responsible for FCC decision to launch Sept. 26 TV hearings with color testimony.

HAMILTON WATCH Co., through Hirshon- Garfield Agency, New York, shopping for half-hour network show.

ALTHOUGH NRBA conference in Montreal is expected to run two months unless it hits impasse early in sessions which would result in postponement or worse, Comr. Rosel H. Hyde, chairman of NRBA's group of five of his sequential system in London and on continent. His mission understood to have been in some measure responsible for FCC decision to launch Sept. 26 TV hearings with color testimony.

BROADCASTING • Telecasting
10th Largest TV Market!

The Television Service of The Nation's Station — the combined three-station coverage of WLW-T, Cincinnati; WLW-D, Dayton; and WLW-C, Columbus — now offers advertisers the 10th largest (*) television market in the country.

Linked by micro-wave relay, these stations serve an area embracing 3 1/4 million people... 935,000 families with 52,000 television receivers now in use — 76,000 predicted by the first of the year.

Advertisers, both large and small, have already learned this fact; simulcasts on all three stations provide the ideal method of reaching this important television market — at considerable savings in program, production and technical costs.

During one week last month (August 14-20), a total of 127 advertisers bought 315 advertising units (programs, participations or spot announcements) on all three stations... reaching this significant, responsive audience for as little as $1.25 per-thousand-viewers.

* NBC Research Department Estimates

For further information, contact any of these sales offices:

<table>
<thead>
<tr>
<th>WLW-D</th>
<th>WLW-T</th>
<th>WLW-C</th>
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<tr>
<td>4595 S. Dixie Highway</td>
<td>140 West Ninth St.</td>
<td>3165 Olentangy River Rd.</td>
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<td>Dayton 9, Ohio</td>
<td>Cincinnati 2, Ohio</td>
<td>Columbus 2, Ohio</td>
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TELEVISION SERVICE OF THE NATION'S STATION

Crosley Broadcasting Corporation
CBS STARS ARE ALWAYS SHINING OVER EASTERN IOWA VIA WMT

Amos 'n' Andy Back on

Like ole man river, these veteran comedians keep on rollin' season after season. They've rolled up 21 impressive years in broadcasting, and a fabulously faithful aggregation of followers (not the least of whom is the widely known radio editor, John Crosby.)

Out in Eastern Iowa these enduring favorites will again be heard this fall on WMT. With exclusive CBS programming, plus thorough news and special events reporting, WMT covers this balanced farm and industrial market. Ask the Katz man to show you how WMT sells in WMTland.