WOR'S OWN RULES FOR RADIO FOOTBALL...

during the 1949 season

PASS INCOMPLETE
The boys at Ajax thought they could run that product on a 20% sales gain in greater New York without using WOR. PENALTY—A WOR personality like Martha Deane, Stan Lomax, or Barbara Welles.

PERSONAL FOUL
Charlie Bricker of Lamspon thought he'd out-think the client; skipped WOR in schedule set to boost candy sales. Forgot that WOR could do work of almost all media. PENALTY—he must read Peter Paul and Colonial WOR success stories.

OFF-SIDE
Bill Fowler of Brecker & Brinker knew that WOR's news programs could perform miracles for his client's shoe polish. Thought he'd run around them; lost a market by doing so. PENALTY—a low cost WOR news show that outstripped all media used.

CRAWLING-BY BALL CARRIER
The v.p. in charge adv. for Cannonball Cleaner said his media list would run stuff to top position in jig time. Forgot to include WOR. PENALTY—a WOR news show that did the job in 8 weeks without other ad help.

INTERFERENCE WITH PLAYER
Bill Grum disagreed with Harley Transfer regarding Hannibal Nail Polish's use of a WOR woman's show. Wasted 4 weeks on media duds. PENALTY—WOR participation that boosted sales more than 30% in less than 10 weeks.

WOR

—that all-american seller at 1440 Broadway, in New York
“DINNERBELL TIME” on WLS is America's oldest, continuous farm service program, as old as the station itself, 25 years. Each noon our editors tell listeners about farm meetings in the area, interview leaders in all branches of agriculture, report news gathered by our large staff of Prairie Farmer-WLS field editors. Almost every week finds the program originating “remote” from some rural gathering. Anything that affects the business of farming or farm living is “Dinnerbell” copy. That's why “Dinnerbell” is “must” listening in so many homes throughout Midwest America. Thousands of listeners feel as Mrs. Thomas L. Marks did when she wrote:

"To me, Dinnerbell is an important part of my day. I always feel I know you folks."

Mr. and Mrs. Marks live on an acreage five miles out of Anderson, Indiana, where Mr. Marks is service manager for Pierce Governor Company. Both were born and raised on Indiana farms, and are still intensely interested in the many WLS farm service features such as Dinnerbell, Bulletin Board, markets and weather. They are regular listeners to the WLS National Barn Dance, every day hear Dr. Holland’s Morning Devotions broadcast. “Happy Hank” is a favorite with the niece and nephew who live with them: 9-year-old Ann and 8-year-old Jimmy Davis. One of the best remembered events of the Marks' lives is when they met Dr. Holland, WLS staff pastor, and the late Henry Burr, at a personal appearance in Anderson. They think so much of their friendly entertainers at WLS that they have every Family Album published—since 1929!

This family is typical of the vast WLS audience concentrated in the four states of Illinois, Indiana, Wisconsin and Michigan. They like to listen to WLS because they feel we're their friends, because we broadcast entertainment they like, information they need and want. Through 25 years of serving these needs, WLS has built up a tremendous audience loyalty and belief. That’s why WLS Gets Results.
1. **ST. JOHN PLANTATION**, near St. Martinsville, Louisiana, was built in 1828 by Alexandre Etienne de Clouet. Since 1887, St. John has been owned by a prominent New Orleans family, who have faithfully preserved the grace and dignity of its ante-bellum architecture.

2. **THE DAIRY INDUSTRY** is developing fast in Louisiana. With year-round pasturage and growing markets, it's adding millions to the state's diversified farm income. Another reason 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.
SENATE INTERSTATE & Foreign Commerce Committee, which has achieved status as sort of super FCC, may next move in on military service “squatting” on frequencies, particularly those which might be available for expansion of TV in VHF band [BROADCASTING, Sept. 19]. Committee is known to be working on preliminary and may break out any day now with interrogatories asking whys and wherefores.

CORN PRODUCTS, New York, (Mazola) through C. L. Miller, New York, checking availabilities for spot schedule to start soon in number of markets.

FCC EXPECTED to decide soon on date for hearing on proposed transfer of G. A. Richards stations (KMPK Los Angeles, WGAR Cleveland, WJZ Detroit) to three trustees. It will probably be set in Los Angeles, where Mr. Richards' news policies originated, and current signs point toward mid-November commencement. Stations now have till Oct. 19 to move for revision of hearing issues which include question of policies. WGAR's renewal application is in same proceeding; WJZ's and KMPK's, which come up Nov. 1, may be added [BROADCASTING, Aug. 1].

MUTUAL contract with AFL for 15-minute across the board news program [CLOSED CIRCUIT, Sept. 19], still unsigned pending selection of commentator and settling of other factors. Formal approval may await AFL convention Oct. 3.

TED GRANIK'S American Forum of the Air to move to NBC from MBS. Broadcast arrangements not yet complete but will be Sunday afternoon program simulcast (AM and TV) with first broadcast in early October. Mr. Granik understood negotiating for sponsorship with several organizations reportedly interested. Number of stations both AM and TV carry program undecided pending sponsorship and other negotiations. Further details can be expected shortly.

GOODYEAR RUBBER Co., New York, expected to sponsor Paul Whiteman in new television show. Negotiations currently going on between company, its two agencies—Young & Rubicam and Koduner—and Mr. Whiteman.

BROADCAST Advertising Bureau understood to be notifying stations of protest by Federal Adv. Agency involving recording titled "Cheap Cigars." Understood two Federal clients, General Cigar and Cigar Institute of America, have objected to record, with stations asked not to perform it on air.

PFEIFFER BREWING Co., Detroit, for its beer, planning regional spot campaign and (Continued on page 86)

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Upcoming


(Other Upcomings on page 44)

FORD MOTOR Co. names Kenyon & Eckhardt, New York, for institutional advertising in addition to Lincoln-Mercury account and radio and television part of Ford Motor Co. Agency has Ford Theatres starting first week in October on CBS-TV sponsored by Ford Motor Co. Ford products and Ford dealer accounts will continue to be handled by J. Walter Thompson, J. B. Davis, Ford vice president, announced.

CBS Newscaster Lowell Thomas seriously injured Friday in Himalaya mountains. News service reported he was hurt in auto accident, but his New York office learned he was thrown from horse. Army Air Force asked to rescue him from mountain village of Gyantse, in Sikkim, border principality between Tibet and India. Son Lowell Jr. was with him. Commentator, sponsored by Procter & Gamble, has been on world tour since last July.

GENERAL FOODS, New York, (Jello) will sponsor television version of The Aldrich Family on NBC-TV as well as radio, starting Oct. 2, Sun. 7:30-8 p.m. Young & Rubicam, New York, is agency.

Y&R NAMES ELDON SMITH

ELDON SMITH, acting manager of advertising service, Young & Rubicam, Hollywood, named department manager by Sigurd S. Laron, Y&R president. He fills vacancy created by recent death of Donald Barr.

BUSINESS BRIEFLY


SOAP SERIES • M. Werk Co., Cincinnati, buys Meet the Mensour, new open-end disc series produced by Frederic Ziv Co., to place in Cleveland, Columbus, Dayton, Louisville and Cincinnati through Ral H. Jones Co., Cincinnati, Ziv program, Closid & Kid, expanded to five Alabama and Mississippi markets by Smith Bakery Co., Gulfport, Ala., after test.


DFS NAMED TO HANDLE FRANCO-AMERICAN

CAMPBELL SOUP Co., Camden, names Danzer-Pigeon-Smith to handle Franco-American Brands effective Oct. 31. Total billing on products is said to be $15 million. Move is return by company to its pre-war policy of dividing advertising responsibility for Campbell and Franco-American brands.

Franco-American brands include spaghetti, American macaroni and American beef gravy. DFS has been handling V-8 vegetable juice, V-8 tomato catsup and V-8 chili sauce since acquisition of these brands by Campbell, Ward Wheelock Agency, Philadelphia, will continue to handle Campbell Soup's other products. Campbell sponsors Club 15 and Ed Murrow on CBS.

FCC TURNS DOWN WHAS Sale to WLW

SALE OF WHAS Louisville properties for $1,925,000-plus to Avco's Crosley Broadcasting Co. denied by FCC Friday in final decision substantially same as earlier initial decision to ban transfer because of overlap between WHAS and Crosley's WLW Cincinnati [BROADCASTING, June 27]. Both are Class I-A clear channel stations, separated by 89 miles.

Counsel for both groups said no decision yet as to appeal, which if taken would be before special statutory three-judge court in Cincinnati or Louisville.

Because of expansion of other interests and desire for "complete financial self-containment," Barry Bingham family which owns WHAS-AM-FM-TV through Louisville Courier-Journal and Times, believed willing to entertain other offers should deal with Crosley be dropped. Bob Hope, radio-film comedian, and Fort Industry Co., multiple-station operator headed by George B. Storer, one time were competitors with Crosley for WHAS facilities but subsequently withdrew.

FCC concluded that in view of record and its duopoly bar contained in Sec. 335 of its rules, it could not conclude that "public interest, convenience and necessity would be served through the multiple ownership proposed." Decision continued: "On the contrary, the control of WLW and WHAS by Crosley is so complete, the overlap areas and populations so vast, and the competitive service to the nighttime overlap area so restricted that it affirmatively appears that the public interest would not be served by the multiple ownership proposed. Indeed, to permit a single corporation to own and control these two powerful stations would be to render Section 335 a nullity and to abandon the Commission's long established policy in favor of competition and against concentration of control."

BROADCASTING • Telecasting
YOU OUTFOX 'EM ALL WITH WKMH

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* Based on share of audience—May thru July Hooper Report.

"MONEY-WISE TIME BUYERS ANALYZE HOOPERS."

WKMH GIVES YOU MORE LISTENERS PER DOLLAR IN METROPOLITAN DETROIT THAN ANY OTHER STATION

A BONUS of Ann Arbor, Ypsilanti, Pontiac and Toledo!

Fred A. Knorr
President and Gen. Mgr.

1000 WATTS

WKMH
1310 KC
WBIG

"The Prestige Station of the Carolinas"

HOOPER STATION AUDIENCE INDEX

WINTER, 1949     CITY ZONE     Greensboro, N. C.

WBIG

Monday thru Friday
8:00 AM—12 N   46.0

Monday thru Friday
12:00 N—6:00 PM   41.2

Sunday thru Saturday
6:00 PM—10:00 PM   59.8

columbia affiliate

5000 w. day & nite

Greensboro, North Carolina

represented by hollingsbery
SUCCESS STORIES
by people who know the Portland market!

“MILDRED BEDELL
ON THE AIR”
This year for the first time, Portland’s Bedell Store tried radio advertising. The program, featuring Mildred Bedell’s fashion comments, proved so successful that it has now been increased to a 5-a-week, 15-minute schedule for the fall and winter season.

“BOB HAZEN
SHOW”
An officer of Portland’s Benjamin Franklin Building and Loan Association, Bob Hazen decided to tell his own sales story over KEX at 7:30 each morning. The program clicked from the start, with exceptional records for new accounts opened and for “dime-savers” requested.

WHY are Oregon advertisers buying more 15-minute units on KEX than on any other station? Because KEX’s popular 50,000-watt voice means more listeners per dollar in the BIG Portland trading area! To match the success of the three promotions outlined here, get in touch with KEX or with any Free & Peters representative.

PORTLAND Oregon’s
Only 50,000 Watt Station

KEX

ABC AFFILIATE

WESTINGHOUSE RADIO STATIONS Inc. • KYW • KDKA • WBZ • WBZA • WOWO • KEX • WBZ-TV
National Representatives, Free & Peters, except for WBZ-TV; for WBZ-TV NBC Spot Sales
FOR
LONG WEAR

PRESTO IS YOUR DISC

When you find your records sounding fuzzy and worn after a few playings, in spite of the most modern equipment...

DONT LOSE HOPE...

Switch to
Presto Discs

Every disc bearing the Presto label has long-wearing qualities built into it. It will give you 300 playings or more on modern equipment.

PRESTO
RECORDING CORPORATION

PARAMUS, NEW JERSEY
Mailing Address:
P. O. Box 500, Hackensack, N. J.
In Canada: Walter P. Downs, Ltd.
Dominion Sq. Bldg., Montreal

World's Largest Manufacturer of Instantaneous Sound Recording Equipment and Discs

New Business

C J. VAN HOUTEN & ZOON Inc., New York (instant cocoa and Gold Label cocoa), purchases Tuesday and Thursday participations on WOR New York McComas at Home. This is company's first radio venture. Agency: Roy S. Durstine Inc., same city.

JOHN MORRELL & Co., (Red Heart dog food), Ottumwa, Lowa, names N. W. Ayer & Son, Chicago, to handle its advertising. Effective date will be announced later. Firm will continue sponsorship of The Lassie Show on 156 NBC stations, and is contemplating use of television.

MIRACLE ADHESIVES Corp., New York, appoints Cayton Inc., New York, to handle its advertising. Television will be used.

IMPERIAL TOBACCO SALES Co., of Canada Ltd., Montreal (Ogden's Fine cut tobacco), starts transcribed quarter-hour program Saddle Rockin' Rhythm thrice weekly on 30 Canadian stations Oct. 3. Program was purchased from All-Canada Radio Facilities, Toronto, and placed through Cockfield, Brown & Co. Ltd., Montreal.

CHICAGO MOTOR CLUB signs for 10 midwest collegiate football games on WGN and WGNB (FM) Chicago.


Network Accounts


SCHLITZ BEER, Milwaukee, said to be considering new CBS package Hall of Joy, with Ronald Colman in situation comedy series, possibly 10:30-11 p.m., Wednesday. Agency: Young & Rubicam, Chicago.

FAULTLESS STARCH Co., Kansas City, Mo., signs for second year for Faultless Starch Time 10 to 10:15 a.m., CDT on 50-station NBC network through Bruce B. Brewer Agency, Kansas City. Show originates at WLW Cincinnati.

QUAKER OATS Co. Ltd., Peterborough, Ont. (Quaker products), Oct. 23 starts to April 16 Roy Rogers on 93 Dominion Network stations, Sun. 6:30 p.m. Agency: Spitzer & Mills, Toronto.

LEWIS & HOWE Inc., St Louis, renewing Me & Jamie on NBC for 52 weeks effective Oct. 11. Program aired Tuesday, 8:30-9 p.m., through Dance-Fitgerald-Sample, New York.


INSTITUTE OF RELIGIOUS SCIENCE, Los Angeles, Oct. 2 starts weekly This Thing Called Life on 11 ABC Coast stations, Sunday 3:30-4:00 p.m. EST. Contract for 52 weeks. Agency: Raymond R. Morgan Co., Hollywood.

COLGATE-PALMOLIVE-PEET Co. of Canada, Toronto (toothpaste), Oct. 2 starts to June 25 Our Miss Brooks on 31 Dominion Network stations, Sun. 6:30-7 p.m. Agency: Spitzer & Mills, Toronto.

Adpeople


JACK MELVIN, publicity director of Hunt Foods, Los Angeles, is the father of a boy, Jack Edward.
SO QUIET in operation you can make announcements right in the transmitter room itself*, type BTA-1L maintains its excellent reputation for economical and reliable service by continuing to prove it.

Ask any station man who runs one. For complete data and suggested floor plans, see your RCA Broadcast Sales Engineer. Or write Dept. 19 ID, RCA Engineering Products, Camden, N. J.

*The BTA-1L uses no blowers or a-c contactors.
Not all of ’em have tough hides!
Not if you use the right materials.

And the same holds true for markets.

Take the case of Phillips Petroleum Company. They thought the Northwest market was tough to penetrate.

... Until a Radio Sales Account Executive came to the rescue—with first-hand material (gathered during his regular visits to the Northwest territory) about Twin City stations and their audiences.

That was 18 months ago. Now—to quote the client—"Business is booming. Now it’s better than ever. What’s more, our program on 50,000-watt WCCO has attracted many, many new dealers." All because "Phillips’ 66 Talent Parade"—a WCCO local live talent half-hour that discovers and rewards talented youngsters—reaches and sells more than half the available audience throughout the Northwest.

If your advertising isn’t made of the stuff that penetrates—and sells—13 of your best markets, call your Radio Sales Account Executive. His on-the-spot knowledge of the markets served by the stations he represents can help you get jumbo profits.

RADIO SALES

Radio and Television Stations Representative...CBS

Radio Sales represents the best radio station—the CBS one of course—in Boston, New York*, Washington, D. C., Philadelphia*, Richmond, the Carolinas*, Alabama*, St. Louis, Chicago, Minneapolis-St. Paul, Salt Lake City*, Los Angeles*, San Francisco, and the West Coast’s leading regional network. (*And the best TV station in these markets.)
Tops!

14-9 Rating

NOW TRANSCRIBED AND AVAILABLE
FOR LOCAL AND REGIONAL
SPONSORSHIP IN THE U.S.A.

the most fun-sational show in radio history
—the show that holds the four topmost honors
over the Trans-Canadian network of the C.B.C.

- LARGEST RADIO AUDIENCE
- TOP NETWORK DAYTIME PROGRAM
- TOP SPONSOR IDENTIFICATION
- BEAVER AWARD (RADIO'S OSCAR)

And Here's the Proof...

... FROM A LISTENER:
"May God bless each member of your
cast in your efforts to cheer us and make
our lives a little brighter." — N.M.L., Norwood, N.Y.

... FROM AN AGENCY:
"I was not surprised when surveys taken
in six cities gave the Happy Gang show a
first in five out of six markets." — Mary R. Miller,
Radio Director, Newman, Lynde & Associates Inc.

... FROM A SPONSOR:
"Happy Gang sponsors will find them-
selves featuring a show that's sure to
bring favourable comment, friends, con-
tacts and best of all—increased sales." —
Foremost Dairies

For exclusive rights in your locality, order your
audition samples NOW. All offers subject to prior sale.

GARRY J. CARTER
Radio Productions INC.
NEW YORK 364 Madison Avenue—Deutsch & Shea
BUFFALO 1373 Fillmore Avenue—Bullock, Eggleston & Korn

Page 12 • September 26, 1949

Agents

JOHN PARISH, formerly president of Cheater Parish Assoc., New York,
elected a vice president of Deutsch & Shea Inc., also New York,
following merger of two firms. Mr. Parish, whose staff has been absorbed by Deutsch
& Shea, will head newly created public relations department, in addition to
becoming member of plans board.

and Picard Advertising Agency, all New York, named production manager
of Morey, Humm & Johnstone Inc., same city.

EDWARD FRANCK named radio director and business manager of We, The
People, succeeding NORMAN FRANK, who has been moved up to radio-TV de-
partment as expeditor for RODNEY ERIKSSON, supervisor of operations for
radio and television at Young & Rubicam, New York. Mr. Franck will report
to JAMES SHELDON, radio and TV producer of show and LINDSAY MAC-
HARRIE, a radio supervisor at agency.

DAVID ARNDT resigns from John Falkner Arndt & Co., Philadelphia.

GEORGE B. RICHARDSON named vice president in charge of San Francisco
office of Foote, Cone & Belding.

BLOUNT SLADE, vice president of Brooke, Smith, French & Dorrance, Detroit,
appointed director of creative services for agency. He is member of National
Committee on Research of AAAA. JOHN S. PINGEL appointed to merchan-
dising staff of agency.

LARRY KRAFT, formerly copy chief and account executive, Dan B. Miner Co.,
Los Angeles, joins Elwood J. Robinson Adv., same city, as creative chief. Prior
to joining Miner agency, he was copy chief for Honig-Cooper and Blow Co.
in San Francisco.

WILLIAM SMITH, with Campbell-Sanford Adv., Chicago, for past five years,
named general manager of office.

EDWARD E. LOVETON, formerly account executive with John Freiburg &
Co., Los Angeles, joins sales staff of Keenan & Eickelberg, same city.

KENNETH G. MANUEL, news commentator with WWJ Detroit for seven years
and with WWJ-TV for two past years, joins D. P. Brother & Co., same city.
He will serve on Oldsmobile creative staff on publication, radio and
TV advertising.

DICK NEARY, formerly head of customer relations for Butler Bros., San
Francisco wholesaler, joins Garfield & Guild, San Francisco, as copywriter.

WALTER F. MEADS, formerly with Norman Malone & Assoc., Akron, Ohio,
joins creative staff of Griswold-Ehleman Co., Cleveland.

PARKY ADKINS opens Hollywood office at 6552 Sunset Blvd. to handle CBS
Edgar Bergen Show for Coca-Cola. DARIO SORIA heads office. Phone number is
Hudson 2-7787.

FRANKLIN S. ROBERTS becomes radio and TV director of Harry Feigen-

WPWA Chester, Pa., appoints W. H. WATT ADV, Upper Darby, Pa. to handle
its advertising.

FORD SIBLEY of Foote, Cone & Belding, San Francisco, appointed head of
advertising agency committee for Northern California Community Chest appeal.

He has been with agency for more than two years.

In Hollywood for fortnight are: THOMAS LUCKENBILL, vice president and
radio director, William Esty Co., New York, in connection with start of NBC
Jimmy Durante Show and Screen Guild; JACK SIMON, radio director
Russel M. Steed Co., Chicago, in connection with start of NBC People Are
Funny show, and LARRY ROEMER, television film and special effects director
on CBS We the People for Young & Rubicam, New York.

KEN R. DYKE, vice president, Young & Rubicam, New York, and former admin-
istrative vice president in charge of programming at NBC, is the father of a
boy, David Kimball, born in Lying-in Hospital, New York.

DONALD S. HARRIS, former account executive at Ruthrauff & Ryan, Chicago,
joins Leo Burnett agency, same city, to work on part of Pillsbury account.
At R & R seven years, he worked previously with Pillsbury on staff of
McCann-Erickson in Minneapolis.
the stars shine brighter in Scranton, Pa. on WGBI

Take two looks at these ratings. They're high enough to be Station Audience Indexes. Actually, they are genuine Program Hooperatings, and you won't find many like them anywhere! WGBI scores astonishing returns like these all day long—morning, afternoon, evening. In fact, in the heavy listening evenings, WGBI sets the record for all CBS stations studied...a valuable fact for advertisers to remember!

It's a big market of 674,000 Pennsylvanians that stays tuned to WGBI. It's a rich market, too: one that will give you profitable sales results fast when you reach it with WGBI. Your John Blair man has the facts and figures on Scranton—Wilkes-Barre and WGBI. Ask him for the full story on both, today!

---

CBS AFFILIATE 910 KC
1000 WATTS DAY
500 WATTS NIGHT

MRS. M. E. MEGARGEE
President

GEORGE D. COLEMAN
General Manager

(Figures from Hooper "City Hooperatings"—Oct. 1948 thru Feb. 1949)
WSAI Cincinnati, interested to know who is baseball’s greatest talker, decided to let the public choose him.

Subsequently, the lung power of two of baseball’s best, Pat Monahan, Chicago Cubs scout, and Lee Allen, WSAI sportscaster, was put to the test.

The Baseball Talkathon sizzled for seven hours cancelling all WSAI regular scheduled programs 8 p.m. to sign-off time at 3:04 a.m. Esquire Columnist Jimmy Cannon stated in his September column that Mr. Monahan was “the champion talker in baseball,” quoting Eddie Brannick, traveling secretary of the New York Giants, as saying: “A lot of guys have tried to steal Monahan’s title. They’re all bushers compared to him . . . .”

Taking exception to the “busher” reference, Mr. Allen challenged Mr. Monahan by long distance telephone to defend his title of “Baseball’s Barber” in a radio duel. The Cubs scout quickly accepted.

Asked to phone in topics for discussion, listeners kept the red light blinking on WSAI’s switchboard with an estimated 350 calls and a deluge of letters from fans along the Coast.

On All Accounts

PHILIP HARTSHORNE might be spreading good diplomatic relations at some foreign outpost at this very minute if he had never gone to Naples.

Following his decision to go into the foreign diplomatic field, Whitney sailed for Naples to visit an uncle in the service. Brief observation of the life of a diplomat served to discourage him, but it ultimately served to give Erwin, Wayne & Co., Los Angeles, its present radio and television timebuyer.

Sitting in his quiet office on the fifth floor of the new multi-million dollar, nine-story Carnation building, Whitney Hartshorne has no regrets. “Why, next to advertising,” he says, “everything looks dull!”

Under his sway comes timebuying for the active Carnation Co. account (evaporated milk, ice cream, Albers Milling Co. and other products), and the E. F. Hutton & Co. (investment banking) account. Carnation has on the air its 18-year-old Carnation Contested Hour; now on NBC and going to CBS Oct. 2; Elmo Peterson (for Friskies) on 12 NBC Pacific Coast stations; Aunt Mary (for Albers cereals) on 26 NBC western stations; and new Carnation Family Party, now on 14 Columbia Pacific Network stations, with possibility of later going full network. In addition it has one-weekly It’s Fun To Be Young on KNX Los Angeles as well as local television and radio spots.

Hutton now sponsors six-weekly Business News on two Pacific Coast stations—KSPU San Francisco, and KMPC Los Angeles.

Another easterner gone west, Whitney was born in New York City in 1914 and brought up in Rye, N. Y. He attended St. Paul’s (preparatory school), Concord, N. H., for four years, graduating in 1932. Before settling down to a more serious formal education at Yale that fall, he decided to add to his practical education and visited Europe. There he concentrated mainly on France and Italy. Upon receiving his diploma from Yale in 1936 he made the trip again, this time spending it, with serious intent, in Naples.

His first job, upon returning from abroad, was to prepare him for advertising. It was in the complaint department of W. & J. Sloane, New York. After six months, however, people’s complaints became too much to take, and he left to try his hand in Wall Street.

(Continued on page 18)
"It's the NEW WDGY with 50,000 WATTS"

The **NEW WDGY** is now in operation

**NEW TRANSMITTER**... nine towers—only installation of its kind anywhere.

**NEW POWER**... 50,000 watts by day—25,000 after sundown. Choice spot on the dial—1130 K.C.

**NEW HOURS OF SERVICE**... evening as well as daytime broadcasting.

**NEW PROGRAMS**... some already on the air—many more coming soon.

**NEW OPPORTUNITY** for **SHREWDS TIME BUYERS**...

to get choice time at favorable rates—on a long-established station that has just entered a new era of expansion and progress.

**THE NEW WDGY**

**MINNEAPOLIS • ST. PAUL**

**NOW...**

**50,000 WATTS**

Represented Nationally by AVERY-KNODEL, INC.
Study Helpful

EDITOR, Broadcasting:

I have recently used the section on the Philadelphia market study and found it extremely helpful in buying radio time in that area.

Herbert S. Stern
Radio Director
Hirshon-Garfield Inc.
Boston

[EDITOR'S NOTE: Reprints of the Philadelphia Market story as well as the other 14 surveys are available at 15c each].

Cites LaRosa Story

EDITOR, Broadcasting:

It was with great pleasure that I read in the Sept. 12 issue of Broadcasting about the success story of V. LaRosa & Sons, who used our network calendar show... Hollywood Theatre of Stars... A very good job of reporting...

Open Mike

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

...I would like to pay my respects to Broadcasting, for the Marketbook with all the valuable data which has always helped me in the transcription business, with information that covers every phase of the radio field.

Nat V. Donato, Sales Mgr.
C. P. MacGregor
Hollywood

...We...I was delighted to learn that you are reprinting the seven articles in booklet form and will send a free copy to subscribers.

Please be sure to send me a copy of the booklet as soon as it comes off the press. Not only do I want to re-read the series, but I want to study the valuable information carefully and make notes of the many strong points for radio to use in my daily sales work.

The series should be required study for every radio account man in these days of aggressive selling.

Western Tunes...

with a Mid-South flavor!

“The TOM REARDON Show”
10 a.m. to 11 a.m.

RANCH RHYTHMS
Now Available the 10:45 a.m. to 11 a.m. segment
6.7 Hooper

(Latest Memphis Continuing Measurement)

Patt McDonald, manager
WHHM
Independent—but not Aloof
MEMPHIS, TENNESSEE

INDEPENDENT METROPOLITAN SALES, representatives

Draws Australian Query

EDITOR, Broadcasting:

Broadcasting surprised me this date with its vast coverage—and I've been a continuous reader since 1922.

A story re our school in Open Mike drew an inquiry from Australia for course details. Now, some of our students are asking about job opportunities "down under."

Elbert J. Haling,
Instructor
Institute of Radio Broadcasting
Dallas, Tex.

Says Ad 'Out of Place'

EDITOR, Broadcasting:

We have found each week that Broadcasting magazine has always contained a wealth of most interesting and useful information. Further, you have always been most cooperative with us in giving good space to our publicity releases. Everywhere in the industry, Broadcasting is most highly regarded. Your editorial stand on the need for fine quality and high standards in broadcasting has also been noted and admired.

You can, therefore, well imagine that discovery of the Pacific Northwest Broadcasters' ad in your issue of Sept. 12 certainly caused a distinct shock. That type of ad seems so completely out of place in your type of trade publication. Even more important is the fact that it is out of place in any kind of publication.

It is to be hoped that the commercial department of Broadcasting will, in the future, be as careful in its acceptance of advertising copy as the editorial staff of Broadcasting is in its insistence on good radio.

William H. Shriver Jr.
Radio Dept.
National Council of Catholic Men Washington

Liked 'VHF Video'

EDITOR, Broadcasting:

We read with enthusiasm the article "VHF Video" on page 47 of the Sept. 19 issue of Broadcasting.

We have long advocated that an effort should be made to acquire from IRAC additional VHF television channels, because we feel (Continued on page 18)
It's impossible

You can't cover California's Bonanza Beeline without on-the-spot radio

Are you sure you're on the right track? You are if you're headed for the Bonanza Beeline. That's a 3 Billion Dollar market—California's rich central valleys plus nearby Reno. Its total retail sales exceed those in any one of 36 States. And no U.S. city except the three largest can top its food sales.†

But you're on the wrong track if you count on reaching the Beeline with outside radio. Beeliners live well inland from the Coast. They naturally prefer their own local stations ... the five BEELINE stations.

Use all five to cover the whole market. Because those stations are on-the-spot favorites ... located right in the Beeline's five major shopping centers. In the rich Stockton area, for instance, KWG is a top local favorite ... and has been for nearly thirty years.

† Sales Management's 1949 Copyrighted Survey

McClatchy Broadcasting Company

KFBK
Sacramento (ABC)
50,000 watts 1530 kc.

KOH
Reno (NBC)
1000 watts 630 kc.

KERN
Bakersfield (CBS)
1060 watts 1410 kc.

KWG
Stockton (ABC)
250 watts 1230 kc.

KMJ
Fresno (NBC)
5000 watts 580 kc.
Open Mike

(Continued from page 18)

that if television is to expand in the reasonably near future, it must be on VHF.

We believe that our "planners" are thoroughly unrealistic as to the number of additional television channels required for adequate national service. It is our opinion that six additional VHF channels can be made to accommodate all reasonable demands for television broadcasting.

Frank G. Kear
Robert E. L. Kennedy
Kear and Kennedy Consulting Engineers
Washington
* * *

Highly Hypothecated

EDITOR, BROADCASTING:
I have never been impressed so much, as of late, of the stupidity and cupidity of advertising agencies.

I have had on my desk in the past three weeks no less than nine requests from recognized, first-rate AAAA agencies for PI time. Now if we are going to get down in the gutter let's go.

I don't want to get there, but when top flight AAAA agencies query me about PI deals I am getting highly "hypothecated." I have not taken any of them but when these three and four million dollar a year businesses side in with the $5 & 10 guys, what can you expect?

So, and I ain't going to side in with them.

Lawson Taylor
Manager
KFMJ Tulsa, Okla.

Cites Grid Giveaway

EDITOR, BROADCASTING:
We have reached the end on "giveaways." One of our local sponsors called today and offered to give away a new hat to each man who makes a touchdown during the U. of Arizona football season.

The only string attached was this:
We were to announce (while the man was on his way to a touchdown) that a new hat was going to be given away by (name of firm) to the (name of player) if he made it.

I can imagine our audience just waiting for this one. Believe me he was serious.

I was furious.

Wayne Sanders
Manager
KCNA Tucson

Corrects Affiliation

EDITOR, BROADCASTING:
... You ... have not corrected the misstatement that KOB is the Mutual affiliate in Albuquerque.

We shared the affiliation until Mr. Kobak left Mutual in May. Since that time ... the last of the old commercial orders from Mutual ... were switched to KVER.

William T. Kemp
President & Gen. Mgr.
KVER Albuquerque, N. M.

[EDITOR'S NOTE: Mr. Kemp refers to the affiliations shown for Albuquerque in the Aug. 15 MARKET BOOK.]

* * *

Another Minister DJ

EDITOR, BROADCASTING:
Mark up another disc jockey minister on your record books.

WDIA, which has been programming to a large Southern Negro audience for almost a year, has its Rev. Dwight (Gatemouth) Moore, a Negro minister.

The Rev. Moore, known nationally as a blues singer, converted to the ministry last January. He has been with WDIA since Aug. 8, and has an hour-long program each afternoon during which he delivers sermons and plays recorded spirituals.

Jam Craigen
Dir. of News and Publicity
WDIA Memphis

On All Accounts

(Continued from page 14)

Street. Most of his career there was spent with Lionel Edie, investment counsel, where he spent the next three years working his way from office boy to junior statistician. As an office boy, he remembers distinguishing himself by breaking thermos bottles.

In 1941 Whitney answered the call and joined the Field Artillery, as first lieutenant and was promptly shipped to Panama where he stayed for the next four years. Shortly after joining he was shifted to Adjutant General Dept. In 1945 he was separated as a lieutenant colonel.

Upon shedding his uniform he joined Erwin, Wasey & Co., New York, in their Service Detail Dept., later becoming head of that section. He had opportunity to gather a great deal of knowledge when he later became junior account executive on such accounts as Lydia Pinkham, Pertussis Cough Medicine and Zonite.

In 1948 when the agency was about to open its West Coast branch in Los Angeles, Whitney was sent out to service detail and traffic. In April, one month after the office opening, he was shifted to the radio department, and a short while later was put in charge of all radio and television time-buying for the West Coast.

In spare moments Whitney tries to get as much sun as he can, swimming, playing tennis, and tending the garden around his garage apartment in Beverly Hills.

Taking his work so seriously has had one major effect on Whitney, besides maintaining his cheerfulness. He's still in the bachelor class—so far.
A New Kind of Radio Program Listing

Radio, Television Clock

(These listings are purposely run on the outside of the page to enable readers to tear them out easily and save for reference.)

<table>
<thead>
<tr>
<th>AM In Light Type</th>
<th>TV IN BOLD TYPE</th>
<th>FN in Italics</th>
</tr>
</thead>
<tbody>
<tr>
<td>11:00 P.M.</td>
<td>WMAQ-Torrence, Jones</td>
<td>WBBM-Winter's Take All</td>
</tr>
<tr>
<td>WBBM-Linda's Love</td>
<td>WCFL-Happy Home</td>
<td>WGN-Broadband</td>
</tr>
<tr>
<td>WGN-Dick Haymes</td>
<td>WLS-Kneale and Groom</td>
<td>WBBM-Channel 4</td>
</tr>
<tr>
<td>8:15 P.M.</td>
<td>WGN-Adler's Laugh</td>
<td>WGN-Comedy Central</td>
</tr>
</tbody>
</table>
| WRMX-Wilson Speake | WBBM-Broadway
| WGN-Hotel News | WGN-Channel 11 |
| 6:15 P.M.       | WMAQ-Edwin's Girl | WBBM-Patrick O'Brien |
| WBBM-Desperate | WGN-News |
| WGN-Desperate | WGN-Comedy Central |
| 5:15 P.M.       | WMAQ-Superiority | WGN-Saturday Night Show |
| WBBM-Kennedy, News | WCFL-Neighborhood News |
| WCFL-Murphy for Men | WGN-Dinner at the Story |
| 3:15 P.M.       | WGN-Bradford News | WGN-News
| WGN-Bradford News | WGN-News |
| WGN-Bradford News | WGN-News |

★ STARRED PROGRAM LISTINGS are all paid for by the Sponsors to give you more complete information about their radio programs.

Quiz Tips

NETWORK
The Jackpot! (Tues. Night, WBBM), Needle at Both Ends!

TOMORROW'S PROGRAMES

7:00 A.M. WBBM-News Broadcast
7:15 A.M. WLS-ROB ATCHER SHOW

Now sponsors of radio and television shows can feature their product and company name right in the program listings of the Herald-American, Chicago's leading amusement guide. This is the sponsor's chance to sell his product and his program at the time and place the listener is selecting his program listening choice. These program listings are one of the best-read features in the newspaper and in the Herald-American, they reach over 500,000 families each evening and more than a million on Sunday. Notice how the starred program listings stand out in the sample above and how inexpensively this high spot advertising can be purchased. For more listeners—listeners who will remember your product—spotlight your program in the

Chicago HERALD-AMERICAN
CHICAGO'S LEADING AMUSEMENT GUIDE
NATIONALLY REPRESENTED by HEARST ADVERTISING SERVICE

September 26, 1949 * Page 19
Applies for Fire Victims

WCSS Amsterdam, N. Y., broadcast an appeal for aid to a local family of nine which had been burned out of their home. Within three hours over 2,000 items of clothing, gifts and pledges of money were received. Family was given a ten-room house and almost enough furniture to outfit it. The Women’s Club of Palmyra, Pa., asked WLBR Lebanon to mention over a newscast that they were collecting clothing for a family in that area that had lost its home in a fire. So much clothing was received that the club stopped further announcements and was forced to return some of the items. WLBR was the only medium used to cover the message.

Help Petition

SEATTLE City Council refused to grant operation rights to self-service gasoline stations, and petitions for a citywide referendum were introduced to bring the issue before the voters. Three days before deadline, only 4,700 signatures had been secured out of the 10,636 necessary. KIRO Seattle organized and aired a debate, with key figures in the issue participating, in order to call voters attention to the facts. The only editorial comment indulged in by the station was a brief sign-off announcement, telling listeners where petitions could be obtained. No other publicity was given to the drive, but three days later more than 14,000 additional signatures had been obtained—some 8,000 more than were required to authorize the referendum which would settle the problem.

Traffic Safety Campaigns

GRIM but effective campaign for reducing traffic accidents has been initiated by WATO Oak Ridge, Tenn. By special arrangement with city police, every traffic accident is reported to the WATO news room at the moment police cars are dispatched to the scene. Using a crash sound effect and prowling car sirens, the station makes the following announcement: “Another accident occurred in Oak Ridge . . . this time at — and — St. Drive carefully! For further details listen to the — newscast.” Local sponsors permit interruption of their programs for these announcements, which most often come to listeners before prow cars have reached the scene. Also on the safety side—AM, FM & TV WFBF, Philadelphia is taking part in the $100,000 campaign for traffic safety conducted through virtually every type of advertising medium. Focal point of campaign is “Silly Willie,” who is shown paying for his traffic violations. “Silly Willie” personifies careless pedestrians and motorists in the two month campaign.

Gas Hazard

WHEN gas service in Portsmouth, Ohio, was shut off suddenly at 10:45 one morning, the telephone company was deluged with calls. After an announcement on the 12:15 p.m. newscast over WPAY Portsmouth, calls dropped to normal. Three announcements for Boy Scouts to help notify people about turning off their gas appliances were made. Two hours after the breakage took place, an announcement over WPAY newscast informed citizens that service had been restored.

Underprivileged Inc.

REGULARLY scheduled programs between 9 p.m. and 1:20 a.m. were cancelled on WGBF Evansville, Ind., in order to raise a trust fund for a group called “Underprivileged Inc.” Corporation is made up of citizens desiring to help a five-year-old boy, Dennis Corbett, who was born without arms or legs. By playing and singing requests for listeners who called in and pledged money to the fund, $1152.02 was raised. A city contractor, nursery, and insurance agency donated their services to building a home for Dennis and his family. House will be in Dennis’ name, and the family will pay $25 a month for rent. This money will go into a fund for his education. Local people connected with Underprivileged Inc. told its story during the evening’s broadcasting.
Win with CKLW

ELEVEN top-notch AUDIENCE PARTICIPATION SHOWS that tempt the Detroit Area with solid cash and prizes!

"COFFEE QUIZ"—8:45-9:00 A.M.—Monday through Friday.
"GOOD NEIGHBOR CLUB"—10:15-10:30 A.M.—Monday through Friday.
Eddie Chase's "MAKE BELIEVE BALLROOM"—
3:30-5:00 P.M.—6:15-7:00 P.M. Monday through Friday.
"OLD DETROIT QUIZ"—7:15-7:30 P.M.—Monday through Friday.
Oakite "HOMEMAKERS TREASURE CHEST"—
11:15-11:30 A.M.—Monday, Wednesday and Friday.
"THREE QUESTION DERBY"—11:15-11:30 A.M.—Tuesday and Thursday.
"QUEEN FOR A DAY"—2:00 P.M.—Monday through Friday.
"FISHING AND HUNTING CLUB OF THE AIR"—8:30-9:00 P.M.—Thursday.
"MEET YOUR MATCH"—9:00-9:30 P.M.—Thursday.
"TRUE OR FALSE"—7:30-8:00 P.M.—Saturday.
"TWENTY QUESTIONS"—8:00-8:30 P.M. Saturday.
"TAKE A NUMBER"—8:30-9:00 P.M.—Saturday.

Now! 50,000 WATTS at 800 kc.—means more good listening for more people!
NORTH CAROLINA IS THE SOUTH'S NUMBER ONE STATE AND NORTH CAROLINA'S NUMBER 1 SALESMAN IS...

50,000 WATTS 680 KC
NBC AFFILIATE

RALEIGH, N. C.
FREE & PETERS, INC.
NATIONAL REPRESENTATIVE

* also WPTF-FM *
AD PRACTICES EYED

STRicter Justice Dept. surveillance of both advertising and news media’s competitive practices was seen last week in an unprecedented anti-trust suit filed by the department against the Lorain (Ohio) Journal, competitor of WEOL-AM-FM Elyria-Lorain.

The suit charged conspiracies to damage WEOL through restraint and monopoly of the dissemination of news, advertising and other information. It also asked that the Journal, one-time radio applicant, and four of its principal owners be enjoined from acquiring ownership or control of the capital stock or assets of any competing publication or radio broadcasting facilities.

Attorney General J. Howard McGrath served notice that he feels the "Constitutional guaranty of freedom of the press goes hand in hand with the application of the Sherman Act [anti-trust] to situations where businessmen are combining to prevent competitors from publishing." Herbert A. Bergson, assistant attorney general in charge of Anti-Trust Division, declared it is "vital that advertising channels not be closed by private combinations."

A spokesman for the Journal claimed the suit was a "reprise" for editorial attacks on FCC, which has held that its owners sought to suppress competition in Mansfield, Ohio, where they operate the Mansfield Journal. The suit did not mention the Mansfield paper, whose attitude toward WMAN Mansfield prompted the FCC criticisms.

Suit Brought Thursday

The suit was brought Thursday by the government in the U. S. District Court for the Northern District of Ohio, Eastern Div., over the signature of Attorney General McGrath. It also named as defendants the principal owners and officials of the Lorain Journal Co., publisher of the paper. These were: Samuel A. Shapiro, secretary and vice president; Isadore Horvitz, president and treasurer; D. P. Self, business manager, and Frank Malloy, editor. Declared by Mr. McGrath to be the first suit of its kind, the case is considered by observers to have broad implications within the entire broadcasting, publishing and advertising fields.

Justice Dept. spokesmen refused to comment whether other similar actions were “in the works.”

FCC about a year ago denied AM and FM permits to the Mansfield and Lorain papers on grounds that the owners in Mansfield “have sought to suppress competition in the dissemination of news and information and to achieve an advertising monopoly in the community through the use of exclusive advertising contracts” [BROADCASTING, July 19, 1948].

The papers subsequently appealed the FCC ruling in the U. S. Court of Appeals for the District of Columbia, declared the allegations and attacking the “self-generated power and jurisdiction” assumed by the Commission in the action [BROADCASTING, Nov. 15, 1948].

The case still is pending.

Samuel Horvitz told BROADCASTING the paper had been criticizing the FCC editorially and had expected a reprieve from the government. “And here it is,” he added. “We’re put in good company. First… DuPont then the A&P and now the Lorain Journal.”

FCC SUSPENDED its widely controverted anti-giveaway rules last week, postponing their effective date until at least 30 days after the pending court tests have been decided.

Commission authorities indicated that in the meantime license renewals would be treated just as though the rules had never been adopted, with action on no station’s application held up because it carries giveaways. There had been a fear that, in event the rules were suspended, FCC might undertake to put such stations on temporary licenses pending outcome of the litigation [BROADCASTING, Sept. 19].

FCC’s decision was reached Wednesday, two days after U. S. District Court in New York made plain that it would grant ABC, CBS, and NBC a stay order against the rules, similar to the one issued in Ohio. The court would go before on motion of Radio Features Inc. in its postponement order the Commission noted that the two temporary restraining orders of the courts suspended the rules’ effectualness “with respect to the parties in litigation.” The FCC order asserted that “The Commission believes that all parties who might be affected by the rules should be placed on an equal footing by postponing the effective date of the rules until the final determination of litigation involving their validity.”

The rules had been slated to go into effect next Saturday (Oct. 1). The postponement is “until a date to be fixed by further order, which shall be at least 30 days after a final decision by the Supreme Court of the U. S., or 30 days after the time within which an appeal to the Supreme Court may be taken has expired without such an appeal being taken, in pending litigation with respect to these rules.”

The three networks have served notice that they will appeal to the Supreme Court, if necessary, in their suits against the giveaway ban. FCC appears certain to do the same, if it loses in the lower court. The Radio Features suit is similar to the networks’.

Last Monday’s hearing in the New York court was on the networks’ motion for a temporary stay of the rules until they could move before a three-judge court for a temporary injunction pending trial of their action on its merits. Counsel for the networks argued not only the technical points but also detailed the business losses possible if the rules were not stayed.

Judge Simon H. Rifkind, before whom the hearing was held, left little doubt he was prepared to go far in granting a stay.

Max Goldman, assistant general counsel in charge of litigation for the FCC, sought to restrict any stay granted to what he called the “status quo”—to giveaway shows currently on the air.

The networks argued in opposition that the scope of the stay must be so broad as to permit them to put on not only current shows but new ones now being developed and even new shows necessary to maintain or better their competitive position one with the other.

Judge Rifkind, clearly supporting the networks, indicated he believed a stay should be wider in scope than merely permitting present programs to be continued.

After so announcing, he adjourned the hearing to permit the (Continued on page 45)
CBS HOLLYWOOD

Meighan, Jones Are
In Reorganization

LONG-HELD belief of CBS that Hollywood is destined to be of increasing importance in radio and television was emphatically expressed last week when the network assigned one of its top executives to head West Coast operations and announced a reorganization of its western flank.

Howard S. Meighan, CBS vice president and general executive, was assigned to be chief CBS officer on the West Coast. Coincidentally Merle S. Jones, general manager of the CBS-owned WCCO Minneapolis, was ordered to Los Angeles as general manager of the CBS-owned KNX and the Columbia Pacific Network.

In an announcement made by Frank Stanton, CBS president, it was said that CBS in Hollywood would be reorganized into four groups—network programs, Hollywood; KNX and the Columbia Pacific Network; CBS operations, Hollywood; and the network program-business management unit.

The Four Units

KNX, under the regrouping, will consist of: Local programming, including news and public affairs; sales and sales promotion. It will continue as the key station of the CBS Pacific Network.

Heads of the four major groups within the CBS structure in Hollywood will be: Mr. Jones, in charge of KNX and the Pacific Network; Harry S. Ackerman, continuing as vice president in charge of network programs, Hollywood; Kenneth L. Tord, continuing in charge of business management of network programs, and A. E. Joscelyn, current director of KNX operations, assigned to the new position of director of CBS operations, Hollywood.

Departments Under Joscelyn

All operational departments, including accounting, construction and maintenance, engineering, legal, network sales service, personnel relations, press information, script processing and all operating departments formerly a part of KNX, will be grouped under Mr. Joscelyn as director of CBS operations.

The reorganization will establish the network's Hollywood offices on lines similar to those at New York. The appointment of Mr. Meighan, one of the policy-level executives of the network, to the Hollywood post was not unexpected. He recently completed a tour of duty at Hollywood where he had an important part in the plan to redesign the West Coast organization.

At week's end no successor to Mr. Jones at WCCO had been selected, although it was expected one would be named within a few nights. Meanwhile the station will operate under the direction of Gene Wilkey, assistant general manager, it was learned.

Mr. Meighan has been with CBS since 1934, rising from account executive in Radio Sales, through eastern sales manager of Radio Sales, director of station administration, and vice president in charge of station administration until his appointment as general executive of the network in January 1948.

Joined CBS in '37

Mr. Joscelyn joined CBS in 1937, first serving as a member of the Radio Sales staff in Chicago, then as eastern manager of Radio Sales in New York, manager of WBT Charlotte, N. C.—then a CBS-owned station—and manager of WCCO Minneapolis. In 1947 he resigned from WCCO to become vice president of Northwest Linseed Co., but he returned to CBS as director of operations of KNX in 1948.

NARBA PESSIONISM

CHANCE for final negotiation of a new North American broadcast treaty continued dim last week as NARBA delegates meeting in Montreal disposed of most of the preliminary work. While many delegates were pessimistic because Mexican observers had not arrived, there were some who felt the nations eventually would reach an agreement on continental assignments.

Handicapping the NARBA negotiations was the lack of heat in the Windsor Hotel headquarters, delegates reported.

Word was received that Carlos Maristany, deposed Cuban minister of communications, was due to arrive in Montreal in his capacity as director of the Office of Inter-American Radio (OIR). Always a stormy petrel in negotiations, Senor Maristany appointed himself as OIR director while occupying the ministerial post.

United States and Canada withheld OIR funds and proposed its functions be overlapped. Senor Maristany, while still minister, retaliated by the payment of Cuba's OIR dues for the first time in years.

Not Delegate Member

Feeling was apparent that he is more a mover in Cuba's channel juggling following expiration of the NARBA extension last March, and suggestion was heard that he would not be too welcome to some of his countrymen. He is not listed as a member of the Cuban delegation which was expected over last week by several engineers including Ventura Montes Conch, CMQ Havana, key station of the Mestre network.

Hovering over the whole conference is the FCC's refusal to decide the clear-channel issue. With Cuba driving hard for national classification of the clear channels [Broadcasting, Sept. 19], fear is expressed by some that no U.S. channels for either high-power operation and/or duplication.

Cuban Proposal Troubles

Still causing concern among U.S. delegates is the Cuban proposal to increase the normally protected nighttime interference-free contours of regional stations from 2.5 to 3.5 mv/m, as well as the plan to grant Class 3 protection to Class 4 stations on regional channels with severe effect on many U.S. regions.

The Juridical Committees engaged in long debate last week on procedure in connection with adherence to International Telecommunications Union regulations and national sovereignty. Sovereign rights to all channels are a big issue for Cuba. The Engineering Committee was rejuvenated over preliminary work at the weekend.
1950 CENSUS

THE 1950 decennial census will show the number of radio and television sets in the country by cities and counties [CLOSED CIRCUIT, Sept. 12]. Philip M. Hauser, acting director of the Bureau of the Census. The questions will be included in the housing portion of the census, as was the case with the radio set question asked in 1940.

The bureau’s decision to count television sets was based on a recommendation by Mr. Hauser, who felt radio receiver data would be incomplete without the TV tabulation [BROADCASTING, Aug. 22].

As now planned—assuming Congress votes funds for the entire census project—the census takers will first ask if there is a radio set in the dwelling, and then follow up with the television question. TV will not be tabulated due to public confusion over AM and FM transmissions.

The radio and TV questions will be asked in every five dwellings, according to Mr. Hauser, to keep down cost of the census. The bureau was faced with the choice of sharply cutting the scope and content of census schedules or of using the sampling system.

To Use Sampling Plan

For the first time the bureau will use its sampling technique in collecting data for small areas such as counties, cities and census tracts (3,000 to 4,000 persons).

“The sample will be an unusually good one, with the sampling error small enough to be entirely satisfactory,” Mr. Hauser said. “The most remarkable ‘administrative or marketing uses,’ Mr. Hauser told the New York chapter of the American Marketing Assn. in an address Wednesday.

In the statistical field, he explained a 20% count is a “gargantuan” sample, including 30 million of the 150 million persons to be counted. The random sample in the housing census will be rotated on the questionnaire pads used by census takers.

Census Bureau technical experts, who have worked years to develop sampling techniques, say the sampling error in the 20% sample will be used in the housing census is smaller than the response error that occurs in the decennial project. Except in extremely small areas the sampling error is described as insignificant.

In past decennial censuses, 1940 and 1930, the radio question has been asked in every home. The 1950 data will be of comparable accuracy, it is claimed, although in the case of areas far from a TV station the TV figure might show a higher sampling error if broken down into small areas.

The sampling error should not run over 20% in the case of a 20% sample, for census tracts, according to census officials. In an average county of 20,000 persons, the average expected error is 1%, assuming 85% of the homes have radio, and 2% would be higher in the case of television sets. In large counties of 100,000 or over, the expected error for radio sets will be negligible.

New Area Concepts

Two new concepts of areas will appear in the 1950 census of population and housing. First the bureau will use new metropolitan areas comprising sets of entire counties which will cover all cities of 5,000 persons or more and a metropolitan area population of 100,000 or more. These areas were not used in the 1947 Census of Manufacturers and the 1948 Census of Business, and the decennial data will be released for identically defined metropolitan areas.

Another set of definitions has been adopted for urban-rural population.

The bureau classified as urban all those in incorporated places of 2,500 or more inhabitants in the 1940 census. In the next census the bureau is establishing boundaries for the built-up suburban fringe contiguous to each city of 50,000 or more.

The built-up area included in these boundaries will have a density of 500 dwellings or 2,000 inhabitants per square mile. Large nonurban unincorporated areas with 2,500 or more persons will be classified as urban. This conforms to the popular concept of city areas.

In addressing the New York marketing group, Mr. Hauser said the 1950 census, besides providing the population count, will provide for the first time provide data on total income for both individuals and families. This will be broken down for small areas.

Consumer market data will include information on age, sex, race, marital status and labor force status, along with educational attainment. Mr. Hauser said this information will be helpful to all elements of business interested in the delineation and measurement of class markets. Basic data on the number and composition of families will be provided.

In 1950 the housing census will be the second taken by the bureau. It will measure the number of dwelling units, and their characteristics, and provide information about household habits. Besides radio and television, the data will cover piped water supply, type of toilet, bathtub or shower, heating equipment, heating fuel, cooking fuel, refrigeration, electric lighting and kitchen facilities.

Augmenting this will be data on occupancy and tenure, showing how 1950 housing is housed. New figures will be revealed on home financing.

Hauser Explains System for Radio-TV Count

GROSS time purchases of advertisers on the four AM networks in July totaled $12,000,579, according to figures released by the bureau in Broadcasting by Publishers Information Bureau.

The figure is 8.6% below the network billings of $13,225,466 in July of 1948. The total also is 21.9% below that for June, when gross network time sales added up to $15,487,193 [BROADCASTING, Aug. 22].

For the year to date, PIAB shows gross network time sales of $112,862,890, a decrease of 2.1% from the gross of $115,307,811 reported by PIAB for the same period in 1948.

Procter & Gamble Co., spending $884,712 for network time during the month, was the leading network advertiser in July. Broadcasting’s tabulation of PIAB individual program billings reveals. Sterling Drug ranked second with gross network time purchases of $760,150, and Miles Labs was third with $670,192.

Table I

<table>
<thead>
<tr>
<th>Top Ten Network Advertisers in July 1949</th>
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<tbody>
<tr>
<td>1. Procter &amp; Gamble</td>
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<tr>
<td>2. Sterling Drug Co.</td>
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<tr>
<td>3. Miles Laboratories</td>
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<tr>
<td>4. Lippett &amp; Myers</td>
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<tr>
<td>5. Johnson &amp; Johnson</td>
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<tr>
<td>6. General Foods</td>
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<tr>
<td>7. Philip Morris Co.</td>
</tr>
<tr>
<td>8. Lever Brothers</td>
</tr>
<tr>
<td>9. American Home Products</td>
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</tbody>
</table>

Source—Publishers Information Bureau

$46,431. (For the ten leading network advertisers in July, see Table I.)

Food advertising was the leading network category in July, advertisers in this group buying $2,062,450 worth of network time. Toiletries advertising ranked second, with gross network time purchases of $1,994,473. In July, smoking materials stood third, spending $1,889,703 for network time; drugs fourth with $1,946,870, and soaps and cleansers fifth with $1,477,676.

For the seven-month period, January-July 1949, the order of rank of the first five categories is the same as for July. While these five categories also stood first in July of 1948 and for the first seven months in that year, drug advertising ranked third and soaping and cleaning materials fourth, both during the month and in the January-July period.

In July of this year, gasolene and oil advertising ranked sixth; candy and soft drinks, seventh; automotive, eighth; insurance, ninth and household equipment, tenth. Ranking across the first seven months of 1949 is household equipment, sixth; automotive, seventh; candy.

(Continued on page 46)

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Network Time

GROSS time purchases of advertisers on the four AM networks in July totaled $12,000,579, according to figures released by the bureau in Broadcasting by Publishers Information Bureau.

For the year to date, PIAB shows gross network time sales of $112,862,890, a decrease of 2.1% from the gross of $115,307,811 reported by PIAB for the same period in 1948.

Procter & Gamble Co., spending $884,712 for network time during the month, was the leading network advertiser in July. Broadcasting’s tabulation of PIAB individual program billings reveals. Sterling Drug ranked second with gross network time purchases of $760,150, and Miles Labs was third with $670,192.
WHAT AGENCIES WANT

Lund Gives Tips

By ART LUND
Radio Director
Campbell-Mithun, Minneapolis

The men in the advertising agency who contact clients must, like members of station sales staffs, also, in a sense, be salesman. They must be able to present ideas, campaigns, and radio programs to their clients in a convincing, salesman-like manner.

But, unfortunately, too many time salesman feel their responsibility ceases once they see the color of the agency's ink on a contract. From this point on the agency must go to work to see to it that the program or campaign pays out for the client in terms of the sale of merchandise.

It is the agency that is responsible for the preparation of the selling copy or copy theme on the program—and this copy, in large part, can make or break the selling success of the show.

But there are many salesmen or station representatives who actually do make it a point to work closely with the agency during the life of a program—making suggestions on format, talent handling, promotion—yes, even on commercials. And it is this type of station selling that shows the greatest return in time sales over the long haul—in contrast to the one-shot selling job where the main objective is to make the sale—then hope the program somehow pays out.

Cities Approaches

Here are some typical approaches that we get from this class of time peddler.

First, we have Johnny "I've got to get an order today." He opens his presentation like this: "Say, Art, how about some business today? Haven't you got something you can throw my way? I sure could use a couple of orders. I don't believe you've given me the nod in over six months."

This type of salesman apparently assumes the agency tosses out orders at will—anytime, anywhere. He doesn't even have the good judgment, or courtesy, to suggest some worthwhile or attractive availability that the agency might possibly find useful or productive for one of its accounts.

Next we have Billy Eager-Beaver, who's just about the business man in town and who uses all kinds of tricks of the trade to get his orders. He figures the best approach is to sell the client first, in the hope that the client will force the agency to buy his wares—or at least by running back and forth between agency and client he can cause enough confusion to somehow get an order out of the haze he creates. He opens his sales pitch something like this:

"I talked to your client, Joe Tomato, yesterday—well, that is I accidentally ran into him in a bar—and I told him about our Breakfast Show and he is ever hot about it. Wow! He says he's just what he's been looking for. He wants you to call him about it right away."

Mostly "False Alarums"

Well, in 90% of the cases, this all turns out to be a false alarm.

The telephone call to the client usually reveals he did not say he was interested in the show, and many times the client will add: "I told him to call you to get him off my neck."

What the eager-beaver forgets is that the client is an expert on the manufacture and sale of his merchandise but he hires an advertising agency to select his radio programs and other advertising media. But some guys never learn.

I'd like to cover one more abuse in the selling of radio time, one that is the most common of all especially in the selling of spot announcements, but to some extent prevalent in the sale of program time. Let's say the agency has an order to buy a spot schedule in Market X. It is decided that Station WWW will best serve the requirements of the campaign. When the availabilities are brought in, we discover they are mediocre as to adjacencies and ratings. In order to prevent bidding from going to another station, the salesmen will say: "Look, you select the best ones from this list of availabilities. We'll have some darn good ones up in the next few weeks, and I'll give you first crack at any hot ones so that you can improve your schedule. Buy your schedule now, and we'll take care of you when the hot ones open up."

Either memories are short or intentions are forgotten easily. The cases are rare, indeed, when we can improve our schedule without prodding the station into it. In all of these abuses are understandable to some degree—but they certainly are curable, too. It is so refreshing to have an experience such as I had the other day when a national radio representative was asked to get us a program availability on one of his stations.

A R T L U N D is one of the North- west's biggest buyers of radio time. He knows what agencies want from radio salesmen, and from their stations. At the NAB District 11 meeting in Minneapolis last week he told broadcasters what he gets, and what he doesn't get from these salesmen and from their stations. In this article Mr. Lund bares the story of agency-station relationship from the fully 90% of the cases, the promises may hurt, but they come from a topflight executive who buys some $4 million in time annually for such accounts as Glass Wax, Russell Millar, Campbell Cereal, Zins Master Baking, Our Own Hardware, Hamm Brewing, Land-O-Lakes and Hillex.

He has to run back to his office to get his selling tools.

What does the station have to do to convince the timebuyer that his facilities are best suited to the particular client problem at hand? First, it must be understood that the needs and problems of spot advertising are extremely varied.

That's why a little study and planning ahead of time will make the selling job more productive and certainly much easier.

It is the program you're trying to sell is not a good thing for every radio advertiser. Maybe it's good for just a few. Then there are the important, but difficult, to sell, intangibles. I'm referring to "station loyalty" or "station prestige" with the listening audience. If your station has real listener loyalty and prestige, sell it and demonstrate it. These factors are just as important as Hooperations; perhaps even more so.

Selling Main Interest

Let's face one fundamental truth. The advertiser and the agency are interested in just one thing as far as your radio station is concerned. Your station sells them merchandise or service to the consumer. The days of pride of sponsor- ship are pretty well over. That program they buy on your station is not their end-sale. Therefore, basically, the agency wants to use your station only if it can be demonstrated you can deliver the greatest number of advertising messages per dollar spent.

In determining the most economical and productive expenditure of the advertising dollar, I believe most time buyers will seriously study the following characteristics of a given radio station:

(1) The physical coverage. Reliable information on this subject is of extreme importance to the agency. If the product to be advertised is in widespread distribution, the agency is going to seek the station that covers as much of that distribution area as possible. If distribution is limited, or spotty, an entirely different line-up of stations may be called for. The time-buyer will try to coincide the distribution area with various stations' coverage as closely as possible.

So, the agency wants to know the number of radio homes in your coverage area. It wants to know (Continued on page 12)

ART LUND (second from right), Campbell-Mithun, pauses with this group after his address to the District 11 delegates in Minneapolis. They ontology's: Robert B. Ricker, WDMP Minneapolis; Tony Moe, WCCO Minneapolis; James McGee, Olmsted and Foley, Minneapolis; Mr. Lund; David Gentling, KROC Rochester, Minn.


**EXPANDED BMB**

RESOLUTION calling on the NAB board to "explore the possibilities of expanding BMB to include audience ratings by periods" was adopted by NAB District 11 Tuesday at the close of its two day meeting at the Radisson Hotel, Minneapolis. More than a hundred delegates, representing stations in Minnesota, North Dakota and parts of Wisconsin and South Dakota, attended the conference.

The BMB resolution was a last-minute "write-in" measure, introduced by the Resolutions Committee after it earlier had submitted a recommendation that the district merely "urge continuance" of BMB. The later draft acknowledged that "many competing measurement organizations have somewhat confused the measurement picture by the publishing of conflicting techniques and results," and urged that BMB become a model for all to follow. Robert R. Tinch, general manager of WYAX Yankton, was chairman of the resolutions committee.

**Elaboration on BMB**

Earlier Dr. Kenneth H. Baker, NAB director of research and acting president of BMB, had won unanimous acceptance of his administration of the bureau with a detailed description of how BMB works. Using enlarged maps showing listenership of more than 40 California stations, many of them established since the war, he gave convincing proof that AM continues to grow "despite television." At the suggestion of Howard Dahl, WKBH La Crosse, Wis., he promised to recommend that the new BMB survey, tentatively set for November, carry listenership down to 5%.

As at previous NAB membership meetings in Cincinnati and Three Lakes, Wis., Maurice B. Mitchell, director of NAB's Broadcast Advertising Bureau, and Richard P. Doeherty, director of the Employ-Employer Relations Dept., delivered informal talks which put the members at ease. Then NAB's president, Justin (Continued on page 42)

**BROADCASTING • Teletcasting**

**MIDWEST RADIO OUTLOOK**

By BILL THOMPSON

MIDWEST broadcasters are resigned to a fall and winter of hard plugging. But this is nothing to most of them—they tightened their belts last summer.

A survey by broadcasting at NAB district meetings in Three Lakes, Wis. (District 9) and Minneapolis (District 11) uncovered stories of unprecedented success at combating the summer hiatus; the tale of how a 250 w station is mar-shalling the top management of 15 similar operations for a campaign to sign the branch offices of a regional advertiser, and reports of many "unusually early" fall orders.

The canvass, covering more than a score of operations, shows a trend in most areas toward inter-station cooperation "for the good of broadcasting as a whole." In only a few of the more populous centers does "dog-eat-dog" prevail.

**Hard Selling Rewards**

A North Dakota station dug in during the summer's severe drought and found that hard selling paid off. A Wisconsin operation has been able to extend its "bumper summer" to October. And a Minnesota broadcaster who attributed a "sensational" fall last year to political advertising, is finding that sales, even in this non-election year, can be made "if you go out and hustle."

WCCO Minneapolis and WMBD Peoria successfully bridged the gap between spring and fall by bringing into radio manufacturers and distributors of commodities in heavy demand during the summer months.

Al Harding, WCCO sales manager, set a 1949 goal of 125% more summer accounts than the station had last year. He got 25% more.

Charles C. Caley, executive vice president of WMBD, reported revenue for June, July, and August topped that of 1948 by $6,300.

Such accounts as ice cream and other summer desserts, travel bureaus, lightening rods, wind mills, farm implements, and picnic supplies like paper napkins, wax paper, and potato chips, were among those signed by the two stations.

Mr. Harding anticipated the added summer business would give WCCO a substantial increase locally over 1948. National spot will be up, but not to compare with the local and regional upsurge, he said. Mr. Caley's station will do about 3% more business this year.

Ray Livesay, general manager of WLBH Mattoon, Ill., has been instrumental in unifying the efforts of 15 mid-Illinois stations to bring into radio a large organization serving each of the towns.

He is a strong advocate of cooperative selling among stations, and won commendation from NAB's staffmen at the District 9 meeting for his enterprise in this direction.

He was one of those reporting that accelerated summer selling started to pay off in August. During that month, 1949 revenue reached a point 5% above 1948 and was climbing for 10% by late September.

Late summer rains brought prosperity to Mitchell, S. D., after weeks of parching heat, and KORN, managed by Harland Odhe, went into the winning column with a 4% overall increase over last year. Mr. Odhe reported fresh activity among automobile dealers. Near by KJIV Huron had a greater drop in revenue in July and August than during any summer in its four-year history. But early September sale of local accounts, all new to radio, promised to bring this month up 5% over September 1948, it was reported by Max F. Staley, president.

Record for August

KHOI Sioux Falls had the big-gest August in its history, with 40% more billings than last year. Another Sioux Falls outlet, KELO, predicts its revenue for the year "will be up 20%", according to Evans Nord, commercial manager.

KDIX Dickenson, N. D., has maintained a 15% higher revenue level than in 1948 "even though the drouth made it tough," said Orrville F. Burda, general manager.

Entering the national picture this year for the first time since its establishment in 1947, this station, in the heart of the beef and wheat country, will have outside revenue totaling 7%.

Swinging east into Minnesota, the broadcasting survey found Dalton LeManuir, president of KDAL Duluth, predicting a total 10% increase for the year. But KFAM St. Cloud, almost in the center of the state, will be "down slightly," according to Fred Schlipin, president.

At KLIZ Brainerd, just a few miles north, Ed Wilder, commercial manager, is fighting what he hopes will be a winning battle to keep business "somewhere near 1948's political prosperity."

In the southern part of the state, KYSM Mankato, headed by NAB's District 11 director, John F. Meagher, hopes to whittle down the present revenue figure of 8% below 1948 before Christmas. Nearby KDHI Faribault is more optimistic.

(Continued on page 42)
CHARITY TRUSTS Would Lose Non-Tax Status in Bill

LEGISLATION that would deprive charitable trusts of their non-taxable status on gross income if they acquire stock in radio and television stations was introduced last Thursday by Sen. Charles Tobey (R-N.H.)

The Tobey proposal was offered as an amendment to a current bill "danger, also," he added.

The anti-monopoly legislator's proposal would amend Sec. 102 (a) of the code dealing with charitable trusts by adding this section:

Provided, that if any part of the capital, money assets, credits or income of a trust is loaned, advanced, or used to control or acquire, by purchase or otherwise, a business enterprise, or service which is engaged in the dissemination of information, including but not restricted to the business of publishing a magazine, periodical, or newspaper, or of operating or maintaining a radio or television broadcasting station, then all charitable trusts of their non-taxable status on gross income if they acquire stock in radio and television stations, was introduced last Thursday by Sen. Charles Tobey (R-N.H.)

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Sample Spots

IN ATTEMPT to convince advertisers of the effectiveness of small-market radio advertising, Laurence W. Harry, manager of KSM Santa Maria, Calif., has started an experimental sampling plan. According to the plan the station will accept spot announcements from advertisers, air them during a trial period, and leave it up to the advertiser to pay what he considers a fair rate. Station has sent out direct mail pieces to acquaint advertisers with the plan.

the gross income of the trust shall be considered taxable to the trust under this chapter.

BROKAW

Heads Raymer Chicago Office

FRED C. BROKAW, vice president and partner of the Paul H. Raymer Co. Inc., station representative, will transfer his headquarters to the Chicago office of the company, effective Oct. 1.

He will continue as general manager of the national sales organization of the Raymer company and will be vice president in charge of the Chicago office.

The change is said to be one of several major steps in a program for streamlining overall control of the company and stepping up sales pressure and technique. It also is the major move in an expansion of the firm's Middle West and West Coast activities.

Garfield C. Packard will continue as sales manager of the Chicago office and will report to Mr. Brokaw.

Mr. Brokaw joined the Raymer organization in 1932 as a salesman after several years experience in magazine advertising. He was made a partner in 1935. He became a vice president about two years ago and has been in charge of the New York office as well as directing the national sales of the firm.

Basil A. Caparell

BASIL A. CAPARELL, sales manager for International News Service, will be sales manager for King Features Syndicate, both New York, died last Wednesday afternoon at his Pittsfield, N. J., home. He was to have been 61 years old the following day. Death was due to a heart attack induced by a blood clot. He was a member of New York's Radio Executives Club and The Banhees, an organization of writers and newspaper men. Mr. Caparell is survived by his widow, Ella Jeanne Caparell.

WLS CHICAGO was well represented at District 9 meeting by Harold Safford (l), program director, and George R. Cook, treasurer.
"WELL, I'LL BE DARNED!"

Timothy, the jaguar from South America, seems to be overcome with amazement at what he sees. Maybe Tim is seeing for the first time one of the new hair-dos our young ladies are sporting these days.

Many businessmen are amazed when they see how much their sales have increased after advertising over W-I-T-H. This might be due to the fact that W-I-T-H covers 92.3% of all the radio homes in the Baltimore trading area.

New advertisers will be even more amazed when they learn that W-I-T-H can give them more potential buyers for less money than any other radio station in the rich Baltimore market.

If you are wondering how to make every advertising penny count... remember W-I-T-H, the radio station that produces amazing results. Call in your Headley-Reed man. He'll tell you the whole W-I-T-H story.
ANNouncers doing specialized work are not entitled to overtime pay, being classified as "exempt," under a preliminary report issued by the Dept. of Labor. First revision in wage-hour rules since 1940, the new standards will not be put into effect before mid-October pending possible objections by interested parties.

NAB last week had not yet decided whether to file objections to the report. The association had already informed all announcers that they would be classified as professional employees under the law rather than announcers doing creative work such as ad-lib assignment, master ceremonies and similar assignments.

William R. McComb, Wage-Hour Administrator, said the revisions do not materially change the number on which all announcers are affected by the law—about 2,500,000 employees.

Effect on the broadcasting industry, however, is important, according to the Dept. of Employee-employer Relations which had taken part in wage-hour hearings on the subject [Broadcasting, Jan. 12, 1948].

In general, the regulations would exempt from overtime pay all radio employees functioning as "masters of ceremonies; playing dramatic, comedy or straight parts in a program; interviewing; conducting farm, fashion and home economics programs; covering public events such as sports programs in which the announcers may be required to "ad lib" and describe current changing events; and acting as narrator and commentator."

Under the Fair Labor Standards Act certain types of employees such as executive, administrative, professional and outside selling employees, have been exempt from overtime provisions. The new proposals redefine and clarify the job content of these exemptions.

Richard P. Doherty, director, NAB Employee-Employer Relations Dept., had appeared before the Wage-Hour Div., flanked by Robert T. Mason, WMRN Marion, Ohio; Merrill Lindsay, WSOY Decatur, III.; J. Allen Brown, former NAB market director, and Ivan H. Peterson, former NAB attorney.

It was stated at NAB that the report accepts the principle that many types of special announcing are professional. A sportscaster or farm announcer apparently will be exempt so long as his duties conform to those usually ascribed to such employees and as long as he fulfills the other administrative requirements.

The proposed rules contain another feature of interest to broadcasters. This is the requirement that an employee must receive at least $75 a week before being eligible for classification as exempt, compared to the former $200 per month salary. This readjustment in minimum salary also applies to administrative employees. The minimum for executive or supervisory personnel is raised from $30 to $55 per week.

In its report, the Labor Dept. noted:

"The determination of the exempt or nonexempt status of radio announcers as professional employees has been relatively difficult because the radio broadcasting industry is comparatively new in the field of entertainment and because of the merging of the artistic aspects of the job with the commercial. The problem has been complicated also by the novel system of payment under which announcers are paid by radio networks. This is the 'talent fee' basis of payment under which sponsors of radio programs pay special fees for the services of announcers whose special announcing talents they particularly desire.....

Work such as giving identification and time signals, announcing the names of programs, and similar routine work is nonexempt work. In the field of radio entertainment as in other fields of artistic endeavor, the artist's creativity as a professional under the regulations is largely independent upon whether his duties are original and creative in character; his ability to express invention, imagination or talent. The testimony indicated quite clearly that no general conclusion could be reached as to the nonexempt or exempt, or that all are nonexempt. It is apparent that the determination of the exempt or nonexempt status of radio announcers as professional employees under the law is dependent on whether they require special skill or ability, and not on the fact of their being "white-collar" workers."

The wide variation in earnings as between local and network announcers, from the highly paid "name" announcers who are affected by the new regulations, to the two people paid in demand by sponsors to the staff announcers paid comparatively small salaries, indicates only the differences in personality, relative or inherent skill or ability which, however, are as broad a range as is possible in the matter of nonexempt work in the industry. The determination of whether a particular announcer is exempt as a professional employee must be based on his individual duties and the amount of exempt and nonexempt work performed, as well as his special compensation.

OVERTIME

U.S. PROBES COPY

Rhodes, Dolcin Involved

A TWO-and-a-half million dollar advertising campaign by Rhodes Pharmaceutical Co., pushing its medicinal preparation, Imidrin, through radio and other media, is currently coming under the watchful eye of certain government agencies, including the Federal Trade Commission.

The company, with headquarters in Cleveland, Ohio, had authorized its agency, O'Neil, Larson & McMahon, to prepare a series of radio interviews dealing with rheumatism and arthritis. The interviews conclude with statements by local announcers directing listeners to local drugstores for purchase of Imidrin, described as an aspirin product with "faster, more effective work."

Early this month the agency wrote drugstore managers that they could ring up "the fastest, greatest drugstore profits the trade has ever seen" through the exclusive radio tie-in with Imidrin's "unprecedented" campaign. It reported a sale of $5 million in ten months. One druggist in each community would be offered the radio tie-in, paying only 50% of the local rate, with Rhodes Pharmaceutical paying the balance.

The complaining agencies, in addition to FTC and U. S. Dept. of Labor Office Dept. and the Food & Drug Administration, though the Post Office declines to divulge details until final action is taken. Hearing was held by FTC for Sept. 30 in Washington.

PTC charged misrepresentation in broadcast and published advertising of Rhodes Pharmaceutical Co., stressing the therapeutic properties and effectiveness of Imidrin. Sales during the last quarter of 1948 totaled over $500,000, according to the complaint direct to the FTC by Jerome H. Rose and Jerome H. Rose, officers of the firm.

Broadcast networks were placed by the agency prior to Sept. 1, 1948, on a number of stations including: WJJD Chicago; WHN (now WMGM), WPX (TV), WQV, a. s. New York; WKTQ Springfield, Mo.; KWKH Shreveport, La.; and WWVA Wheeling, W. Va.

Meanwhile the Post Office Dept. is known to have issued a complaint charging Imdrin with using the mailing labels for coupons, urging users to purchase Imidrin from drugstores or send coupons to certain chain stores.

Food & Drug Administration has entered the picture on grounds of possible misrepresentation was misleading.

PTC also lodged a complaint against the Dolcin Corp., New York, charging false and misleading advertising of another medicinal product.

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Only a combination of stations can cover Georgia's first three markets.

**The Georgia Trio**

The C.B.S. Affiliates in Georgia's First 3 Markets

- WAGA - Atlanta
- WMAZ - Macon
- WTOC - Savannah

**The Trio Offers Advertisers at One Low Cost:**

- Concentrated coverage
- Merchandising assistance
- Listener loyalty built by local programming
- Dealer loyalties

- in Georgia's first three markets

Represented, individually and as a group, by

New York - Chicago - San Francisco - Dallas

Atlanta - Detroit - Kansas City - Los Angeles
Advertising Material
Issued by RMA

Advertising material to National Radio and Television Week Oct. 30-Nov. 5 has been sent to newspapers as well as radio dealers by the special committee of the Radio Mfrs. Assn. handling the annual celebration.

W. B. McGill, advertising director of Westinghouse Radio Stations Inc. and chairman of the RMA committee, says full-page advertising mats have been prepared and will go out next week. Explanatory letters are included for newspaper advertising managers. NAB will provide radio and TV stations with a series of announcements promoting the week.

Television for the first time gets full recognition in the 29th radio anniversary celebration. Another new feature will be Canadian participation.

The RMA Advertising Committee, headed by Stanley H. Manson, Stromberg-Carlon Co., developed three themes for the advertising mats. First, TV only, is: "See-and hear the world of talent brought to your home by television." Second, where both radio and TV advertisement facilities are available, carries the slogan, "A radio for every one . . . television in every home." It is supplemented by the message, "Enjoy the greatest array of talent you've ever heard—or seen."

Third slogan, featuring FM, AM and phonograph combinations, has this slogan, "A radio for every room—a radio for everyone—everywhere." With the slogan goes the message, "Listen, enjoy the world's greatest talent—with a new, finer radio—today."

Le Wald to Weintraub
CURTIS C. LE WALD, former account executive and copy writer with Campbell-Ewald Co., BBDO, Ruthrauff & Ryan and Lawrence Fertig & Co., has joined the William H. Weintraub Agency as manager of its Willow Run, Mich., office and resident account executive on the Kaiser-Frazer account.

FORT INDUSTRY
Executives Buy Stock

EXECUTIVES of the Fort Industry Co. now share in company operations as full-fledged stockholders, under a plan of recapitalization announced by George B. Storer, president and majority stockholder.

In announcing the stock sale, Mr. Storer said the owners decided to give operating partners the opportunity to become shareholders in "recognition of the splendid job" they have performed over the years and as "a further incentive to the executives."

Citing added responsibilities of television and recent acquisition of newspapers at Miami Beach, Fla., Mr. Storer said the company feels "our executive and management personnel should share with us in the growth and expansion of this newest scientific marvel in the field of mass communication—television—as well as in the development of the newspapers."

Under the recapitalization plan, participants acquire not only common but also preferred shares of the firm which were declared a dividend to common stockholders at the time of the common purchase.

Those executives who have taken advantage of the plan by buying radio and television shareholders in the company, in addition to Mr. Storer and J. Harold Ryan, senior vice president and treasurer, are: Lee E. Walles, John B. Poole, E. E. Foy, William E. Rine, Allen L. Haid, Robert Kerna, James E. Bailey, Stanton P. Kettler, Richard E. Jones, H. A. Steensen, A. J. Harker, Glenn C. Boudy, Paul J. Miller, and Bertha C. Prestiler.

Fort Industry operates AM stations: WSPD Toledo, Ohio; WWVA Wheeling, WMNN Fairmont, W. Va.; WLOG Lima, Ohio; WJAG, WOBU, WBZA, WQBS Miami, Fla., and WJBK Detroit. In each of these cities, except Fairmont, FM stations are owned and operated by the firm in association with the AM outlets. In Toledo, Detroit and Atlanta, Fort Industry operates TV stations. Other interests are newspapers in Miami Beach and Coral Gables, Fla., and The Standard Tube Co., Detroit.

WNOE Gets CP
For 50 kw Operation

WAY was cleared by FCC last week for issuance of the construction permit which it had granted last January to WNOE New Orleans for switch from 250 w on 1450 kc to 50 kw day, 25 kw night on 1060 kc, directional night.

In granting the permit, FCC had conditioned its issuance upon WNOE's securing approval from the Civil Aeronautics Adm. for its proposed transmitter site and further upon satisfying modification of its contract with the Coliseum Place Baptist Church to comply with the Commission's new rules banning certain time transmission contracts in station sales.

WNOE secured the CAA approval in April, FCC reported, and this month was able to work out a mutually satisfactory modification of its contract with the church which would meet the FCC's stipulation. The pact was drawn up in 1941 and had called for reservation of certain time for 99 years.
Then Jamison said...

"You need Weed, Sir!"

At lunch the other day our man Jamison met a very worried station manager. In advertising's best anonymous tradition we will call him Station Manager A.

"I hear a lot of talk these days about economic recession," Manager A was saying. "I don't necessarily believe it, but I hear it. I hear that the honeymoon is over, that the buyer's market has arrived, and that advertisers are getting more careful every day about how they spend their appropriations."

"True in part," said Mr. Jamison. "But let's look at the bright side. The fact that both buyers and advertisers are becoming more careful improves your competitive position. You have a good station in a good market. And Spot Radio, the major product you have to sell, is admittedly one of the most economical and profitable forms of advertising ever devised. It is the medium smart advertisers prefer when they want to pinpoint their markets and avoid all waste circulation."

"Then why is my station losing money?" the manager asked.

"If you don't mind my saying so," Jamison replied, "you are improperly represented. Spot Radio should be sold as carefully as it is used... You need Weed, sir!"

"I have been employed by this fine organization for some time. We are doing more business for all of our clients than ever before. And there's no reason why we can't do the same for you."
IT'S 9:30 A.M.: Saturday: The doors of WRVA's 1300-seat theatre open to admit housewives. Each one writes the name of her grocer on a card and may get a sample of your product or watch your own demonstrator.

IT'S 10:00 A.M.: WRVA's handsome News Editor, George Passage, conducts the warm-up. Housewives are called up to the fully-equipped kitchen on the stage to tell all about themselves. They get a basket stacked with samples of each sponsor's product. Plus a sales talk.

IT'S 10:15 A.M.: One lucky housewife wins the quiz that makes her the owner of a brand new modern kitchen sink.

IT'S 10:30 A.M.: "Calling All Cooks" is on the air with George Passage as emcee. He quizzes a group of chosen housewives on homemaking and homedoinings. With loads of laughs and lots of prizes for everybody... watches... fountains pens... clothing, etc. Plus a basket of groceries.

IT'S 10:30 to 11:00 A.M.: Each participant mentions the name of her grocer on the air. And early Monday morning he gets a dollar bill in his mail. With it is a card saying the dollar comes with the compliments of the "Calling All Cooks" sponsors... all named. The flood of dollar bills is an introduction for your salesman.

IT'S 11:00 A.M.: The on-the-air show is over, but the program lingers on. George Passage and WRVA's home economist, Harriett Allen, show off the sponsors' products. Some are cooked right on the stage. Others are demonstrated at the same time. Housewives get an opportunity to win a radio... or a washing machine... or an ironer.

IT'S 11:45 A.M.: The show is almost over. But not before the theatre audience marches up to the stage to sample the cookery. And to ask all the questions they want of homemaking expert Harriett Allen.

All This...
and the Kitchen Sink too!

Buy a participation on "Calling All Cooks"—WRVA’s big new quiz and prize show for housewives aired from 10:30 to 11:00 Saturday mornings—and you get everything but the kitchen sink. That goes to a lucky housewife!

It’s much, much more than you bargain for, too. Because you pay a surprisingly low cost for a participation on a half-hour broadcast. And you get two hours and fifteen minutes of product-pushing performance. As you can see, from 9:30 a.m. to 11:45 a.m., your product is made an important part of the show—before it goes on the air . . . while it’s on the air . . . and after the broadcast. All adding up to lots of mentions and lots of sales . . . with a Grocer Promotion that makes Your Salesman Welcome in His Store!

To take advantage of all the sales opportunities that come with “Calling All Cooks,” call us or Radio Sales. We’ll show you how it can cook up big returns for you in a $1,412,700,000† market where 434,253 radio families* live and listen most to 50,000-watt WRVA.

† Sales Management Survey of Buying Power, May, 1949
* 50-100% BMB Daytime Audience Area

Richmond and Norfolk, Virginia
Represented by Radio Sales

WRVA
Editorial

Facing Agency Facts

THERE'S nothing better for the soul, whether it be personal or corporate, than a frequent appraisal by a frank and sincere friend. Such a friend is Art Lund, Campbell-Mithun radio director, who buys millions in time every year. Mr. Lund is strategically located for the role of critic and counselor of broadcasters.

Mr. Lund told NAB District 11 broadcasters—and some of their ears are still burning—just what's wrong with a lot of time peddlers (see his article on page 26). At first thought it seems incredible that trained salesmen would attempt to foist phoney or ill-planned arguments on skilled men whose business it is to get results from the money put up by sponsors. Yet Mr. Lund is sometimes forced to spend part of his busy day listening to silly salesmanship.

Having cited some of the station abuses that come his way, he proceeds to lay down a set of standards for salesmen and explain just what an agency expects from those who would help it sell goods. And he makes it quite clear that the agency must allocate its clients' funds to get the best results.

Every good sales manager—and station manager, too—should know exactly what factors influence an agency in buying time. But a reflexive argument can do any harm and probably can do a lot of good.

Mr. Lund, recalling that radio has sold billions in goods and services, is convinced it will sell billions in the future—television notwithstanding. He has one basic plea, and it's a timely one as the selling business becomes tougher—"Let's make it better than it is."

Radio's Hen & Egg

IN THESE days of hard grubbing for new business, radio is overlooking an opportunity in its own back yard.

Radio manufacturing is big business. Last year the volume in sets, tubes and parts totalled in the neighborhood of three-quarters of a billion dollars. This year, spurred largely by the war, it may exceed $1.5 billion. In the trade it is estimated that consumer advertising may be allotted up to 10% of sales. In many cases funds set aside by the wholesaler and manufacturer are matched by the dealer to create an advertising budget on what amounts to a dealer co-op basis.

If all dealers took advantage of these various cooperative arrangements between $60 and $70 million would be available to exploit set sales. But of this total last year perhaps 90% went to the printed media—mainly newspapers. Radio got most of the niggardly balance.

A shocking story?

There must be reasons. For one thing, dealer co-op advertising is made easy for the newspapers. Copy, via mat service, is prefabricated by the manufacturer or his agency. It is placed in local papers with a minimum of production work on the part of the distributor and his dealers.

Newspaper display probably can never be replaced by radio. But radio can capture more than the pintance it is getting, just as it has made inroads into the department store advertising. It has pitched for it.

How better to sell radio than via radio? What better way could there be to reach tele-

vision prospects than through aural radio? The story is a natural. First the mat habit must be overcome. Not much has been done to buttress the truism that the broadcaster (and telecaster) creates the market for the manufacturer, and that the latter constitutes the circulation department for the broadcaster.

Improvement and expansion of programming would stem from new money from the manufacturers. And these programs, on the local, spot and network level, would help create new audio-incentive stimulate set sales.

There's a job to be done. It should be down the alley for the Broadcast Advertising Bureau, which already is getting off an auspicious start under the inspired direction of Director Maurice B. Mitchell.

Room To Grow

CURRENT EFFORTS to secure additional television channels in the VHF region [BROADCASTING, Sept. 19] deserve—indeed, demand—the active support of all those interested in the development of television. For there may be a key to solution of one of the toughest of all the complex problems to be faced in the television hearings which FCC opens today.

There can be no doubt that FCC was forced in its decision to prevent, at this time, the use of immediate importance of the UHF band. Twelve VHF channels simply aren't enough to meet demand. It is equally apparent, in the opinion of the experts, that any coinvestment between VHF and UHF, so far as immediate operation is concerned, is strictly no contest at this stage of the art. Even after years of use, the VHF are not fully known, else there would be no question of new standards in the current proceeding. By comparison, there has been only scant experimention in the VHF.

Those behind the most recent research for new VHF channels hope to postpone the move into the UHF until a great deal more can be learned about that upper region. They think a half-dozen or more new channels in the vicinity of the present 12 would meet the demand satisfactorily for several years. FCC obviously is thinking in larger figures; it proposes to open up 42 channels above 740 me.

We don't profess to know the answer. We are confident, however, that the well-placed but as yet anonymous government engineers behind the plan have the right direction. For their eyes are focused on those seemingly sacrosanct chunks of spectrum assigned to (but not always used by) government agencies, including the military.

We have asked repeatedly that government should be required to justify its own demands for spectrum space just as explicitly as non-government users. Its requests are handled perfunctorily by the Interdepartment Radio Advisory Committee, nominally recommending to the President. We can see no justification for such a rubber-stamp operation.

There is no economic use of the spectrum. Yet government agencies, including the military, are permitted to pre-empt precious frequencies and sit on them, seemingly according to whim, while other services go begging. The military's stock argument that it may need its unused space in time of emergency is hardly valid. There is no question of the government's right to recall frequencies in periods of national cooperation.

Past failures to pry loose some of these government frequencies should not deter the current attempts. Obviously a strong and concerted effort is required. It should be made with all the support that can be rallied. All that radio and television want is a fair shake. It is a cause which should be carried squarely to President Truman if necessary.

Our Respects To—

M ARSHALL NORTHWAY TERRY

PERSEVERANT DABITUR, roughly translated, means "we succeed through perseverance" and therein lies the secret of the success of Marshall Northway Terry, whose family motto it is.

Mr. Terry, vice president in charge of Crossley Broadcasting Corp.'s three video stations WLWT Cincinnati, WLWD Dayton and WLWC Columbus, has embarked on a career which to a man of less stamina would seem like one of hyperthyroid activity.

Born in Cleveland 47 years ago, Marshall Terry started his business career at the ripe old age of eight. His first venture was a "water-route." After school and during summer vacatons for four years he filled bottles with the clear spring water from Rockefeller Park and sold it to "steady customers" for a dime a gallon.

His next job was delivering groceries for the neighborhood store and from this he graduated to selling Elwiw brushes door-to-door. His phenomenal success in sales of the humble duster evoked favorable comment from Elwiw officials.

Young Terry received much of his inspiration from tales told to him by his Uncle Marshall, who had risen from an Ohio farm boy to the post of New York State surgeon-general. Uncle Marshall counted as friends such men as Henry Ford and Teddy Roosevelt and told great stories about hard work and perseverance being the keys to success.

Grandfather Elisha Bigelow Northway was another source of family inspiration for Young Terry. Grandfather Northway was a schoolteacher but when illness left him deaf he successfully invented the piano sales field. "That old fellow could do anything," says Mr. Terry with great respect and awe. In northern and eastern Ohio the Northways outnumbered the other citizens about five to one. "Why," says Marshall Terry, "there was an entire troop in the war between the states made up entirely of Northways."

Forsaking groceries and brushes for an industrial career, Mr. Terry worked summers for the Nickel Plate Railway, checking freight cars, and for the Jordan Motor Co., assembling brakes. During the declining years of World War I he stamped out three inch shells at the Cuyahoga Stamping Co., in his home town.

Mr. Terry's colleges were Yale and Kenyon; he holds a Ph.D. from the latter. At Kenyon, he sang a creditable baritone in the Glee Club and was at home on the theatre stage as well. His first post diploma job was as ad salesman for the Cleveland News. Later he joined (Continued on page 58)
IT'S IMPORTANT that you consider these 65 South Texas counties as one, single, solitary market! That's what they ARE!

For food, clothing, general merchandise . . . for a thousand daily needs . . . people in this self-contained segment of Texas rely for distribution upon a single great city - San Antonio!

Just as San Antonio's lifelines of commerce flow forth in all directions, so does the penetrating signal of clear-channel WOAI. In these 65 counties, WOAI delivers a smashing 50 to 100% BMB Primary audience - BOTH DAY AND NIGHT!

According to C. E. Hooper's "Listening Area Coverage Index" of Fall 1948, WOAI takes you into more homes in these 65 counties than any other station . . . more by 2 to 1 in Daytime . . . more by 3 to 1 at Night.

Boasting 316,700 BMB 1949 Radio Families, the 1,337,500 people who make up this Self-Contained market rang up Retail Sales last year totaling well over $1,000,000,000!* Up 13.8% over the previous year!

Lassoed into a single, Billion-Dollar market . . . served by the single city of San Antonio . . . and by a single, clear-channel station, WOAI!

That's the story of these 65 self-contained counties. And, that's why advertisers acclaim WOAI as the "most economical means of selling more merchandise to more people who live, work and play in them!"

*Copr. 1949, Sales Management Survey of Buying Power; further reproduction not licensed.
PACIFIC NIELSEN-RATINGS
(TOTAL PACIFIC AREA, INCLUDING SMALL-TOWN, FARM AND URBAN HOMES —and including TELEPHONE and NON-TELEPHONE HOMES)
JULY 1949

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<th>Guests</th>
<th>Home Rating</th>
<th>Change</th>
<th>Points</th>
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<td>Break the Bank</td>
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EVENING, MULTI-WEEKLY

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WEEKDAY

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<td>Stella Dallas</td>
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<td>Young Wlider Brown</td>
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<td>When a Girl Drinks</td>
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<td>6</td>
<td>Right to Happiness</td>
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<td>8.4</td>
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<td>7</td>
<td>Poet's Home</td>
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<td>Welcoming Travelers (3rd Qtr, WK3)</td>
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<td>Porta Face Life</td>
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DAY, SATURDAY

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<td>Stors Over Hollywood</td>
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DAY, SUNDAY

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<td>-1.2</td>
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<td>Stop the Music (2nd Qtr)</td>
<td>234</td>
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<td>3</td>
<td>Stop the Music (3rd Qtr)</td>
<td>233</td>
<td>7.3</td>
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</table>

NOTE: Number of homes is obtained by applying the "Nielsen-Rating" (%) to 4,457,000— the 1949 estimate of total radio homes in the Pacific Time Zone.

WASH Grid Plans

Five leading collegiate football games and all the Baltimore Colts professional games will be carried play-by-play by WASH (FM) Washington, starting with the Navy-Princeton game Oct. 1. Five navy games, Yale-Harvard, Pennsylvania-Colley, Virginia and Pen-Cornell will be broadcast.

LIQUOR ISSUE

Lands Back in Congress

TREASURY DEPT., whose Alchol Tax Unit supervises administration of the Federal Alcohol Administration Act on liquor advertising has the FCC issue of advertising on stations and networks squarely back at Congress, it was confirmed last week [Closed Circuit, Sept. 19].

Treasury Secretary John Snyder reportedly advised Sen. Edwin C. Johnson (D-Col.), chairman of the Senate Commerce Committee whose previous inspection inspired the reply, that the department felt it was a matter for Congressional jurisdiction. Further, the department declined a comment on the merit of the proposals advanced by the Commerce chairman to curb liquor licenses assessing contemplating radio-TV advertising. Sen. Johnson had urged the Tax Unit to use "morale station" if necessary. (HR 6111), introduced last month by Rep. Fred Crawford (R-Mich.) to amend the Federal Alcohol Administration Act, currently winding up before the House Interstate Commerce Committee [Broadcasting, Aug. 29].

BOSTON REC

Record Attendance for Meet

RADIO EXECUTIVES CLUB of Boston started its 1949-1950 season with a record turnout of over 75 members at the first session Sept. 14, presided over by Craig Law- rence, general manager of WCBS Boston and president of the club.

Rudolph Bruce, advertising manager of New England Coke Co., was appointed chairman of the permanent committee on rules after his report for the special committee on organizations and elections was adopted. Rule committee members also include Wilbur S. Edwards, assistant general manager WEIS (CBS) Boston; A. M. Morgan, general manager WLYN Lynn; Harvey Carter, manager WMUR Manchester, N. H., and Harvey P. Newcomb, Harry M. Frost Co.


Publicity, Marie H. Houlihan, WEEI director of publicity and public relations, chairman; Beryl Kimball, director of advertising, Boston Consolidated Gas Co.; Claire Crawford, WNAC Boston sales manager; Arthur Haley, WMBS Boston sales; Warren Journey, manager WBZ-TV Boston; N. H. Provenzile, Hoag & Provenzile Inc.; Bob Kimmel, promotion manager WMAT-FM Haverhill, and Mitchell S. Stanley, WJON Woonsocket, R. I. Reception committee includes Gerald Kirby of WEEI sales and Connie Jackman.

Barton Joins WARE

CHARLES W. BARTON, brother of Bruce Barton, New York advertising executive, has been appointed national advertising sales manager for Action Media, a veteran of World War I. Mr. Barton is a former newspaper owner and reporter.

IF YOU HAVE A SP O T RADIO PROBLEM

CONTACT OUR NEAREST OFFICE

Joseph Hershey McGilvra, Inc.

RADIO AM-FM-TV REPRESENTATIVES

Executive Offices—366 Madison Avenue, New York 17, Munsey Hill 3-8755

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

BROADCASTING  •  Telecasting

- Bold

J. H. Greenwood
Station WCAE
Pittsburgh, Pa.

"We consider it the best!"

VARIABLE RELUCTANCE CARTRIDGE

SEE PAGE 41

There's a NEW Look in Northeastern Ohio

IT'S A NEW LOOK because...

IT'S A BOLD LOOK because...

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

1. A station 28 miles from us increased its power and therefore a station 28 miles from us lost more than half its audience in the Canton market.

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

3. WHBC increased its power to 5,000 watts...became an affiliate of ABC...and therefore another station 58 miles from us lost practically all its Canton market audience.

RESULT:

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

Check Taylor Barrow About...

- Bold New Hoopings
- More listeners at last cast
- Real sales that still hold firm
- Local promotion that sells
- A Amyvity "BRIGHT SPOT" market

ASK WHBC CANTON about the NEW BOLD LOOK in NORTHEASTERN OHIO

Page 38 • September 26, 1949
Western Electric Power Tubes for AM and FM

Whether your station operates on low power or high power, AM or FM, you’ll find the tubes you want in Western Electric’s line.

Always known for long service life and top quality performance, these broadcast power tubes and rectifiers—all engineered by Bell Telephone Laboratories—are now being made for Western Electric by Machlett Laboratories, Inc., another pioneer in the development of electron tubes.

Look over the listing of types below—and for further information, call your local Graybar representative or write Graybar Electric Co., 420 Lexington Ave., New York 17, N.Y.

Western Electric—Quality Counts—

Western Electric's line of high power transmitting tubes includes:

<table>
<thead>
<tr>
<th>Type</th>
<th>Description</th>
<th>Power</th>
</tr>
</thead>
<tbody>
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<td>Air cooled triode, 275 watts</td>
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</tr>
<tr>
<td>220C</td>
<td>Water cooled triode, 10 kilowatts</td>
<td></td>
</tr>
<tr>
<td>220CA</td>
<td>Forced-air cooled triode, 5 kilowatts</td>
<td></td>
</tr>
<tr>
<td>222A</td>
<td>Water cooled high vacuum rectifier, 25 kv. inverse voltage</td>
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<tr>
<td>228A</td>
<td>Water cooled triode, 5 kilowatts</td>
<td></td>
</tr>
<tr>
<td>232B</td>
<td>Water cooled triode, 25 kilowatts</td>
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<tr>
<td>232BA</td>
<td>Forced-air cooled triode, 8 kilowatts</td>
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<tr>
<td>233A</td>
<td>Water cooled high vacuum rectifier, 50 kv. inverse voltage</td>
<td></td>
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<tr>
<td>236A</td>
<td>Water cooled triode, 20 kilowatts</td>
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<tr>
<td>240B</td>
<td>Water cooled triode, 10 kilowatts</td>
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</tr>
<tr>
<td>241B</td>
<td>Air-cooled triode, 275 watts</td>
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<tr>
<td>251A</td>
<td>Air-cooled triode, 1000 watts</td>
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<tr>
<td>270A</td>
<td>Air cooled triode, 350 watts</td>
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<tr>
<td>279A</td>
<td>Air cooled triode, 1200 watts</td>
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<tr>
<td>298A and B</td>
<td>Water cooled triode, 100 kilowatts</td>
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<tr>
<td>308B</td>
<td>Air cooled triode, 250 watts</td>
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<tr>
<td>340A</td>
<td>Water cooled triode, 25 kilowatts</td>
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<tr>
<td>341AA</td>
<td>Forced-air cooled triode, 5 kilowatts</td>
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</tr>
<tr>
<td>342A</td>
<td>Water cooled triode, 25 kilowatts</td>
<td></td>
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<tr>
<td>343A</td>
<td>Water cooled triode, 10 kilowatts</td>
<td></td>
</tr>
<tr>
<td>343AA</td>
<td>Forced-air cooled triode, 5 kilowatts</td>
<td></td>
</tr>
<tr>
<td>357B</td>
<td>Air cooled triode vhf, 400 watts</td>
<td></td>
</tr>
<tr>
<td>363A</td>
<td>Air cooled pentode, vhf, 350 watts</td>
<td></td>
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<tr>
<td>379A</td>
<td>Air cooled triode, 1200 watts</td>
<td></td>
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<tr>
<td>5530</td>
<td>Forced-air cooled triode, vhf, 3 kilowatts</td>
<td></td>
</tr>
<tr>
<td>5541</td>
<td>Forced-air cooled triode, vhf, 10 kilowatts</td>
<td></td>
</tr>
</tbody>
</table>

He said the networks challenged the power of the FCC to make the giveaway rules. He said the rules in effect would impose a censorship and a restraint on programs previous to broadcast. He charged that neither the criminal statutes nor the courts define a lottery as the FCC has done.

Mr. McCormack emphasized the technical legal point that participants in giveaway shows did not give valuable consideration in order to participate, and that if there is any consideration at all, it is given after the drawing of the lot. He argued that to be a lottery, the consideration should be given for being in on the lot itself. He said there is nothing in the lottery cases to support the FCC view of consideration. (FCC Com'r. Hennoch, in a dissent to the giveaway rules, indicated she did not believe the legal requirement of consideration existed in the giveaway situation and that therefore the giveaway show is not a lottery.)

Cites Pending Renewals

Samuel Rosenman, former New York Supreme Court justice and a member of the CBS law firm of Rosenman, Goldmark, Colin & Kaye, also hammered away at the consideration angle and then pointed out that three CBS stations and one station owned by a CBS subsidiary would be up for license renewal Nov. 1.

"We'll be up against the gun if our status isn't decided, because if we continue broadcasting these programs without judicial finding that the licenses will be denied," he said.

Mr. Rosenman contended giveaway programs were nothing new, that since 1940 many had been on the air without prosecution either by the Dept. of Justice under violation of the lottery laws or by the Post Office for unlawful use of the mails.

He called attention to a program called Musicales, to which he said the Post Office Dept. had given the green light although Musicales required the listener to do more (by way of consideration) than any show now on the air. He explained that a Musicales participant had to go to a store to get a bingo-type card to fill in at the time of broadcast.

He then detailed the great loss CBS would suffer if a stay were not granted. CBS has five such programs on the air, all developed at the cost of thousands of dollars and bringing in thousands of dollars of revenue, he said. These would be discontinued, their audiences lost, he said, whereas a stay would impose no such irreparable harm on either the public or FCC.

Judge Rifkind broke in to ask whether FCC had said it was banning giveaways because they were not good enough as program material.

Upon a negative answer from Mr. Rosenman and from the FCC counsel, Judge Rifkind observed that the FCC might therefore be able to issue a rule against giveaways on another ground and that any stay he granted could not insure against such an eventuality.

NBC Gross Billings

Paul Williams, of the NBC law firm of Cahill, Gordon, Zachry & Reilley, attorney for NBC, by announcing that NBC had gross billings of $100,000 weekly from six programs in the giveaway category. This business would be lost without a stay, he said Mr. Williams, "because we wouldn't dare operate for one day unless we had permission."

In the face of the arguments of irreparable harm the networks would suffer, it became apparent that Judge Rifkind would stay the FCC. It was then that the FCC counsel, Mr. Goldman, and William J. Hickey, special assistant to the U. S. Attorney General, argued for a restricted scope of any stay to be granted.

Supporting affidavits of the networks were revelatory of the importance of giveaways to their financial stability.

For example, CBS in an affidavit signed by Joseph H. Ream, executive vice president, stated its Hit the Music program costs its sponsor $20,000 for each broadcast and that CBS made a "substantial profit" on it.

Sing It Again, he said, is under sponsorship of Carter products effective Oct. 1, 1949 to Sept. 30, 1950 at $8,000 for each quarter-hour period, giving CBS a "very substantial profit." Carter, however, had a clause in its contract permitting it to cancel its sponsorship unless a stay in the giveaway rules was not obtained prior to Sept. 20, 1949. Presumably Judge Rifkind's clear indication only the day before that he would stay the FCC would make that clause now inoperative.

Give and Take, said Mr. Ream, was sponsored by the Toni Co., at $5,600 a broadcast, again giving CBS a "substantial profit."

He added that the one program, the shop went on, has been sponsored on television over CBS's own station in New York but sustaining elsewhere. Local Chevrolet dealers have been paying CBS $2,000 weekly for this show, it was said, but there was no allegation that it was rendering CBS a profit.

All together, CBS's investment in the programs was in the hundreds of thousands and revenue from them in the millions, he said.

ABC Files Affidavits

ABC filed affidavits signed not only by its president, Mark Woods, and its vice president, general attorney and secretary, Joseph A. McDonald, but also by Ray Vir Den, president of Lennan & Mitchell Inc., agency for P. Lorillard Co., which buys a 15-minute segment of Stop the Music on behalf of Old Golds, and by James M. Cecil, president of Colil & Presbrey Inc., agency for Speidel Corp., another Stop the Music customer.

Mr. McDonald's affidavit pointed out that the threat to the network lay not only in the fact that renewal licenses could be withheld from stations broadcasting giveaway shows but that existing licenses could be revoked.

Mr. McDonald stated ABC and its affiliated stations "strongly resent the disor- der" from giveaways, that such programs have wide public acceptance and that to lose, for example, Stop the Music, would mean loss not only of its audience but disruption of ABC's whole Sunday evening programming and make other hours on Sunday evening "less attractive to advertisers and therefore less saleable."

He also said ABC has under contract at high salaries various artists and performers on the giveaways. Discontinuance of the programs would mean a big loss in that direction since such perform-
ers might not be good on other programs.

Mr. McDonald also indicated that Stop the Music will be an important cornerstone in the ABC attack on the government rules.

That program, he revealed, in its television version, has had the approval of the Post Office. When ABC was considering the plan of having listeners send in post cards with their names so they could be eligible for selection as participants, the network asked the Post Office whether such post cards were mailable and not in violation of the postal lottery statute. In a letter to ABC, the Post Office Dept. ruled:

"Submission of the postal cards would not be regarded as rendering matter relating to the scheme nonmailable under the postal lottery statute and rules."

Mr. McDonald said this meant the Postal Office had ruled that Stop the Music was not a lottery.

The ABC affidavit by Mr. Vir Den, the Lennen and Mitchell president, related briefly the history of Old Gold’s sponsorship of parts of Stop the Music. Said he:

"At the present time, we are spending on behalf of our client, P. Lorillard Co., respectively $112,000 per month for the Stop the Music radio and television programs and broadcasting facilities therefor."

Cites Expenditure

He also said considerable sums had been spent in advertising and promoting the programs in conjunction with Old Gold cigarettes in other advertising media in order that the public will associate Stop the Music with Old Gold cigarettes.

The ABC affidavit by Mr. Cecil, president of Cecil & Presshure Inc., told how important Stop the Music was to Speidel Corp., watchband manufacturers.

Mr. Cecil said Speidel had been unable to find a good means of merchandising its product because, being a small manufacturer, it could not buy network radio effectively. Stop the Music was then presented on a basis where the total advertising expenditure for Speidel’s segment would be not more than $520,000 per year.

"No other such opportunity had presented itself to the Speidel Corp. or to Cecil & Presshure, to enable an advertiser of limited means to successfully compete with industrial and commercial giants with multi-million dollar advertising appropriations," said Mr. Cecil.

He then went on to say that the Speidel success has boosted retail jewelry business throughout the country, boosted sales of other watch bracelet manufacturers as well as Speidel, and has given employment to Speidel’s town of Providence, R. I., "a black spot" in employment. He concluded . . .

Jobs Jeopardized by Ban

"All of these accomplishments were made possible through Stop the Music, and all of them would be in grave danger of falling to the ground with the banning of Stop the Music. In danger would be not only the jobs of the Speidel workers, the welfare of the entire watchband industry, and the welfare of 18,000 retail jewelry establishments, but far more ominous in our view, would be the nature of the blow directed against the single effective radio program, which made it possible for small business to compete successfully with big business, for the half-million dollar advertiser to compete successfully for the listeners’ attention, and his patronage with the multi-million dollar advertiser."

The NBC affidavit was taken by President Niles Trammell, who stated that the network derived more than $100,000 in gross billings weekly from six giveaway programs. He, too, said NBC had spent much money, time and effort in developing new giveaways.

Station Engineers Prefer...

VARIABLE RELUCTANCE CARTRIDGE

Performance—not words—sells cartridges to broadcast stations. That’s why you'll find so many station engineers who specify General Electric—for fine reproduction, for long life, for economy.

Stylus are available in 1, 2.5 and 3 mil radii for use with this cartridge. Sapphire $210; Diamond $16.50. Compare this price with anything on the market!

Type RPX-046 Cartridge less stylus—$6.87

TRANSCRIPTION TONE ARM

Especially adapted for use with the G-E Cartridge. Made of strong, feather-light magnesium. Exceptionally good when tracking old or warped records. Excellent bearings. Mounts on standard broadcast turntables.

Type FA-21-A. Not to broadcasters—$4.19

GE GENERAL ELECTRIC

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

Please send me free bulletins with complete specifications on the G-E Cartridge and Transcription Tone Arm.

NAME:
ADDRESS:
STATON:
CITY:
STATE:

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tic, with hopes for a “better than even” break with last year. Co-owner Palmer Dragsten bases his optimism on a “hard selling attitude.” At KROC Rochester, General Manager David Gentling anticipates a 50% increase above last year, with accounts out of the Twin Cities “especially active.” Crossing the Wisconsin border, Howard Dahl, head of WKBH LaCrosse, will settle for a “35% with 1948.” He reports that competition in the three-station market is “very keen.” Over in Green Bay, however, WDUS, managed by Ben Laird, is locally holding to its summer level which was 20% above last year. But national spot is “only 50% of the best month in ’48,” he says. WMAM Marinette, to the north, is doing an aggressive selling job in both its own and the Menominee, Mich., market, with local and regional billings up 15%.

Most Competitive City

Two representatives of the big Milwaukee market—Hugh Boice of WEMP, and Charles Lanphier of WFOX, both independents—described their city “probably the nation’s most competitive.” Each said he would settle for a record on a par with 1948. On the basis of the first six months of 1948, Don Wirth, vice president of WNAM Neenah-Menasha, expects the year to be 14% better. WJRN Racine has been getting windfall of national spot—15% above 1948—and is holding up local sales to a level about 3% higher, said Station Manager Harold Newcomb. At WOBT Rhinelander, General Manager Hugh Rowlan, says the year will be off only slightly despite a summer which fell 10% below last year’s mark.

WHBF Prospects Gloomy

WLS Chicago will be “as good as last year,” according to Treasurer George R. Cook, while Robert Burer, station manager at WDAN Danville, Ill., anticipates a 20% increase in network revenue with slightly less in local income. At WDUI, in the center of Illinois, local sales are “climbing,” it was reported by General Manager Merrill Lindsey.

But over at Quad-Cities on the Mississippi, WHBF Rock Island’s prospects are gloomy. “We are having a rugged time,” says Leslie Cook, station manager, “Our problems are the same, with another two stations in the center of southern Illinois mining section, looks for fall and winter sales to be 20% above last year. “March was the only low month of the year in comparison with 1948,” says General Manager Charles Cook.

Two-Semester course on “World Radio” by Arno Huth, authority on international radio, will be given at New School for Social Research, New York.

RALPH WEIL (1), general manager of WOV New York, receives Star of the Order of Italian Solidarity from Aldo Paravicini of the Italian Consul General in New York [broadcasting, Sept. 19]. Mr. Weil is president of Victoria Broadcasting Corp., WOV owner.

What Agencies Want

(Continued from page 20)

where most homes are located—how many are urban, rural? And it wants to know only about the radio homes that are covered reliably and regularly, not just occasionally. There is little that a radio station can do to influence the selection of markets or a given radio schedule. That must be determined by the advertiser and the agency. But frequently the amount of money to be spent in a market can be influenced by the radio station that demonstrates the large size and quality of the territory it covers in a factual and provable way. Superlative claims mean little to the agency. We are interested only in the facts.

(2) The agency wants to know about your station audience in the area it serves. It is strange how many stations try to slough-off this important factor. What is your share of the audience through-out the day? What is the actual audience at the time you have quoted as available? On these two factors—coverage and listenership—the agency bases its most important single calculation—cost per thousand radio homes. Any indications of listenership you may have are important and helpful. Hooper, Neilson, Comlin, telephone interviews, Diary surveys—they all help. If your station covers a wide rural area, as well as an important metropolitan center, the agency wants to know the difference in listenership characteristics between them. If you’re better or worse in the country than you are in the city, the agency wants to know about it.

Cities Quality Need

(3) Program and production quality... this covers a multitude of sins but don’t forget, the agency’s thinking begins and ends with the sale of merchandise. The skill and regularity with which your station can deliver good programming and production means listeners to your station. It means sales for the advertiser’s product. Some stations are noted in the advertising trade for the excellent standard of their programming and production which they maintain—day in and day out. By the same token, some stations are known among agencies to be just plain sloppy in their production habits. But even production copy can be made to sell better than its quality would indicate if it is surrounded by good production and delivered by a radio salesman who wants to make it sell. Two wrongs don’t make a right.

I’m sure all of us agree to the power of radio as a selling medium. Radio has reaped billions of dollars worth of merchandise in its short history and will sell billions more in the future—television notwithstanding. My only plea is: Let’s make it better than it is. Let’s get our production people and our talent to be “selling conscious” and “product conscious.” The agency would like to know that your salesman on the air will do a job of sincerely, convincingly, and honestly selling the goods to the customer.

NAB DISTRICT 9

Appoints Committee Heads

COMMITTEE appointments for NAB District 9 (Illinois, part of Wisconsin) were announced Sept. 16 at the close of the membership convention at Three Lakes, Wis., by Charles C. Caley, WMBD Peoria, district director. Heading the Employee-Employer Relations group is Arthur Harre, WJJD Chicago. Reappointed chairman of the Engineering Committee was Oscar C. Hirsch, WKRO Cairo, Ill.

Other appointments—Program, Forrest W. Cook, WHBF Rock Island; Public Relations, Robert Burow, WDAN Danville; Sales Managers, Forster Cooper, WDUS Green Bay; Unaffiliated Stations, Hugh Boice, WEMP Milwaukee; Small Stations, Ray Livesay, WLBH Mattoon, Ill.

NINE football games of St. Bonaventure College, Olean, N. Y., will be aired by WOR, WJSE, Allegheny, N. Y., with Atlantic Refining Co. sponsoring.

WIDE BLANKET COVERAGE, CONCENTRATED AUDIENCE, BEST PROGRAM FACILITIES, AND NOW—5000 WATT OUTPUT!

JOS. WEED & CO.
350 Madison Ave., New York,
Can Tell You More About

CHNS

HALIFAX

NOVA SCOTIA

BROADCASTING  •  Teletcasting

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Expanded BMB
(Continued from page 87)

Miller tied the loose ends together with an overall story of the association's new streamlined organization and told how its "small but efficient" staff follows through on a personal basis in high government places.

The just-challenged critics of NAB's legislative record to cite a "single law adverse to the industry enacted in the past four years." He noted while the whole history of broadcasting has been one of advance, the industry now is faced with its first "shaking down" period. He expressed the hope broadcasting would develop a championship complexity during the period.

An added attraction at the Minneapolis meeting was a program featuring three of the North Country's leading agency men. Edward A. Cashin, vice president of BBDO; Arthur H. Lund, radio director of Campbell's Soup; and James D. McTighe, radio director of Olson stead & Foley, spoke in plain language about station shortcomings with relation to agencies. (See article by Mr. Lund, page 26.)

Mr. Cashin said agencies need more ideas. He recommended that stations ask their personnel for "brainstorms," just as BBDO does periodically. After requesting its staff in every city to contribute ideas for radio promotions, BBDO recently had 3,800 ideas to choose from, he reported. Citing a dearth of merchandising ideas for radio shows, he said field major advertisers know how but merchandise on the air.

The station's failure to report to agencies about their programs, and station promotions were pointed out by Mr. McTighe, who disclosed that Olson stead & Foley attempts to get a promotion budget with every program budget.

"I know you do more promotion for our clients than we hear about," he said. "You should consider your promotion reports somewhat as what you do your expense accounts. They're both extra expenses for which you expect and deserve payment."

Following this pattern he laid down in Cincinnati and Three Lakes, Mr. Mitchell continued to unrel. sale advice before the District 11 delegates at a mile-a-minute clip. Speaking both Monday and Tuesday, he gave out with such crisp paragraphs as:

The agreement of St. Louis Department stores against advertising on the air belongs in the hands of the Justice Dept.

Salesmen should know the cost of billboards, book matches and the circulation of major magazines in a local market. They should be aware when national manufacturers bulletins arrive at dealers, stating what local advertising is preferred.

Salesmen should never make collections; write continuity, or service an account. They should sell, and sell only.

Announcers should make it a practice of picking up the phone and giving the client an idea what his ad will sound like on the air.

Top station management should sit down with local bankers and convince them they will always get their money back when they loan to a radio advertiser.

When you get your license to go on the air, you thought it was a license to make money—probably 30% on your investment—but now the honeymoon is over and you must go to work.

AM hasn't dropped dead in the TV markets despite the fact competitors are telling advertisers to "sit radio out and wait for television."

Labor Discussion
NAB's labor expert, Mr. Do
erthy, spent considerable time at the Minneapolis meeting discussing the broad forces that affect radio station operations. He urged stations to deal with these forces collectively, to study "the prevailing winds that are beyond local control" through membership in national associations. He stressed the fact that running a station is "creative work," and that certain standards, unknown to most enter
tprises, must be upheld.

Other resolutions adopted by District 11 recognized BAB as "a bureau that will go far toward increasing the economic stability of the industry"; favored "increased use and promotion of BM licensed compositions" and, citing the "re-inter
terpretation of the Mayflower decision," commented "all who played a part in working to preserve this basic right inherent in free speech."

Minneapolis Registration

H. G. Alexander, KWAD; Duane Allen, WOLB; Douglas L. Anderson, KDIX; Kenneth H. Baker, NAB; Tom Barnes, WDAY; Bruce Befich, WFFR; R. W. Behling, WOLB; Carl Bloomquist, WDSM; H. J. Bothman, KTRF; Bob Bouchier, KLER; K. E. Bower, KBMB; Walt Bruzek, KLER; Jim Buchan, KWAD; Vivian H. Bulmer, Bulmer & Johnson; Orville F. Burda, KDIX; Charles G. Burke, KFPO; Paul Clark, RCA; Fred C. Clarke, KAAA; Howard Dahl, WKBE; Jerry Del, Radio Tele
vision Pub. Corp.; Harold L. Dell, KGDE; R. P. Doherty, NAB; Bud Dossa, KDDO; Palmer Dragsten, KMHL; R. N. Ekstrom, WTCN; Jim Ela, Bruce Els & Assoc.; S. Fantine Jr., KELO; Robert Forman, WLDV; G. David Gentling, KROC; Jerry Gill, AP; Marguerite Graham, KDIZ; Hugh M. Grauel, World Broadcasting; Gus Hagenah, Standard Radio; Kolin Hager, SESAC; Ken Hendrie, KSTP; Alfred J. Harding, WCCL; Bert Horswell, C. P. MacGregor; Carl E. Holt, KWAD; Harry S. Hyett,

NAB BY-LAWS

BALLOTS giving NAB members a chance to vote on eight proposed changes in the association's by-laws were mailed to stations last week by C. E. Arney, Jr., secretary-treasurer. Most of the changes conform to recommendations made by the board.

Ballots are to be postmarked no later than midnight Oct. 8. Mr. Arney wrote in an accompanying letter. First change would define in detail the rights and privileges of associate members.

Second change would legalize the board's action in granting TV affiliates of AM members a special interim rate for the rest of the year. A permanent TV dues sched
eule is to be worked out but the board felt that since most TV stations are not making money, members' TV outlets should be granted an interim rate of $10 a month, or $125 for TV-only out
tlets. The low rate quickly increased NAB's TV membership from six to more than 30. If the amendment is adopted, the board will have full power to grant such interim rates.

Third proposal merely legalizes the second, should it be approved.

Two TV Directors
Number of TV directors-at-large is increased from one to two under the fourth proposal, bring TV up to equality with large medium and small stations as well as FM and facsimile. The "A" and "B" dis
tinction in FM directors-at-large is eliminated. Directors represent facsimile at present because 25 members are required in a classification before it can be repre
ten on the board.

Proposals No. 5 would transfer conduct of nominations and elec
tions from an outside accounting

Eight Amendments To Be Voted on by Members

The famed "World News Roundup" (8-8:15 a.m. on 50,000-watt WTOP), now available three days a week. Its 5.0 Pulse rating is highest in its period, highest of the entire morning up to 9:00 a.m.

This best seller can be yours if you call Radio Sales...now.

Radio Sales

THE BEST BUY
OF THE WEEK
Washington

The

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**INDIENDETS**

TWENTY-TWO station managers, members of the Assn. of Independent Metropolitan Stations, met in Chicago Wednesday and Thursday to discuss mutual problems and plans for meeting network competition since organization last winter.

Although no policy decisions were made at the two-day meeting in the Stevens Hotel, station managers stripped to shirt sleeves and got down to basic issues during both day and night sessions. Tom Baker of WKDA Nashville was the only representative of the three new stations admitted to AIMS shortly before the meeting last week. Other new members are WMWD Baltimore and KLIF Dallas.

Members agreed to maintain the present structural format, which provides for no officers and only round-table discussions at informal business sessions. Seven major subjects were tackled by all participants. Topics, with the chairmen, were national sales, T. S. Marshall, WOLP Seattle; programs, Pat McDonald, WHIM Memphis; costs, Elroy McCaw, KPOA Honolulu, Hawaii; systems and procedures, Dave Baylor, WIMO Cleveland; surveys, Hugh Felts, KING Seattle; engineering, John Engelbrecht, WIKY Evansville; IVH, organization, Steve Cisler, WKYW Louisville, and promotion, Jerry Sill, WMIL Milwaukee.

**Case Histories**

Typical talk at the closed meetings concerned individual operations with case histories, including that of the Honolulu station which airs Japanese daytime serials employing casts of 100, and one of a 250 w outlet which commands a 45 House on Sunday afternoon in competition with four networks.

Applications of stations wishing to become members were discussed late Thursday, but no final decisions were made. Membership, issued by invitation, is open from stations in metropolitan areas with 100,000 or more population, although major markets such as Chicago and New York have been eliminated because of the difference in independent operation problems.

More several AIMS stations are expected to be added shortly to the roster of Independent Metropolitan Sales, national representative firm. All IMS stations are members of AIMS, but most AIMS stations have another representative. IMS was established recently to handle a few metropolitan stations. Jack Koste heads the representative group, with Jack Mulholland as Chicago manager.

Attendance also included:
- Al Meyer, KMYR Denver; Ed Thompson, WPTF Fort Wayne, Ind.; King Robinson; KATU Houston; Bob Vern, WMBM Miami; Tom Barker, WKDA Nashville; Pete Schloss, WBBM Chicago; H. A. Jacobson, KKL Portland, Ore.; Howard Johnson, KNWJ Salt Lake City; Cole Wylie, KREM Spokane; Ralph Stufflebam, KETL St. Louis; Frank Devaney, WMIN St. Paul; Ed Loveace, KTIB Tacoma; John Hurley, WNEW Rochester, and Gene Trace, WBBM Youngstown, Ohio.

**Edward D. Pulley**

PIONEER radio engineer, Edward Darril Pulley, 38, general manager and vice president of WTN Clearwater, Fla., was killed in an automobile accident Sept. 4 near Valdosta, Ga. Rated as one of the South's top radio engineers, Mr. Pulley built WTN in 1947. He also had constructed 10 other stations in the South, including one in Nashville; Florence and Jasper, Ala.; and Columbus and Macon, Ga. The accident occurred when Mr. Pulley was on his way to Macon to bring home his wife and two children, Pamela and Steve, who had been visiting relatives.

**AIMS Meeting Studies Network Challenge**

**Upcoming**

NAB DISTRICT MEETINGS

- Sept. 27: Dist. 10, Savery, Des Moines.
- Sept. 29-30: Dist. 12, Allis, Waukesha, Wis.
- Oct. 3-4: Dist. 13, Adolphus, Dallas.
- Oct. 6-7: Dist. 9, Peabody, Memphis.
- Oct. 10-11: Dist. 3, Roosevelt, Jackson-
   ville, Fla.
- Oct. 11-13; Dist. 4, Carolina Inn Pine-
   hurst, N. C.
- Oct. 22-26: Dist. 3, Skytop Lodge, Sky-
   top, Pa.
- Oct. 25-28: Dist. 2, Berkeley-Carteret,
   Arthur Park, N. J.
- Oct. 31-Nov. 1: Dist. 1, Somerset, Boston.
- Nov. 2-3: Dist. 8, Book Cadillac, Detroi-
- Nov. 8-28: Dist. 16, Paradise Inn, Phoenix.
- Dec. 5-8: Dist. 14, Utah, Salt Lake City.

**WINZ LICENSED**

Revocation Order Dropped

REGULAR license was issued to WINZ Hollywood, Fla., by FCC last week and the Commission's previous order of revocation was set aside [BROADCASTING, May 9]. Action was taken upon petition of the licensee, Hollywood Broad-

FMIC had ordered the revocation on grounds the licensee had violated provisions of the Commission's rules and standards, but WINZ in its petition contended the charges were made in error and that other technical difficulties had been caused by successive hurricanes which damaged facilities and delayed construction of new facilities.

WINZ is assigned 1 kw fulltime, directional night, on 970 kc.

**FOR SALES**

- Over a million people in 79 counties of Geor-
  gia, South Carolina and Florida.
- 3½ times more people than any other station in this market.
- A $557,206,000 retail sales area.

**It's 630**

in Savannah

BROADCASTING • Telecasting

**330' Insulated AM radiator in SANITIAGO, DE CUBA—
CADENA ORIENTAL DE RADIO LOMA DE QUIN-
TERO.**

**Stainless, Inc.**

50 CHURCH STREET,
N. Y. C.

PLANT: NORTH WALES, PA.

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Ad Practices Eyed
(Continued from page 23)
not violate any law. The injunction was requested; the complaint indicated, because the defendants "have threatened to and will continue said offenses unless the relief" is granted.

The suit charged that "commencing some years ago (the exact date being presently unknown to the plaintiff), and continuously thereafter to the date of the filing of this complaint, the defendants and others to the plaintiff unknown, have been engaged in a combination and conspiracy to monopolize and in an attempt to monopolize ... interstate trade and commerce in the dissemination of news, advertising and other information in violation of Section 2 of the Sherman Act."

The suit outlined the actions alleged and stated that from time to time the defendants:
- Undertake to acquire ownership of competing newspapers and radio broadcasting facilities in Lorain County, Ohio (including WEOL).
- Threaten to refuse and do refuse to publish advertisements by those who advertise or propose to advertise on WEOL-AM-FM or in the Lorain Sunday News, an independent weekly paper.
- Attempt to persuade and do persuade employees of WEOL-AM-FM and the Sunday News to leave their respective employments.
- Agree with the Elyria Chronicle-Telegram not to circulate within the city of Lorain and not to solicit or accept ads from Lorain merchants.

Actions' Effects
Justice Dept. contended that the effects of such actions were to restrain and monopolize trade and commerce in the dissemination of news, advertising and other information, and to "irreparably injure competitors of the Lorain Journal in the operations of their businesses as a result of their inability to obtain advertising contracts from those who advertise" in the paper. It was further contended that such actions denied "various persons, firms or corporations free access to channels of advertising in Elyria and Lorain, Ohio, with consequent irreparable injury to their operations."

In a civil suit of this kind, the government seeks a court order to stop the alleged objectionable practices. There are no penalties, though failure to obey such an order could mean contempt proceedings, punishable by a fine or jail sentence.

Attorney General McGrath, in announcing the filing of the suit, said: "This is the first Sherman Act case filed by the government against a newspaper charging it with conspiring to injure a competing radio station. As the Supreme Court pointed out in the Associated Press case, freedom to keep others from publishing news is not guaranteed by the Constitution. Indeed, the Constitutional guaranty of freedom of the press goes hand in hand with the application of the Sherman Act to situations where businessmen are combining to prevent competitors from publishing."

Bergson Statement
Mr. Bergson, assistant attorney general, who also signed the complaint, said: "Since advertising plays an important role in our free enterprise system, it is vital that advertising channels not be closed by private combinations. This suit invokes the remedial provisions of the Sherman Act in support of that principle."

The case for the government was prepared by Victor H. Kramer, Baddia J. Rashid, Herman H. Seidler, Eugene C. Peck II and Frank J. Oberg under the supervision of Edward P. Hodges, chief of the trial section of the Antitrust Division.

The FCC's 1948 ruling to deny CPs to the Mansfield-Lorain papers had been a 3-to-2 vote, with dissenting Commissioners contending that the general disqualifications cited by the majority were unsupported by the record and in law. The attorneys for the papers had repeatedly denied any use of exclusive advertising contracts and accused FCC of limiting free speech, exceeding its legal authority and usurping powers that belong to the courts.

In latter 1948, WEOL through a series of broadcasts charged Messrs. Horvitz of engaging in advertising dictatorship, asserting the Lorain paper refused to carry even paid logs by WEOL while carrying free the logs of major Cleveland stations [Broadcasting, Nov. 29, 1948]. The WEOL manager described the Lorain situation as "simply a carbon copy of the Mansfield situation."

WMAN this last July, in turning in its FM permit to FCC, alleged that the advertising policy of the Mansfield Journal was in part responsible for its decision [Broadcasting, July 11]. WMAN charged the newspaper would not permit large store advertisers to buy radio time too, thus limiting the field for FM time sales.

JAMES S. TYLER
Is MBS Advertising Mgr.

APPOINTMENT of James S. Tyler as MBS advertising manager, a new title at the network, was announced last week. Coincidentally, it was learned that Jesse Thompson had resigned as MBS director of promotion and advertising, a title which has been eliminated.

Mr. Tyler served as advertising manager of the network from 1941 through 1945, resigning to enter sales promotion work for publications. Since that time he has served with Time Inc., McGraw-Hill and Fawcett publications. In his new assignment he will head the creative work in MBS promotion and advertising. Harold M. Coulter continues as director of promotion and assistant to Robert A. Schmid, vice president in charge of program sales.

ABC ADDS TWO

WIMA, WKOK to Affiliate
ABC has added two new affiliates, WIMA Lima, Ohio, and WKOK Sunbury, Pa.
WIMA, a 1 kW station operating fulltime on 1150 kc., will affiliate with ABC as a member of its northeast group on Oct. 10. R. W. Mack is station manager.
WKOK, affiliating with ABC on Dec. 1, is a 250 w station fulltime on 1240 kc. Homer R. Smith is manager of the station.

"The greatest advance in record-playing..."

In Birmingham
ALABAMA

WSGN
AM 610 KC
FM 93.7 MC

MORE PEOPLE
Listen More!

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

September 26, 1949 • Page 45
and soft drinks, eighth; gas and oil, ninth and insurance tenth. In July 1948, the six-to-ten rank was household equipment, candy and soft drinks, gas and oil, automotive and insurance advertising, in that order. For the first seven months of 1948 the six-to-ten ranking classes, in descending order, were household equipment, automotive, candy and soft drinks, gas and oil, and insurance. (See Table II for full list of advertising classes, with gross expenditures of each group for network time for July and the seven-month period of both this year and last.) Leading advertiser in each category for July is shown in Table III.

TABLE III

<table>
<thead>
<tr>
<th>TOP NETWORK ADVERTISERS FOR EACH PRODUCT GROUP IN JULY 1949</th>
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<tbody>
<tr>
<td><strong>Allis Chalmers Mfg. Co.</strong></td>
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<tr>
<td><strong>Puck H. Law Co.</strong></td>
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<tr>
<td><strong>Chrysler Corp.</strong></td>
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<td><strong>Pabst Sales Co.</strong></td>
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<td><strong>U. S. Steel Corp.</strong></td>
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<td><strong>Pepsi-Cola Co.</strong></td>
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<td><strong>Ball Telephone Co.</strong></td>
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<td><strong>Sterling Drug Co.</strong></td>
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<td><strong>General Mills</strong></td>
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<td><strong>Sun Oil Co.</strong></td>
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<td><strong>Philco Corp.</strong></td>
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<tr>
<td><strong>Armstrong Cork Co.</strong></td>
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<td><strong>U &amp; S Steel Corp.</strong></td>
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<tr>
<td><strong>Prudential Insurance Co.</strong></td>
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<tr>
<td><strong>Leaflins-Willmurt Watch Co.</strong></td>
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<tr>
<td><strong>Penn-Ohio Corp.</strong></td>
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<tr>
<td><strong>Christian Science Pub. Co.</strong></td>
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<tr>
<td><strong>First National Stores</strong></td>
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<tr>
<td><strong>Liggett &amp; Myers Tobacco Co.</strong></td>
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<tr>
<td><strong>Procter &amp; Gamble</strong></td>
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<tr>
<td><strong>Gillette Safety Razor Co.</strong></td>
</tr>
<tr>
<td><strong>A. M. American Railroads</strong></td>
</tr>
<tr>
<td><strong>Gospel Broadcasting Assn.</strong></td>
</tr>
</tbody>
</table>

Source—Publishers Information Bureau

BOOMERANG!

I'm sorry I ever heard of KXOK. My life is miserable. You see, I bragged to the boss about our program's low-cost-per-Hooper point on KXOK, like you suggested, and he just grinned like a Cheshire and said: "That proves what you can do when you really try. Now go into all our markets and get as good a buy as you did on KXOK." You and I know that's tough to do... but how can I convince the Boss?

Dear On-The-Spot:

Your Boss situation is going to be much worse. Wait till he finds out KXOK’s high Hooper position during March, 1949, when KXOK's rates are balanced with its share of audience, the combination is terrific. You and I know the base hourly rate on Station "A" is 57% higher than KXOK's, and Station "B" has a base rate 32% higher... yet they delivered only 15% and 24% more audience during March. Better not mention KXOK’s powerful signal at 630 on the dial, reaches 115 counties in six states, daytime, in mid-America.

KXOK, St. Louis 630 on the dial

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

**Fund Raiser**

**BOOMERANG!**

FAIRFAX CONE, chairman of the executive committee, Foor, Cone & Belding, will give the opening address of the 1949 Chicago Advertising Club workshops (Monday) at 6:15 a.m. in the lobby studio of CBS. Mr. Cone will speak at a general session for enrollees in all five workshops—clinics—research, sales promotion, creative advertising, layout and design, and media.

Clinics will be conducted by professional personnel among whom will be H. R. Robinson, advertising manager, Armour & Co.; H. M. Gross, president of the Chicago agency bearing his name; Fred C. Williams, advertising manager, Carson Pirie Scott & Co.; A. C. Ragnow, vice president, Campbell-Mithun; Joseph Betzer, Sarra, Inc.; G. A. Shallberg Jr., advertising director, Borg-Warner Corp., and H. H. Fensholt, president, The Fensholt Co.

Participants in the radio and television sessions of the media clinic Dec 2 will be Ken Craig, radio director, McCann-Erickson, and James L. Sifton, general and sales manager, ABC's Central Div.

**REC Speakers**

DONALD W. THORNBURGH, president and general manager, WCAU Philadelphia, and Philip H. Willie, member of the Indiana State Legislature, will speak Oct. 6 at the first meeting of the Radio Executives Club of New York for the 1949-50 season. Luncheon session will begin at 12:30 p.m. at the Hotel Roosevelt, New York. Future speakers already scheduled for the semi-monthly Thursday noon meetings include: Ben Duffy, president, BBDO; and Clarence Goshorn, president, Benton & Bowles, and chairman of the AAAA.

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FEDERAL TRADE COMMISSION

Carson, Confirmed for FTC Post

FEDERAL TRADE COMMISSION last week picked up numerical strength for the remainder of 1949 but still was functioning at make-shift opertion. The Senate confirmation of John J. Carson to succeed Robert Free as FTC Commissioner, Mr. Carson, who was approved last Monday, was expected to be sworn in today (Sept. 26).

Meanwhile, the term of Lowell Mason, current acting chairman of FTC, expires today (Sunday), but he will continue in office until his successor is named or his re-appointment assured. President Truman already has indicated his intention to re-name Mr. Mason, but any action this session is believed doubtful.

Still another appointment pending is that of Garland Ferguson whose term ended last year but who has been serving in the internal circulation has centered on whether Mr. Truman will re-submit his name. His confirmation was blocked in the second session of the last Congress, and no action has been taken in the nine months of the 81st Congress. Allan Phelps, chief of FTC's export trade division, has been mentioned as his successor.

FTC has been functioning below strength of five commissioners all year. Aside from the Freer vacancy, Comr. Ed Davis has been hospitalized for over two months.

Mr. Carson, research and information director of the U.S. Co-operative League, Washington office, serves the unexpired portion of Mr. Freer's term ending Sept. 26, 1952. His nomination had been pending before the Senate Interstate Commerce Committee since last April. The committee held hearings last June and July.

**BOOMERANG!**

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Miller Chairman

JUDGE JUSTIN MILLER, NAB president, was chairman of the Federal Bar Assn. dinner held Sept. 22 at the Mayflower Hotel, Washington. He is a member of the association's national council.

Sterling Talk

COMR. GEORGE E. STERLING of the FCC addressed the annual convention of the National Assn. of Taxicab Owners last Wednesday at the Hotel Statler, Buffalo, N. Y. He discussed the benefits of radio communication now available to the taxicab industry and explained the allocation and other problems involved in the new taxicab radio service.

SCHENLEY

SCHENLEY DISTILLERS Inc., New York, which for weeks has stirred the radio industry over its proposal to buy time for advertising its hard liquor products, announced Thursday it was continuing its "no radio" policy.

In making the announcement, the company indicated it had not abandoned completely its desire to use radio and television advertising but would continue to explore their possibilities.

J. L. Leban, president of Schenley, made the formal announcement. Schenley predicted, however, that the time would come when such radio and television advertising would be accepted.

Mr. Leban said Schenley reached its decision not to buy air time on recommendation of its own advertising department. He said:

"In preparation for our new advertising and promotion program and budget, the advertising department directed an exploration of possibilities in all fields, including late-hour radio and television shows, as well as newspaper and periodicals, outdoor display signs, spot announcements and other media."

"In regard to radio and television, he said, a careful weighing of the advantages and disadvantages caused the advertising department to recommend that we continue, for the present, our policy of advertising in all media except radio and television."

Mr. Leban cited part of his advertising department's report on radio and television which influenced the company to withhold budgeting any sums for broadcasting. That report said:

"Except among avowed prohibitionists, who wish to prohibit sale of alcoholic beverages as well as advertising, general reaction is markedly different from that of 10 or 15 years ago. The time is undoubtedly coming when distilled-spirits advertising on the major radio and television outlets will be accepted as completely for our industry as advertising in the major magazines and in newspapers is not to carry programs advertising distilled spirits, although their right to accept such advertising was re-affirmed.

The Schenley statement also formally announced that managers and owners of over 200 stations, many of which are network-affiliated, are on record as willing to accept hard-liquor commercials. Schenley, through Blow Agency, has asked radio representatives around the country to make such a canvas. The decision to take such a stand was the result of a departure from their traditional practice.

FIFTEEN years of sponsorship of their NBC program is rewarded by a loving cup presented to S. C. Johnson & Son Inc. by Jim and Marion Jordan (Fibber McGee & Molly). "Fibber" makes the presentation to John Douglas (r), district manager Los Angeles branch office, S. C. Johnson & Son. Others (l to r) Don Quinn, writer of show; Lewis S. Frost, assistant to vice president of NBC Western Div., and "Molly."
WORD WDXY (FM) 
Renew Baseball Sponsors

BEFORE the 1949 baseball season ended in the Tri-State League (North Carolina, South Carolina and Tennessee), WORD and WDXY (FM) Spartanburg, S. C., renewed the contract for sponsorship of all Spartanburg Peaches games to be played in the 1950 season. Announcement of contract renewal was made by Walter J. Brown, president of The Spartan Radiocasting Co., station owner and operator.

All games played by the Peaches in the 1949 season were jointly sponsored by the Spartanburg Coca-Cola Bottling Co., The Aug. W. Smith Department Store, Cudd and Coan Insurance Co. and the White Dot Grocery Stores.

As part of a package sale, the sponsors received a year-round program. Package price was in excess of $20,000, and sponsors renewed for 1950 on same terms of their 1949 contracts.

WORD and WDXY (FM) covered all games played, except on radio appreciation night when 4,000 fans turned out to show their appreciation for radio coverage of the games. Spartanburg finished in second place and drew an attendance of approximately 129,000 for the season. The Spartan Radiocasting Co. has a contract with the Spartanburg baseball club for broadcast of all Peaches games.

UTILIZE RADIO
Dameron Tells AFA Meet

UTILIZATION of radio to promote the advertiser to the public was pointed out by Dr. Kenneth Dameron, director of the Committee on Consumer Relations in Advertising, in an address last week before the tenth district annual convention of Advertising Federation of America meeting in Oklahoma City.

Dr. Dameron said the committee he heads has secured radio-writing talent to make adaptations of a consumer-buuyer and distribution lesson series for public service programs to be aired over radio. Containing 14 lessons, the series discusses aspects of marketing and distribution in relation to the consumer, such as advertising, pricing, retailing, channels of distribution, consumer credit, marketing costs and efficiency, etc. Dr. Dameron is a professor at Ohio State University.

Dissolve Partnership

HAROLD B. ROTHROCK and George B. Bairey, partners in Rothrock and Bairey, consulting radio engineers in Washington, have announced dissolution of their partnership effective Sept. 30. Mr. Bairey will continue the consulting practice at the same location, 1707 K St., N. W. Mr. Rothrock is moving to Indiana.

A TEXAS fisherman who told the truth! B. W. (Barney) Ogle, general manager of KGVS Weslaco, Tex., with his pair of whopping "Silver Kings" caught during the Texas International Fishing Rodeo off Port Isabel, Tex., last month. Mr. Ogle won championship honors with 91-lb. and 75-lb. tarpon catches and proved that some of those tall Texas tales can be true.

EMPLOYMENT DATA
Switched to Labor Dept.

PROCESSING of industry data on employment, wages and hours has been transferred to the Bureau of Labor Statistics, the FCC has reported in an order making final the Commission's proposed amendment of Sec. 206 (c) of its rules. FCC will continue to collect the data on forms it has used heretofore, but statistical compilation and evaluation of the data are transferred.

The rules section as amended retains the individual station or network reports within the confidential classification as previously, but in addition provides that the reports can be transferred to the Labor Dept. agency. FCC also stated that BLS will not make available to the public the individual reports although it will issue the general findings.

‘TOURIST TIME’
WHLB Salutes Visitors

NEW TWIST in motorist pickup combines ingenuity with broadcasting at WHLB Virginia, Minn., and culminates in the NBC outlet's "Tourist Time," salute to motorists traveling in Northern Minnesota's Arrowhead vacation land.

Participants are drawn for the program by traffic policemen who stop out-of-town automobiles and invite the drivers to appear on the program. The show, sponsored by the Greater Virginia Trade Div., a branch of Virginia's Chamber of Commerce, has been aired during the months of July and August for the past three years, it has proven to be one of the most popular vacation programs on the station.

The Police Dept. co-operates by stopping cars and directing them into parking spaces reserved for the purpose. Five or six cars are interviewed on each program. Tourists interviewed are given gift certificates from member stores of the division and presented with literature describing resorts and fishing spots, as well as samples of iron ore taken from local mines.

Seek Honor Month

PETITION seeking to declare June 1950 "Advertising Industry Month" in California has been forwarded to Gov. Earl Warren by Southern California Broadcasters Assn. Purpose is to honor conventions scheduled to be held that month by National Industrial Advertisers Assn. and Advertising Assn. of the West in Los Angeles, and American Marketing Assn. in San Francisco. Idea also is being backed by Southern California Advertising Agencies Assn., California State Broadcasters Assn. and California Newspaper Publishers Assn.

GRADUATE engineering and science students from 25 foreign countries at second foreign student summer project at Massachusetts Institute of Technology visited RCA-Victor plant in Camden, N. J., as part of a tour sponsored by National Assn. of Mfgs.

It takes a lot of horse sense to maintain a stable advertising program . . .

in Memphis
you pick a winner when you harness

WMPS 10,000 WATTS DAY
5,000 WATTS NIGHT
680 KILOCYCLES
AN AFFILIATE OF THE AMERICAN BROADCASTING COMPANY

BROADCASTING  Telecasting

Page 48  September 26, 1949
**Programs**

COLOR and excitement of tobacco auctions are transmitted by WKOD Greensboro, N. C., to its listeners each weekday morning. Carrying portable microphone, Wally Williams, station's program director, circulates through warehouse picking up chant of auctioneer, bidding of buyers and interviews with farmers, buy and sell auctioneers and on-lookers. Shows are sponsored by Greensboro Tobacco Warehouse.

Hotel Quiz
QUIZ show, You're the Top, on WTOP Washington asks all daily contestants the same question. Person who comes closest to correct answer at end of 10-day competition wins trip to New York, tickets to World Series games and accommodations at Knott Hotel provided by sponsor, Knott Hotels. Ten-day contest will conclude with final round in which top winner will be chosen. Typical question is, "How many meals were served in the Knott Hotels last year?" Transcribed sessions of show are aired twice daily.

Recorded Interviews
IN order to add "spark" to afternoon segment of twice daily For Women Only show on WCAU Philadelphia, Greighton Stewart, show's m.c., asks question of general interest at end of day's shows and invites listeners to phone him and give their reactions. As many calls as possible are recorded in 15 minutes. Next day between six and ten calls are played back with live interpolations by Mr. Stewart. First day idea was suggested, switchboards were so flooded that unlisted phone number has since been used. Typical questions are, "Do comic books have tendency to cause juvenile delinquency?" "Who should handle the money in the family?" "Should teenagers be allowed to drive family car without a parent being present?"

Flooie Warnings
SEVEN one-minute telephone conversations with physicians on subject of infantile paralysis, typical of conversations being carried on every day over telephone, have been made by WCOP Boston in cooperation with Massachusetts Dept. of Health's Div. of Communicable Diseases. Recordings are aired to warn parents of dangers and symptoms of dreaded disease. Station has sent copies of recordings to several other outlets in states for local airing.

Hobby Parade
TV SHOW featuring famous hobbyists, popular hobbies and handicraft exhibits, interviews and actual "how to do it" demonstrations are presented via WKBK (TV) Chicago. Shows are sponsored by Handicraft Div. of Burgess Battery Co. Hobby talent search will be conducted in connection with show.

Rotary Clubs Aired
AIRING of highlights of Los Angeles Rotary Club meetings has been started as weekly public service feature by KMGM (FM) Los Angeles. Main speeches given by outstanding members of organization are aired in full during 40-minute programs.

Editors Speak
RADIO and newspapers combine to present Sunday afternoon program series entitled Country Editor Speaks on KFV Wichita, Kans. Host for quarter-hour series is Bob Arthur, station's morning news editor. Guests are two local country editors who discuss some problem or phase of news of general interest.

Good Looking!
THREE-WEEKLY, five-minute radio show to plug television sets has been started on KEGA Hollywood, sponsored by Hoffman Radio Corp. for Hoffman Television Dealers of Southern Calif., program titled The Best Looking, features review of one television show, introduction of video "personality of the day" and television news. Herb Ellis, commentator-reviewer, is featured.

**NARND Session**
Erwin D. Canham To Speak
EVALUATION of radio news as seen through the eyes of a leading newspaper: editor will be a feature of the 1949 convention of the National Assn. of Radio News Directors at the Commodore Hotel, New York, Nov. 11-13 [Broadcasting, Sept. 19]. Convention program Chairman Jack Shelley, who Des Moines news manager, said Erwin D. Canham, editor of the Christian Science Monitor and past president of the American Society of Newspaper Editors, has accepted an invitation to discuss a newspaperman's views on how radio newsmen have measured up to the opportunities and responsibilities of their medium.

**Other NARND Convention**
Speakers previously announced include Judge Justin Miller, NAB president; Edward R. Murrow, CBS commentator and two-time winner of the Peabody Award for radio news analysis, and Elmer Davis, ABC news analyst and wartime OWI chief.

**RCA Victor Records**
TRANSPORT RADIO

D. C. Public Hearing
Set for Oct. 27

THE EFFECT of transitcasting on the "public convenience, comfort and safety" of bus and streetcar riders in the nation's Capital will be thoroughly explored next month in a hearing which may set a precedent for transit FM activities in other cities.

This was indicated last week after the Public Utilities Commission of the District of Columbia set Oct. 27 for a formal hearing. Protestive groups and organizations and individuals will be invited to air their views on the service.

Meanwhile, Capital Transit Co., which now operates over 200 radio-equipped vehicles, and Washington attorneys for Transit Radio Inc., parent organization for the operation, served notice they will file petition to intervene and are preparing joint presentations.

Details on the presentation were not disclosed but Capital Transit is expected to concern itself with the safety issue, while TR will introduce results of a forthcoming survey on rider reactions designed to uphold the popularity of the new medium. Previous tests showed that over 92% approved the service.

The Utilities Commission decided to hold the hearing after receiving over 100 letters attacking transit FM programs of music, news and commercials [BROADCASTING, Aug. 8]. To date, the number of communications received represents only a small percent of all transit riders in the District, and some are "repeats" by the sender, PUC acknowledged.

In addition, many which scored transitcasting also dressed down Capital Transit Co. on other sources of irritation, it was noted.

Public reaction to transitcasting already has been well established, in the opinion of its officials, and the new survey may be introduced at the October hearing as a secondary or counterpoint defense. It is believed that TR and CTC also may include in their joint presentation figures on the correlation between the accident rate on radio-equipped and non-equipped vehicles. A recent study in Houston, Tex., reportedly showed a higher rate on the latter, which TR and CTC may use as evidence that the public safety is not endangered as frequently asserted.

TR's new study will be prepared by Ed Doty, Kansas City, survey expert, who handled the previous projects. It is expected to be available in time for the hearing.

Thomas Dowd, secretary of Transit Radio Inc., and member of Piarson & Bail, law firm, will serve as TR counsel, while Floyd G. Awall will represent CTC.

Says one agency Vice-President, "When I'm considering any (spot) advertising, I always read the listings and advertising in Standard Rate & Data for the Vicinity I'm interested in."

"When I go to client conferences, I take Standard Rate with me. It's not unusual for a client to bring up questions about this or that station. I can always turn to Standard Rate and, if there's a good ad—an ad that gives me a clear picture of the facility—I can give the client good answers."

Many other buyers of spot time have told them they find that the station Service-Ads* in SRDS make their job of deciding which stations easier—Service-Ads* like WSBT's illustrated here.

(NOTE TO STATION MANAGERS: The new "Spot Radio Promotion Handbook" reports, interprets, and translates the buying experience of many radio users into effective ideas for time salesmen, direct mail, trade paper advertising, and Service-Ads*. Copies are available from us at a dollar each.)

* SERVICE-ADS are ads that supplement listings in SRDS with useful information that helps buyers buy.

STANDARD RATE & DATA SERVICE, Inc.
The National Authority Securing the Media Buying Function
Walter L. Botelho, Publisher
223 North Michigan Avenue, Chicago, III.
New York - San Francisco - Los Angeles

LANGHAM RESIGNS
Leaves RWG Secretary Post
ROY LANGHAM, national executive secretary of the Radio Writers Guild, last week resigned effective Jan. 1.

He said he made the effective date at the end of the year to provide RWG with enough time to take appropriate action on a success.

His resignation, a surprise, has not been acted on as yet by the RWG's national executive committee or national council.

Mr. Langham explained he resigned because he felt the work he was most interested in was conducted by the magazine and before that its five-year contracts for free lance writers with the networks and with advertising agencies, sponsors and independent producers.

For 12 years before coming to RWG in 1946 he was with CBS, last serving there as assistant to the director of broadcasts and before that as manager of network operations department.

The eastern regional office of the RWG has announced that its secretary, James A. Stabile, will serve as attorney for the office, succeeding Sidney Flesher, who died Aug. 10.

NFC Programs
IN THE LINEUP of network fall programs published in Broadcasting's business round-up, Sept. 5 issue, four NFC programs were omitted, accounting for a discrepancy between 56% hours of total sales reported for NBC and the 59 hours total reported at NBC Affiliates Convention fortnight ago. Sponsors and programs omitted were: National Dairy Products, Dorothy Dix, 77 NBC stations, 14 hours per week; Wildroot Co., Sum Spade, 185 NBC stations, 1/4 hour; Animal Foundation, Close-Ups, 60 NBC stations, 1/4 hours, and Colgate - Palmolive - Peet, Sports Newsmode, 139 stations, 1/4 hour.

W. D. EDOUARDE
Leaves B&B&H for KFWB Post
WILLIAM DOTY EDOUARDE, radio timebuyer with Badger and Browning & Hersey, New York, has been named sales manager of KFWB Hollywood, effective Oct. 3.

Mr. Edouarde has been with B&B&H for the past seven years and prior to that was with Compton Adv. in a similar post. Before that he was in the motion picture business and was head of his own talent agency.

Edward Whitley, who has resigned from McClurg - Erickson, New York, as a timebuyer, will succeed Mr. Edouarde at Badger and Browning & Hersey as timebuyer.

Commercial

John H. Rohrer, former commercial manager of KPDN Pampa, Tex., joins sales staff of KTBV Bastrod, La.

WALTER F. HASK, formerly with sales staff of WFEC Miami, Fla., joins sales staff of WVCH Chester, Pa.

DONN SPENCER, salesman at KVOE Santa Ana, Calif., named sales manager.

James R. Cunnison, formerly with Bolling Co., radio and television station representative, joins Selective Radio Advertising Inc., New York, station representative for FM transit broadcasting. He will serve as national sales manager of firm.

WALTER BROWN, formerly of KRSC Seattle, joins KLAC Hollywood sales staff.

ROY V. SMITH, former account executive for R. D. Alman Assoc., Harrisburg, Pa., assumes same position in spot sales with Alaska Broadcasting System, and CHARLES E. SODEN, formerly assistant advertising and sales promotion manager for KBC, appointed account executive for Alaska Network sales at ABS, according to Pan American Broadcasting Co., international radio station representative in New York.

JUSTIN B. GUDELSKEY, former salesman with WMSW Muskegon, Mich., becomes account executive with WKBE same city.

HLW Cincinnati has issued rate card No. 18-D.

MOVING to new quarters are: EDWARD PETRY & Co., station representative, to 143 Park Drive, Boston 15; business office of KVOE Santa Ana, Calif., to Commercial National Bank Bldg., Fifth & Main Sts.

KSTP Minneapolis, Minn. has issued rate card No. 36.

KBTY (TV) Dallas, Tex., appoints Adam Young Television Inc., New York, as exclusive national representative.

W. D. EDOUARDE
Leaves B&B&H for KFWB Post
WILLIAM DOTY EDOUARDE, radio timebuyer with Badger and Browning & Hersey, New York, has been named sales manager of KFWB Hollywood, effective Oct. 3, Harry Maisfeld, KFWB general manager, has announced.

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The [QUA in WQUA means Quality Service and QUAntity Audience among the 225,000 People in the QUAWho Lier]

DAVENPORT • ROCK ISLAND
MOLINE • EAST MOLINE
WQUA ALL-TIME MUTUAL RADIO CENTER MOLINE, ILL.

Page 50 • September 26, 1949

BROADCASTING • Telecasting
ERNST Washington, joins announcing staff

WARREN AL York.

MAURICE N. Y.,

KOOL at

vocalist, signed

WARDE producer for

was

traffic

29.

Ozzie

Ohio.

cently

WSAL

FRANK station

joins

BROADCASTING

staff announcer.

WKBZ Muskegon,

joins

IRVING Campbell

for

Mr.

WORZ -TV Pittsburgh, is the father of a

Boris Mitchell, staff announcer with WORZ Orlando, Fla., is the father of a boy.

FRED JENSEN, announcer for WDRB Hartford, Conn., and Virginia Gloss have announced their marriage.

RITTA ASCOT, "Fay" in Ma Perkins for past 13 years, resigns effective Sept. 30. She will make her home in Chi-

cago and continue with Sun-Times Funnies and Children's Hour each Sunday morning on WLS Chicago.

HARRY G. MUNSON, formerly with Twin-City Television Labs, Minne-

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SAM BECKER, formerly with W Susi Iowa City, Iowa, and WTAD Quincy, Ill., joins staff of U of Wyoming in Laramie as director of radio.

ROBERT STANFORD, former actor and producer for WFAA Dallas, ap-

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BOB ACKERLY, KJR Seattle news-

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Rizza Astor, staff member of KDRA Pittsburgh, is the father of a girl.

Boris Mitchell, staff announcer with WORZ Orlando, Fla., is the father of a boy.

Peter Strand, director of WXTZ-TV Detroit, is the father of a boy, Robert Dennis.

Byng Whittleker, commentator of CUBC Toronto, and Edna Smith, receptionist of CUBC Toronto studios, plan to be married Dec. 3.

Mrs. Hazel Kenyon Markel, di-

rector of program service for WTOP Washington, took part in production of "The Man Who Came to Dinner" at Olney Theater, Olney, Md., during her vacation.

Bruno Zirato Jr., staff member of CBS, and Barbara R. Keefe have an-

nounced their marriage.

Leslie G. Arries Jr., program operations manager for KTTV (TV) Pitts-

burgh, and Elizabeth Logan have an-

nounced their marriage.

William Drips, former farm di-

rector at WC, Mich., moves to Weches, Ore., near Portland.

Robert H. Forward, KTV (TV)

Los Angeles program director, named Hollywood radio and television co-

ordinator of American Cancer Society for forthcoming cancer drive for sec-

ond consecutive year.

Jimmy Fulkerson, single-instru-

mental for KMBC-KFMR Kansas City Mo., and Bernice Andrew have an-

nounced their marriage.

NEED MORE COVERAGE?

Then you need KFYR and its five thou-

sand watts on 550 kilocycles. Power, plus a choice frequency, amazingly

high ground conductivity and 24

years of intense listener loyalty make

KFYR the natural selection for the

time-buyer who wants to make sure

he picks the best buy. Ask any John

Blair man.
September 16 Decisions . . . 

BY COMMISSION EN BANC

Hearing Designated

KWIK-AM-FM Burbank, Calif.—Designated for hearing application for assignment of license of KWIK, CP for KXW and FM and application for CP to replace expired permit KWIK-FM; hearing to be held in Burbank.

Transfer Granted

WIBO and WBLR (FM) Baton Rouge, La.—Granted consent to transfer from executors of estate of Charles P. Manheim, of WVBR and WBLR radio stations, to CBS Inc., no monetary consideration.

WANN Annapolis, Md.—Granted consent to relinquishment of control of WANN by Morris H. Blum, present majority stockholder; corporate reorganization.

Authority Granted

KSFEE Needles, Calif.—Granted authority to suspend operations and reissue KSFEE from air for period of 30 days from Sept. 15, in order that station might be taken towards reestablishing station's operations.

Hearing Designated

Steltz Newspapers Inc, Lebanon, Pa.—Designated for hearing application for new station at 1400 kc 500 w. WGWG Gadsden, Ala.—Designated for hearing application to change power from 1 kw D 570 kc 1 kw D 500 kw for consolidated station on renewal of WGWG and made WYSR (FM) Youngstown, WFWA Dallas and WAPB Fort Worth, parties to hearing.

Selma-Smithfield Best, Co., Smithfield, Va.—Designated for hearing application for new station on 915 kc 50 kw D.

Application Denied

WORM Easton, Md.—Denied application for extension of completion date of new station.

Grant of Authority

WSUN St. Petersburgh, Fla.—Granted CP to change DA mount FM ant. on AM tower, change location, and install new trans. end cond.

Hearing Designated

Gretta and Lower Coast Radio and Best Co., Inc., Gretta, La.—Hearing for application for new station on 1450 kc 250 w. Consolidated proceeding involving applications of Charles Wilbur Lamar, Jr. et al., commencing on Oct. 3 at New Orleans before Board of Commissioners.

WBMW Washington, D. C.—Granted extension of completion date Class B FM station, from Sept. 1 to March 1, 1950, on condition construction of station commence immediately.

Change granted, mod. of CP:

WSFA-FM Spartanburg, S. C.—Change ERP from 262 kw 4.9 kw, ant. from 2150 to 350 ft.

WMM-FM New Orleans, La.—Change ant. height from 500 ft. to 380 ft.

WGBK-WLQ Hollywood, Calif.—Change power from 10 kw to 8.5 kw and ant. from 850 ft.

WXRC Buffalo, N. Y.—Change power from 10 kw.

WKFD Sandusky, Ohio—Change power from 51 kw to 28 kw and ant. from 256 New 210 ft.

BY A BOARD

L. on Rubinstein, New York—Granted petition to accept petitioners' complaint and gave permission to participate in television hearing scheduled to commence Sept. 30. Mr. Rubinstein claims to be original proprietor and principal owner of new color TV system.

KPIX San Francisco—Granted STA to open KPIX and associated radio trans. during other than period of regular program schedule for 21 days beginning Sept. 16, using color transmission system of Color Television Inc., to be known as KPIX.

KGO-TV San Francisco—Granted STA to operate KGO-TV and associated trans. trans. on Sept. 19, using color transmission system of Color Television Inc., to be known as KGO-TV.

September 16 Applications . . .

ACCEPTED FOR FILING

SSA—1105 kc

WSVF Pekin, Ill.—Request for SSA to operate CP for 100 w. 50 w. In addition to licensed facilities 1140 kc 1 kw D.

License for CP

License to cover CP new AM station: KNEM Nevada, Mo.; WJMA Orange, Va.; WDMN Elgin, Ill.

Modification of CP

KLMS Lindsay, Neb.—Mod. CP new AM station for extension of completion date.

CP to Reinstall CP

KGIB Bremerton, Wash.—CP to re-establish AM station on 1540 kc 1 kw daytimes.

License Renewal

Request for license renewal AM station WYLN Oney, Ill.; WOL Ammes, Iowa; WREC Rocky Mount, N. C.; WAND Canton, Ohio; WMPS Memphis, Tenn.

Modification of CP

Mod. CP new FM station for extension of completion date Class B.

WRR-AM New Haven, Conn.; WBMJ-FM Chicago; WKDC-FM Dayton, Ohio; WRR-FM Dallas; WGBS-FM Chicago; WMAZ-FM Madison, Wis.; WDXY Spartanburg, S. C.—Mod. CP new FM station to change ERP to 10.82 kw; ant. to 198 ft.

KOB-TV Albuquerque, N. M.—Mod. CP new commercial TV station for extension of completion date.

TENDERED FOR FILING

AM—1050 kw

WDZ Tuscola, Ill.—To change from 1050 kc 1 kw D to 1050 kc 1 kw unlimited.

September 20 Decisions . . .

BY THE SECRETARY

WGRM-FM Ashenora, N. C.—Granted CP for change of type to tran.

KLMS Lincoln, Neb.—Granted mod. CP for extension of completion date to Sept. 30.

WBOF-TM Terre Haute, Ind.—Same to 1050 kc 1 kw D.

WLET-FM Tooele, Ga.—Same to 9-30-50.


WEUU Reading, Pa.—Granted license change of completion date to Sept. 30.

KEIN Bakersfield, Calif.—Granted license for new FM ant. on AM tower.

WAUX Wausau, Wis.—Granted CP to replace expired permit to make changes in vertical ant. and install FM ant. on AM tower.

Granting new stations, changes in facilities, and transfers appear at the end of this department, accompanied by a roundup of new station and transfer applications.
CONSULTING RADIO ENGINEERS

JANSKY & BAILEY
Executive Offices National Press Building Offices and Laboratories 1239 Wisconsin Ave., N. W. Washington, D. C. ADams 2614 Member AFCCE*

McNARY & WRATHALL
RADIO ENGINEERS
906 Natl. Press Bldg. 1407 Pacific Ave. Washington 4, D.C. Santa Cruz, Cal. Member AFCCE*

40 years of professional background
PAUL GODLEY CO.
Upper Montclair, N. J. MONTCLAIR 3-3000 Little Falls 4-1900 Lobs: Great Notch, N. J.

Everett L. Dillard, Gen. Mgr. INTERNATIONAL BLDG. DI. 1219 WASHINGTON, D. C. PORTER BLDG. LO. 8821 KANSAS CITY, MO.

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

There is no substitute for experience
GLENN D. GILLET AND ASSOCIATES
902 NATL. PRESS BLDG. NA. 3373 WASHINGTON, D. C. Member AFCCE*

Raymond M. Wilmotte
1469 CHURCH ST., N. W. DE. 1232 WASHINGTON 5, D. C.

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

Craven, Lohnes & Culver
MUNSEY BUILDING DISTRICT 8218 WASHINGTON 4, D. C. Member AFCCE*

Russell P. May
1422 F St., N. W. Kellogg Bldg. Washington, D. C. Republic 3984 Member AFCCE*

E. C. PAGE
CONSULTING RADIO ENGINEERS
BOND BLDG. EXECUTIVE 5670 WASHINGTON 6, D. C. Member AFCCE*

Andrew Corporation
CONSULTING RADIO ENGINEERS
363 E. 75th St. Triangle 4400 Chicago 19, ILLINOIS

Dixie B. McKee & Assoc.
1828 Jefferson Place, N. W. Washington 4, D. C. Republic 7236

William L. Foss, Inc.
Formerly Cates & Foss, Inc. 927 15th St., N. W. Republic 3883 WASHINGTON, D. C.

Philip Merryman & Associates
- Heatherell Road - ARDSLEY, N. Y. - Dobbs Ferry 4-2378 RADIO CONSULTANTS

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

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

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WALTER F. KEAN
CONSULTING RADIO ENGINEERS Executive offices: 40 East Ave. Laboratories: 314 Northgate Rd. Riverside, Ill. — Riverside 6652 (A Chicago suburb)

Guy C. Hutcheson
1100 W. ABRAM ST. PHONE 1218 ARLINGTON, TEXAS

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

GEORGE P. ADAIR
Radio Engineering Consultant Executive 5581 1833 M STREET, N. W. Executive 1220 WASHINGTON 6, D. C.

ROYAL V. HOWARD
1600 16th St., N. W., Wash., D. C. NOrh 6600 Windsor Hotel Montreal, Que.

SEPTEMBER 26, 1949 • Page 53
September 20 Applications...

Accepted for Filing

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Accepted for Filing

Ad Women Named

APPOINTMENTS of committee chairmen for Los Angeles Advertising Women Inc. were made last week by club president Beatrice Kentz, assistant media director, BBDO, Los Angeles. They include: Glad Hall Jones, KRED Los Angeles account executive, Advertising Assn. of the West and Lecture Course; Virginia Henning, traffic manager, BBDO, Badges; Anita Chester, CBS administrative assistant, Civics; Margaret Zoll, copywriter, Dana Jones Co., Martha Gaston Bigelow, KFOX Long Beach, and Beatrice Kentz, Phoenix, Gerda Nelson, office manager, Caples Co., Roster.

Childern E. F. Huse Jr., Jean Huse Powell and Charlotte Huse Phelps.

Announcing:

Christmas Wreathes The World

- 25 one shot half hours.
- Low cost, one man production.
- Exclusive rights.

For FREE Sample Script and complete details contact:

Radio Script Services
218 N. Duke Street
Lancaster, Penna.

CALIFORNIA, as usual not to be outdone by Florida, cooked up a storm of its own fortune night and the twisters did the above damage to tower of KYR Blythe, Calif. Loss was estimated at $7,000.
DIGNITARIES from both Canada and the U. S. were present when CKLW Windsor-Detroit began broadcasting with its new 50 kw transmitter Sept. 7. J. E. (Ted) Campeau, the Mutual outlet's president and general manager, pulled the switch at a party given for radio, TV, and agency men.

In keeping with CKLW's 17-year dual coverage of Windsor and Detroit, G. Mennen Williams, governor of Michigan, and L. T. Gov. Lawson of Ontario represented the two countries in the opening ceremonies. Highlight of the affair was the "kick-off" broadcast at 8 p.m. The hour long program originated in CKLW's studios and included good wishes and congratulations by MBS artists as well as song and screen stars.

In reviewing CKLW's power increase, Mr. Campeau said $400,000 was invested. With the new power, he pointed out, CKLW now covers 138 counties in 5 states, plus 24 counties in Canada, with combined population of 17 million.

Station is licensed to Western Ontario Broadcasting Corp. Ltd. It also operates a 250 mw FM station and has an application for a television license in Ontario. The station is also licensed to Windsor-Toronto and has an application for a television license in Ontario represented by Mr. Thibault.

At the initial meeting James A. Stable, executive secretary of the RWG's eastern regional office, presented the guild's demands. Among them were a 10% increase for continuity writers, overnight differential and newsroom, and new job and union security clauses. The first meeting at which the substance of the demands is to be taken up is scheduled for Sept. 28.

Talking informally during the ceremonies are (1 to r) Mr. Campeau, Lt. Gov. Lawson and Gov. Williams.

**DRAKE ELECTED**

Heads Minn. Broadcasters

MELVIN DRAKE, general manager of WDGY Minneapolis, was elected president of the Minnesota Broadcasters Assn. at a breakfast meeting Tuesday held in connection with the NAB District 11 sessions at Minneapolis. Carl Bloomquist, general manager of WEVE Eveleth, was named vice president, and K. M. Hance, vice president of KSTP Minneapolis, was elected secretary-treasurer.

Two new directors were added—C. David Gentling, general manager of KROC Rochester and L. L. McCurnin, general manager of KAUS Austin. Five directors were held over. They are: Odin Ramsland, commercial manager, KDLA Duluth; E. J. McKellar, president, WVOX Moorhead; C. T. Hagman, vice president, WLOL Minneapolis; H. W. Linder, president, KWLM Willmar and John F. Meagher, general manager, KYSM Mankato.

Guests of honor at the breakfast, attended by 25 association members, were NAB President Justin Miller and General Counsel Don Petty.

**Blatz Signs 'Duffy's'**


**Noble Honored**

Gets Bill of Rights Award

ABC Board Chairman Edward J. Noble last Friday received the 1949 award from The Bill of Rights Commemorative Society for his "distinguished services and contributions to the appreciation of and furtherance of The Bill of Rights."

Presentation was made by Society President Measmore Kendall on the steps of the Sub-Treasury Bldg. in New York, the spot where the first ten Constitution amendments were adopted by Congress.
Salesmen

Wanted—Salesman with experience and ability to build work. Good salesman manager. Good local salesman wanted for one of east's richest markets. Competition keen, situation pay top bills, highest Hoopers, greatest coverage. Must have car, best results to picture, background, salary requirements first. Box 656c, BROADCASTING.

Situations Wanted

Manager, superior qualifications. Can combine programming, sales and management in one of east's largest market. Box 35c, BROADCASTING.

Manager—Desires position with growing station. Box 506c, BROADCASTING.

Manager—Desires all studio operations. Box 636c, BROADCASTING.

Manager—Desires position in south. Box 662c, BROADCASTING.

Manager—Desires position with station owners and managers. Box 676c, BROADCASTING.

Manager—Desires position in south. Will consider the-lh training. Box 57ic, BROADCASTING.

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Manager—Desires position in south. Will consider the-lh training. Box 57ic, BROADCASTING.
Situation Wanted (Cont'd)

Sports announcer. All-play-by-play. Prefer baseball. Box 656c, BROADCASTING.

Announcer, experienced all phases, playing on WJR, WXYZ, WXYZ, WXYZ. A.M. man. Box 696c, BROADCASTING.

Staff announcer. Experienced all types with all type shows. Married. Veteran. Available. Box 696c, BROADCASTING.

Wife's health dictates move south. Experienced on country radio, host, announcing, news programming. Now employed near Atlantic City, N. J. Letters answered. Box 696c, BROADCASTING.

Thoroughly capable, loyal announcer. Able to write copy. Excellent background in all types of radio, including musical and musical programs. For disc and quality work, etc. Adam's. Box 649c, Camas, Washington.

Staff announcer, young, veteran, two years college training, all phases station operation. Experienced all phases of broadcast engineering. Emotional voice. Strong, even. Available. Box 656c, BROADCASTING.

New Yorker—Experienced, young, voice of New York. Excellent writing, copy. Experience with a future, an engineer within a 30 mile radius of New York. Box 706c, BROADCASTING.

Six years experience AM-FM. Three years studio and three years on the air. References, available. Box 655c, BROADCASTING.

Engineer, experienced in all phases of theatrical sound, music and lighting. High school, college, maintenance, installation, repair work. Reasonable rates. Any location. Box 666c, BROADCASTING.

Top newscaster. Age 30. 3 years experience. Particulars on request. Box 696c, BROADCASTING.

Young lady, fully experienced in continuity, traffic and production. Box 686c, BROADCASTING.

Newman to report, write, broadcast. 250 experience. Journalist degree. Box 666c, BROADCASTING.

Experienced assistant director. Solid background of theatre, radio, television, and film. Has handled own TV show. Best references. Box 659c, BROADCASTING.

Commercial copy written by mail low rates, dependable efficient service. Box 636c, BROADCASTING.

Versatile Northwestern University graduate, music, radio training. Preference in announcing, sales. Presently employed as technical director at a small station. Desire responsible position, preferably at a network affiliate. Box 676c, BROADCASTING.

A man and wife team have fished the west coast for a year, now are interested in permanent employment, preferably in an area where they can increase time sales. Have basic knowledge of advertising. Prefer coast position, preferably on the west coast. Box 686c, BROADCASTING.

Audience survey expert. Five years experience in writing, producing and supervising listener surveys, field work through printed report. Can prove how to improve your show. Can write charts that will tell you why your show is failing. Will prepare show. Box 706c, BROADCASTING.

Edith-commentator-continuity, young lady, fully experienced on all phases radio. Box 686c, BROADCASTING.

Wanted to Buy

Stations

Will pay a radio station if price is reasonable. Box 645c, BROADCASTING.

Equipment

Phonograph records. Clear channel station requires complete library. Prefer domestically produced, prefer commercial grades. Station located in the New England area. Box 645c, BROADCASTING.

Needed immediately. 10 kw used transmission equipment. Suppose a 1943-44. Box 900c, BROADCASTING.

Complete A-3 lighting equipment for two 250 foot towers. Give itemized and total price, complete description. Box 900c, BROADCASTING.

Wanted—Transmitter and studio equipment. Prefer a 2 kw to 250 kw, AM or FM. Box 900c, BROADCASTING.

Situation Wanted

Manager

GENERAL MANAGER

Fourteen years experience in all phases of radio, plus four years as station owner—manager. Fifteen years operating experience. Able to train inexperienced person. Prefer position at a station resembling the one I have operated and managed. Box 666c, BROADCASTING.

For Sale

Stations

For sale, well established radio station in Texas. 250 watt, making money. Owner in bad health reason for selling. Box 696c, BROADCASTING.

FM equipment

FM station equipment for sale. One GE 3 kw transmitter with console, audio and remote units, monochrome receiver, new. Sell $500. Write Box 545c, BROADCASTING.

For sale one kilowatt Western Electric transmitter. Also self-supporting Blaw Knox antenna. Contact owner of station in which apparatus is located. All terms. Box 545c, BROADCASTING.

RCN No. 768, console, serial 1008. Splendid condition. Now in use. $300.00. SHAR, Clarion, West Virginia.

(Continued on next page)
of 1940-1944. Mr. Terry was with Trailmobile Co. of Cincinnati and like many a U. S. business executive, worked tirelessly in cooperation with officials of the armed forces.

In 1944 Marshall Terry came to the Crosley Corp.'s WLW Cincinnati in the merchandising department. Long recognized as a leader in the radio field, the department moved ahead under Mr. Terry, and new plaques appeared in the Crosley Square lobby and promptly drew up plans to correct them.

Mr. Terry stresses need for teamwork in video and couples it with advancement within the organization. In his execs, he now has assembled the nucleus of an executive reserve capable of meeting Crosley's mushrooming needs in the television field.

Marshall Terry reflects the Crosley policy of advancement from within the ranks to new firing lines. He was the firm's careful choice for television vice president.

Setting high standards for himself, characteristically Mr. Terry sets high standards for his staff. "I'm satisfied," he says, "with less than 100% performance—but not less than 100% effort."

Under his leadership video costs are being pared, programs and timing between Cincinnati, Dayton and Columbus are being improved. Mr. Terry's thoroughness has resulted in many improvements—new afternoon programming, unique commercial treatments, novel program ideas and the "TV classified section" on Crosley video.

As vice president he is constantly on the look-out for new ideas and welcomes suggestions from everyone. His weekly TV program meetings are open to ideas from traffic, engineering and publicity. One program meeting was thrown open to a Cincinnati ad agency representative who criticized WLWT honestly and thoroughly. Mr. Terry listened carefully, admitted the station's shortcomings, and promptly drew up plans to correct them.

Mr. Terry also is a leader in civic and fraternal organizations. He is president of the Cincinnati Radio Executives Club and president and director of the Cincinnati Economy Drug Co, a member of the Walnut Hills Christian Church, the Cincinnati Club and the Country Club Club. He still finds time to indulge his hobbies, gardening and fishing, and he is a master outdoor cook, specializing in grilled chicken.

The Terry—she is the former Margaret Carpenter of Cleveland, a graduate of Sweetbriar—have three teen-aged children, Marshall, 18, Lee, 16 and Sandra, 13.
DEFENSE PLAN
Setup Includes Radio

A BLUEPRINT sketching the role of communications in overall civil and military defense planning was furthered last week with assignment by the Munitions Board of Army-Navy-Air Force personnel charged with responsibility for mobilization production of communications and electronics equipment.

The board announced members to the reconstituted Joint Communications and Electronics Equipment Committee, to be headed by Maj. Gen. Patrick W. Timberlake, USAF, Munitions Board's director for military programs. The committee is responsible for industrial mobilization, rather than strategic planning, on behalf of the military, and is part of the overall civil-military defense plan effort.

It falls within the entire program being developed by the Federal Works Agency and previously announced by John R. Steiman, the President's assistant. National Security Resources Board is charged with coordination of the planning effort within the federal government.

A host of federal agencies and departments are participating in the effort by furnishing plans to include estimates for manpower, facilities, services, etc., looking toward civil defense in the event of war. Communications plan would deal with "emergency measures for the regulation of communications facilities and services and the restoration of order," including conditions under which martial law would be declared and methods for invoking it.

FCC and the broadcasting industry would be included eventually in the plan, furnishing services and counsel with respect to mobilization of resources.

WESTERN Electric Co., New York, board of directors declared dividend of $1 per share on outstanding capital stock payable on Sept. 30 to stockholders of record Sept. 28.

RCA FELLOWSHIPS

Awards Go to 14 Students

RCA FELLOWSHIPS for the academic year 1949-50 have been awarded to eight graduate engineering students chosen by the RCA Fellowship Board of the National Research Council, two graduate students selected for fellowships established at Cornell and Princeton, and four engineering employees of RCA picking on a competitive basis by the RCA education committee.

The 14 award winners and the schools they will attend were announced Tuesday by C. B. Jolliff, executive vice president in charge of RCA Labs Divs. and chairman of the education committee.

They are: Arthur LaVerne Aden, Harvard; Robert William Othsius, Michigan; Charles K. Birdsall, Stanford; David Carter, Stanford; William A. Craven, Princeton; Gerald Estrin, Wisconsin; Bob Fumio Naka, Harvard; Howard C. Poulter, Stanford; David F. Woods, Cornell; T. H. Williams, Princeton; Joseph R. Reed Polytechnic Institute of Brooklyn; Alan D. Sutherland, Princeton; Jerome L. Grever, Purdue; Joseph P. Ulasewicz, Rensselaer.

Hooperating Ad

EFFECTIVE with the Sept. 15 issue of the Hooperings pocket-piece, covering audiences of network programs for the week of Sept. 17-1, the percentage of available homes is reported for each quarter-hour period of the week. Available homes is defined as the "percentage of total homes which someone was at home and awake."

THE NEWLY crowned "Miss America" pauses after her appearance on the Dick Gilbert Show over her hometown station KTYY Phoenix, Ariz. With her is Mr. Gilbert who was among the first to interview Miss Jaqec Mercer after she won the "Miss America of 1949" title.

KPOJ at New Studios

KPOJ Portland, Ore., has moved to new studios at Odd Fellows Bldg., 1019 Southwest 10th Ave. The Mutual-Dan Lee outlet was formerly located in the Taylor Bldg.
N.W. AYER
Hower Book Dissects Agency
THE HISTORY OF AN ADVERTISING AGENCY, Second Edition. By Ralph M. Hower. Hower Book Co., Philadelphia. This is a thorough, well-documented history of the Ayer agency, written by the founder and former managing director, Ralph M. Hower. The book is a large measure a biographical sketch of the agency which provides the background for Part II in which Prof. Hower digs into the various aspects of the Agency. The latter section is a detailed account of the advertising and competing accounts, rate problems and loss of accounts.

With the book’s publication, Prof. Hower revealed in its pages a great deal of information about the agency, particularly on the rates, charges, and costs of services. This information is important for anyone studying the history of advertising. The book is a must-read for anyone interested in the history of advertising.

ENGINERS’ DATA
New FT&R Handbook Issued

THIRD EDITION of this exhaustive reference work, the first of its series on technical progress “to be prepared in large measure under the freedom of peace,” brings the practical engineer or researcher up to date in the major communications fields. In compact size, the book is designed to fill a gap in “our field of technical books between textbooks and handbooks.”

The foreword further explains that “the volume is a comprehensive compilation of basic electrical, physical and mathematical data frequently needed in the solution of engineering problems.” The editor is F. J. Mann, manager of the technical publications division, International Telephone and Telegraph Corp., parent firm of FT&R. The work also includes contributions from the field.

Subjects covered include frequency data; units, constants and conversion factors; properties of materials; components; circuits; filters; tubes; wave guides and antennas; propagation, and electronics, in addition to AM, FM and TV phases of broadcasting. Numerous formulas and tables also are given. Volume also incorporates agreements and data of the International Telecommunication Union and Radio Conference of Atlantic City of 1947.

SCRIPTS written by CarlPerson for Invitation toVacation, five-minute tourist promotion show being staged in Seattle, will be included in the U. of Washington’s permanent Pacific Northwest Collection of Literature.

MODESTO GRANT
Goes to Schacht Group
INITIAL decision to grant new AM station at 1360 kc with 1 kw fulltime, directional, night, to Radio Modesto Inc., Modesto, Calif., was reported by FCC last week. Report was of Hearing Examiner James D. Cunningham.

Radio Modesto formerly had received a proposed grant for the facilities from the Commission last February [BROADCASTING, March 7], but the FCC had subsequently set the grant aside upon finding that the proposed transmitter site for the station had failed to be approved by the Civil Aeronautics Adm. At the time of the original decision, the Commission had favored Radio Modesto’s bid over that of Frank M. Helm, who had sought the same facilities there.

Mr. Helm in mid-September requested that the grant be otherwise dismissed, thus leaving the way open for grant of the Radio Modesto request. FCC has concluded in the new initial grant that Radio Modesto already has received legal and other approval and the grant is conditioned upon the applicant’s securing a transmitter site which will meet CAA specifications.

Radio Modesto includes John H. Schacht, general manager of KSMO, Modesto, Calif., who is 50% owner and is to be general manager; Richard J. Giddings and William W. Giddings Jr., in real estate and insurance, 16 2/5% each, and John E. Griffin, attorney, 16 2/5%.

Canada Receivers
CANADIAN radio receiving set production for first five months of 1949 totaled 274,900 sets, according to figures released in mid-September by the Dominion Bureau of Statistics at Ottawa. Shipments for domestic consumption totalled 240,900 sets valued at $18,002,000. Average set price by manufacturers list price was $51. Exports during the period totaled 34,000, sur-passed imports from the United States, exports being 17,300 sets, imports 12,300 sets.

Si (Too) Willing
A STAFF announcer at KWTC Barstow, Calif., is being very careful these days of the liberties he takes with figures . . . of speech, that is. In telling about a sale the local Paul’s Shoe Market was having, Si Willing announced that the shoes were marked down to $2.98 . . . that they were “giving them away for peanuts.” Shortly after, Announcer Willing received a call from a very irate Paul. Seems that a literal-minded lady customer had just come in, picked out her pair of shoes, handed the clerk 398 peanuts, and left.

PAIGE VICE PRESIDENT
Of Intermountain Network
APPOINTMENT of Jack Paige as vice president in charge of promotion of the Intermountain Network was announced by George J. Hatch, pres. Mr. Paige will headquarter Salt Lake City, afer Nov. when his resigna-

REASON WHY
People in Kansas and adjoining states depend on farming for a living. That's why we've programmed to their needs for 24 years. And it's why they buy WIBW-advertised goods.
YOU CAN BE SURE... IF IT'S
Westinghouse

CUT COSTS 4 WAYS...
with the Revolutionary "SYMMETRON"*

Every major operating cost, plus installation cost, is significantly reduced with the "SYMMETRON", the new Westinghouse 50-kw FM amplifier.

1. TUBES: Lightweight, plug-in triodes identical with those in Westinghouse 10-kw driver. Save better than 50% on initial tube cost and replacements!

2. POWER: High efficiency "SYMMETRON" reduces your power bill. Saves you up to $1,000 a year.

3. INSTALLATION: Low-voltage, air-cooled components eliminate need for fireproof vault and high-voltage enclosure. Reduce transmitter building costs.


Get all the facts if you are going to 50-kw operation. Call your local Westinghouse representative today, or write Westinghouse Electric Corporation, P. O. Box 868, Pittsburgh 30, Pa.

*Trademark
Promotion

Two men disagreed on everything from pronunciation of word to number of fish included in dish. Mention of argument was heard from Clifton Fadiman last week, and from chefs as far away as New Orleans.

Invited to Inform

INVITATIONS were sent to 500 churches, service organizations and clubs in Lycoming County, Pa., by Ray Sasso, conductor of WWPA Williamsport's Women's Journal, urging clubs to notify station of meetings or other activities. Results were good, according to station, and are being put to use on Miss Sasso's program.

Jewish Market

FOUR-page folder with drawings of open mouths on cover, entitled, "Not eyes .... Not ears .... Mouths!" was provided by Sasso's Organization, New York. Illustrated folder contains pertinent information about selling to New York via telephone markets.

Numbers Game

UNIQUE contest serves as promotion for Jon Massey record show on WWDC Washington. Serial numbers from popular records are read in by Mr. Massey, and any listener who has same numbers in same order on his social security card or driver's license can collect $100. Prize was won in first week.

Free Trip

PROMOTION sheet from WCGO Greensboro, N. C., poses query, "How Would You Like a Free Trip to Hollywood as a Guest of Frankie Laine?" Pictures of Red Munro, disc jockey for station, and Mr. Laine are shown. Readers are told that details of contest may be had by listening to Red Munro Show on WCGO.

Rating Claims

PROMOTIONAL news letter's city's number one TV station has been issued by WABD (TV) New York. Claims are based on Telepanel reports for August. Figures are given and interpreted in bulletin.

Club Picnic

SEPTEMBER picnic was held for members of club conducted via Women's 800 Club Show in baseball park next door to WLSI Peikve, Ky. Women members brought their own food with bread being furnished by local bakery and soft drinks by local beverage company. Broadcast direct from ball park was seized and Jones, who come to town, were invited to inform station.

Horse Show

NATIONALLY outstanding event, Oglebay Park Horse Show, has been selected to begin on Labor Day by WWVA Wheeling, Va. Staff members present awards to winners.

Duo-Mailing

ILLUSTRATED bulletin from KSTP Minneapolis tells story of activities in and Main Street, Minnesota. Pictures of talent on two shows are featured and statement in bulletin reads, "In making this second mailing, we have chosen to perform two shows to give two performances in order to accommodate people who come to see (Duo-Dancing). It is not unusual for the crowd to exceed the population of the town. Another mailing concerns "Boy from Bold Eagle Bogs, Rocks and Reeds," local news commentator. Pages are reprints from trade magazine.

No Hurt Trouble!

AFTER reading letter from listener who competed to see same band on time on teen-agers over his Man On Chestnut Street show, on WCAV PhiladelphiA, Holland's program's m.c., asked his fans to write him their opinions of question, saying, "This is your show. What do you want?" Mail pull was 1,719, and in favor of program continuing present policy. WCAV has sent out sheet with copies of Mr. Hurst's writing and fan letters and leaning against huge stack of mail. Story of incident is recounted and titled, "It Happened on WCAV."

Elegant Parade

ELEPHANTS named after names of Winnie, Gay, Alice and Yvonne, were lead through streets of Silver Spring, Md., by persons representing bands from WAGY, that city. Parade took place during evening and was witnessed by thousands of shoppers and workers on their way home. Elephants were loan from Hunt Bros. Circus and circus jacks ended parade.

Memo to Food Brokers

OVER signature of A. N. Armstrong Jr., commercial manager of WCOP Boston, letter telling of success of Mildred Bailey's program on station has been sent to full membership of grocery manufacturers of New England. Letter states that availability is satisfied at present, but adds, "When discussing advertising plans . . . we believe it will be to your advantage . . . investigate the Mildred Bailey program." Sales of 11 products currently being advertised on show is included.

The Pay-Off

AS RESULT of wager concerning relative standings of big league ball teams, Band Leader Sammy Kaye broadcast two-inning stints of WOC Pop Warner baseball game on WLOW Norfolk, Va. wager had been made between Mr. Kaye and Mark Scott, sports director for station. Had Mr. Scott lost, he would have had to lead Mr. Kaye's band.

Help for United Nations

SIX-FOOT fold-out bulletin from NBC announces seven network programs concerning problems of UN and how the American people can meet and help to solve them. Shows are part of NBC United Nations Project and assistance from UN Dept. of Public Information and other national organizations was received in their production. Cover of bulletin shows pictures of representative of various nationalities affected by last two years.
In the first half of this year, sponsors spent more advertising dollars on NBC Television than on all other networks combined.
Unquestionably the oldest unbroken series of telecasts in the industry, this fall WPTZ's television coverage of the University of Pennsylvania football games goes into its 10th consecutive year!

For nine of those years, the games have been sponsored by the Atlantic Refining Company. During the 1949 season, Atlantic will again sponsor the games in Philadelphia with duplicate WPTZ crews and cameras making an NBC network pickup of the Penn home schedule for American Tobacco Company!

At the same time WPTZ personnel was gaining 10 years experience in televising football, our crews were also gaining similar experience in all phases of television broadcasting and production. Today, there are few television stations in the world that can match WPTZ in experience, facilities, equipment and the over-all ability to create and present a television program. The long list of commercial sponsors who continue to buy time on WPTZ is the best testimonial to this fact.

If you're interested in reaching the Philadelphia television audience, second largest in the nation, give us a call or get in touch with your nearest NBC Spot Sales Representative.

PHILCO TELEVISION BROADCASTING CORPORATION
1800 Architects Building * Philadelphia 3, Penna.
Telephone: LOCust 4-2244
WITH MILLIONS of dollars in construction and manufacture awaiting the outcome, FCC's far-reaching television hearings open today (Monday) with color as the first and most spectacularly controversial subject for examination.

On the outcome depends not only the immediate fate of color-casting but also decisions on a series of fundamental questions including usage changes in VHF standards, nationwide allocations, Stratovision, Polycasting, noncommercial educational TV, use of synchronization and offset between it's and directional antennas—and the lifting of the licensing freeze, in effect now for a year.

With three weeks set aside for color testimony, demonstrations and cross examination, the full hearing is expected to take six to ten weeks. Authorities have hazarded no guess as to the date of the final decision and/or the lifting of the freeze; hope for a spring thaw is regarded as optimistic.

Agenda for Hearings

For the hearing itself, which will be held before the Commission this month, FCC has made only general plans beyond the color phase. When that is completed (about the end of the week of Oct. 19, FCC hopes), other "general" subjects such as changes in standards, educational channels, Stratovision, etc., will be considered. The third and last phase will consider specific allocations to specific communities. A short recess may be taken after the color phase, and again after the "general" phase.

Meanwhile, FCC granted request Webster-Chicago Corp., Chicago, to testify concerning the color conversion adapter the firm has been engaged in work with the CBS system. The firm told the Commission has been engaged in "engineering and development" of the adapter and has arrived at the point where it believes it is capable of present a commercial design that can be used with practically all types of existing television receivers although it is equally adaptable to new receivers."

Apart from the concentration on color, hope that a few additional VHF channels might be obtained for TV—and thus perhaps delay the need for moving into the "unknown" UHF region—continued to spread following disclosure that two groups of government engineers are working independently toward that end [BROADCASTING, Sept. 19]. It is the hope of these engineers that arrangements may be made for TV's use of about a half-dozen military channels, perhaps in exchange for space in the 600-mc region.

Like the 1946-47 color hearings, the sessions opening today find CBS and RCA in the roles of principal antagonists. But this time a number of additional systems will be considered—notably those of Color Television Inc.; Dr. Charles Willard Geer, physicist professor at the U. of Colorado; Dr. Sam Rubenstein, New York color photography and optics expert.

There will be anti-color testimony and cross-examination to match the ardor of those supporting the various systems.

Among the principal opponents of immediate color standards will be Allen B. DuMont Labs., which filed comments last week finding fault with three principal systems thus far advanced and urging FCC to adopt "a policy of less than two years" for "development, experimentation, and field testing of presently known and other possible systems of color television." Other who have called for further experimentation and additional hearings include Philco Radio Corp. and the Joint Technical Advisory Committee, sponsored by Radio Mfrs. Assn., and Institute of Radio Engineers.

Three of the five color systems reported to FCC are now being "publicly" tested or will be undergoing tests by the time the sessions get into swing.

Systems Being Tested

These are the CBS sequential method (which can be disc-type or all-electronic), which has been tested via WCHS-TV New York since late July, was used by WMAR-TV Baltimore during August, and will be employed on WOIC (TV) Washington starting this week, aside from the American Medical Assn. demonstrations which have been made in recent months; RCA's "completely compatible" all-electronic system, to be used in the presentation of a regular color schedule on WNBW (TV) Washington starting probably this week; and Color Television Inc.'s "fully compatible" electronic system, now undergoing 30-day tests via KPIX (TV) San Francisco and used also by KGO-TV San Francisco last Monday (see story page 66). Formal FCC grant of authority for the RCA-WNBW test was issued last Wednesday, good for 90 days.

Assuming that "compatible" means an existing TV set can utilize color signals with no modification except the addition of a frequency converter and UHF antennas and the adjustment of controls on the front panel, DuMont contended that Color Television's system is "not compatible in practice"; that Columbia's "is not compatible"; and that the compatibility of RCA's is "questionable."

To adapt existing sets for color reception on either of the three systems, DuMont continued, "involves expensive and bulky equipment" and would degrade picture quality. In the case of RCA's system it was thought "the cost of even an adapter would be several times that of typical existing receivers." DuMont's analysis, prepared by Research Director Thomas T. Golden with Jr., was continued.

No practical live-action cameras have been demonstrated by Color Television Inc. or RCA.

No portable remote pick-up equipment for cameras has been demonstrated.

No satisfactory motion-picture film scanners have been demonstrated by Color Television Inc. or RCA.

No telecommunication equipment has been demonstrated.

Comparative monochrome reception has not been demonstrated with any system. However, monochrome reception with existing receivers, without modification, is theoretically possible with . . . those of Color Television Inc. and RCA. In both systems the probability of degraded resolution is present, and both systems are probably subject to small-area flicker, which would be apparent at short viewing distances.

Color reception with minor modifications of present receivers is impossible in all cases.

While it is theoretically possible to adapt for color reception on either of the three systems, this involves the purchase of equipment and degraded pictorial quality. In the state of the art it is possible to use single direct-view receivers of the type developed for the field-sequential system (Columbia's). In any case, the present use of tubes up to 12½ inches diameters, in view of . . . circuit and optical requirements, it is apparent that the cost of color adapters would be a major expenditure.

All of the above proposed systems can employ electronic projection arrangement. The resolution of all these, however, is seriously limited by problems of registry. Since present monochrome projection receivers leave much to be desired from the point of view of highlight brightness and intrinsic contrast ratio, it is expected that any color projection systems will have even lower highlight brightness and intrinsic contrast ratios.

None of the suggested systems have been adequately field tested for operation under remote and special pickup conditions, various propagation conditions, and other conditions.

Although recommending that development and further testing proceed and that a hearing on color standards be held after two years, DuMont suggested a hearing might be held "in the meantime if a "competent industry committee" (Continued on page 66)

Slated to Appear at Color Sessions . . . .

TENTATIVE list of witnesses for FCC's color television hearing, opening today, with the organizations they represent shown in the order in which presentations will be made:

John P. Vest, chairman, Joint Television Advisory Committee (JTAC)—Donald Fink chairman; John P. Vest, Jr., chairman; John F. L. Hagan, Radio Mfrs. Assn. (alternate).


RCA—Dr. E. W. Engstrom, vice president in charge of research, RCA Labs.

CBS—Frank Stanton, president, and Victor Goldmark, developer of the CBS color system.

Color Television Inc.—Arthur S. Meltzer, Jr., president, and George B. Sleper, engineer.

Philco Corp.—Dr. W. E. Geer, president; Dr. Leon Rubinstein, vice president; David B. Smith, vice president—research and engineering; Gene O'Mara, Jr., vice president—finance, and others.

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Fate of Television
(Continued from page 65)

should propose a color system for standardization.

CBS meanwhile notified FCC last week that it plans to demonstrate reception of color motion picture during the hearing and asked for a letter to use in securing the consent of organizations which must approve the telecasting of recently made films. CBS felt it desirable to use "fresh and modern" film rather than any of "ancient vintage, which may well have lost its color fidelity.

Elsewhere on the TV front, charges were leveled by President John Meck of John Meck Industries, Plymouth (Ind.) television set manufacturer, accusing "broadcasting interests" of using color as a "spotlight" to halt the video industry's growth.

He said "selfish AM broadcasting interests" are creating confusion and skepticism about TV's future, making misleading claims about the prospects of obsolescence of present-day sets, and creating fear in the minds of otherwise eager TV public. He claimed that non-

TV broadcasters, "faced with the depreciation of over 20% of their investments in television sets" are "controlling" or "hoarding" color sets, and "are frantically trying to make all possible confusion to reduce the number of people who are changing daily from radio to video."

Opening witnesses in the hearing, according to FCC's schedule [BROADCASTING, Sept. 19; also see this page 67] will be representatives of JTAC, which is on record for establishment of UHF allocations. First, then deciding whether a compatible or adaptable 5-me color system exists. If one is found, JTAC favors at least six months' public field testing of the various systems before standards are adopted.

RMA, which was putting final touches on its presentation late last week (see story page 67), failed to get JTAC. Though details of its testimony were being tightly guarded, RMA is on record favoring "orderly" introduction of color and warning that manufacturers will need several years to develop and distribute color equipment. Next will come the "color parade"—RCA, CBS, Color Television, Dr. C. Green, and Dr. Thubenstein, followed by two opponents of immediate standardization of color: Philco and DuMont.

Two color demonstrations for the record have been slated: Columbia's on Oct. 6 at the Carlton Hotel, and RCA's on Oct. 10 at the Washington Hotel and the WNBW studios. If other systems are demonstrated, dates will be fixed and announced in advance. Nor has any date been set for a comparative show of the various color systems and conventional black-and-white. The record demonstrations will not be open to the public; admittance will be by ticket only. Cross-examination will be withheld until all direct testimony and demonstrations have been completed.

FCC Chairman Wayne Coy will preside over the sessions and all members are expected to be on hand except Comr. Rosel H. Hyde, who is in Montreal as chairman of the U. S. delegation at the NARBA treaty conference. Harry M. Potkin, assistant general counsel in charge of broadcasting, will serve as Commission counsel, assisted by John E. McCoy, chief of the Law Bureau's Television Section, and Joseph N. Nelson, also of the Television Section. FCC's technical experts will include Curtis B. Plummer, chief, and Hart Gropper, at the Engineering Bureau's Television Section; Edward W. Allen, chief of the Technical Information Division, and E. W. Chaplin, chief of the Laboratory Division.

COLOR TV INC.

COLOR TELEVISION Inc., of San Francisco last week began closely preparing for the week's FCC hearings. Color Television is one of the systems for FCC approval (see story page 65).

Initial test conducted through the transmission facilities of KPIX San Francisco were made to work out modification of picture wave form and to insert special pilot signal for control of color. No attempt was made to transmit actual color.

A standard monoscopic Indian head pattern was transmitted by microwave relay an air distance of approximately one mile from Color Television's headquarters at 80 Sterling Street to the KPIX transmitter atop Mark Hopkins Hotel. The picture, transmitted with color equipment, was received and picked up on KPIX black and white monitor screens without mishap.

Authorities said the tests proved what has already been claimed in Color Television engineering data filed with FCC—that the system will have no effect on black and white reception by present sets.

No Discoveries

Arthur Matthews, head of Color Television, said the initial tests were conducted only to accumulate engineering information and were not expected to prove anything not already known.

Mr. Matthews left for Washington to attend the FCC hearings immediately after the test. He plans to return to San Francisco with a week to 10 days for additional tests.

The later tests will include actual color telecasts, test patterns, and colored slides. The new "flying spots" will be transmitted from the company headquarters to the KPIX tower, as last week's were, and then retransmitted by KPIX to be picked up on color receivers at the Sterling Street laboratory. Televiewers will be able to pick up this telecast in black and white.

The Color Television system is completely electronic. It utilizes a single tube camera and single tube receiver.

Results Guarded

Actual purpose and results of last week's tests were so closely guarded not even KPIX engineers participating in the tests at the station's transmitters were given full information of what was expected or what was taking place.

The Color Television system has been under development since the company was organized in mid-1946. The system is primarily the development of the company's chief engineer, George Sleeper, and is often referred to as the "Sleeper color system." Mr. Sleeper was formerly a CBS engineer and worked with the network's car experiments in color transmission technology.

Working as engineering assistant to Mr. Sleeper is Bart Molinar. Both men started television work with Philco Farnsworth in the mid-1920's. Mr. Matthews, who heads the firm, is former electronic equipment manufacturer.

SIGHTMASTER Announces Color System

SIGHTMASTER Corp., New York, has announced that it has in the laboratory a new color television system aimed at providing an efficient color system at minimum cost to broadcaster and public. Company estimates that it can build color screens and install them on existing monochrome receivers "at a cost of somewhere between $5 and $25." The cost of adding Sightmaster color screen equipment to transmitting cameras "ought not to exceed $150," the announcement stated.

Basic part of the Sightmaster system is a specially developed color screen, made up of "microscopic prisms which separate the reds, blues and greens from the light." These colors are in turn translated into electrical impulses which correspond to the amount of light for each color in the position on the mosaic or light sensitive surface of the transmitting camera.

Screen Converts

"The light from the object to be photographed is focused on the mosaic of the camera tube through the specially developed Sightmirror color screen. The screening breaks the light into varieties of microscopic color patterns. These are transmitted and received on the picture tube as black and white. When viewed through the Sightmirror color screen, the individual color elements are reconverted to the original color scene," the company explains.

Sightmaster does not plan to testify at the current FCC color hearing, Michael Kaplan, president, said Thursday. The system, he said, while fully worked out on paper, is still in the laboratory as far as the production of actual working models goes and it will be several months before it will be ready for public demonstration. Mr. Kaplan thinks it extremely unlikely that in the interim, any other proposed color TV system would receive FCC approval as the industry standard.

"We think our system has more merit than anything yet developed in this field," Mr. Kaplan said, "and if it works out in practice it will be the most revolutionary thing in color television. If it does we'll at least have made a try."

Page 66 • September 26, 1949
RMA’S CASE

Cosgrove To Present Data At FCC TV Hearings

(See story on Washington TV Hearing, page 65)

BASIC case of the Radio Mfrs. Assn. for its appearance at the FCC’s TV hearings, starting today (Sept. 25) was approved by the RMA board at its Sept. 15-16 meeting held at White Sulphur Springs, W. Va., with final details of the appearance completed last week.

RMA President Raymond C. Cosgrove, Crosley Div., was selected to present the association’s position. He will be flanked by W. E. T. Thayer, General Electric Co., director of the RMA Engineering Dept., and other members of the special committee that has conducted a detailed study of color TV systems. Former Sen. Burton K. Wheeler was retained as special TV counsel [BROADCASTING, Sept. 19].

RMA’s recommendations call for orderly introduction of TV color and point out that much laboratory, field, and factory work must be done before a suitable system can be placed in general service. The association’s position is based on months of investigation, committee meetings and technical research by the RMA Color Television Committee and its four subcommittees.

Plans for observance of National Radio Week, Oct. 28-Nov. 5 were approved by the RMA board. The event, which includes television this year, also will be observed in Canada. The Canadian RMA board met jointly with the U. S. board during the two-day session.

To Name Committee

Special committee of set manufacturer sales managers will be named by Chairman George M. Gardner (Wells, Gardner & Co.) of the RMA Set Div. This committee will draw up recommendations covering TV receiver advertising.

Plans for a “Town Meeting” for television and radio service technicians in Washington Nov. 1-3 were approved. The Washington Electric Institute along with local set and parts distributors will conduct the meeting.

A series of short TV educational films was previewed by the board. They cover the operation and causes of ordinary TV receiver trouble and are designed for TV broadcasting. Television Broadcasters Assn. cooperated in production of the films, which will be released later this month.

An intensive membership campaign will be staged by RMA, with 14 new members admitted at the meeting. J. J. Kahn, Standard Transformer Corp., is chairman of the membership committee. In addition he was named as one of two RMA representatives on the Parts Show Corp. board, in anticipation of the next part show May 22-25 at the Stevens Hotel, Chicago. R. C. Sprague, Sprague Electric Co., was named as the other representative.

Max F. Balcom, Sylvania Electric Products, past president of RMA, reported on behalf of the Tube Div. that cathode ray tube data will be put on a monthly instead of quarterly basis starting Oct. 1. Sales or radio receiving tubes are running 15% under a year ago, he said.

R. E. Carlson, Tung-Sol Lamp Works, said the Cathode Ray Safety Committee’s safety rules for TV set owners, servicemen and others who handle tubes had been well received.

President F. R. Deakins, of the Canadian RMA, invited the U. S. board to a joint meeting to be held in the Dominion next April, seventh such joint session.

WTTG (TV) RATES

Revised Schedule Issued

WTTG (TV) Washington has issued its revised rate schedule No. 4, which became effective Sept. 12.

Time rates in Class A (7 p.m. to sign-off Monday through Saturday and all day Sunday) range from $56.25 for five minutes 250 or more times per year to $300 per hour for one to 12 times a year. Class B spread (6 p.m. to 7 p.m. Monday through Saturday) runs from $42.18 for five minutes to $225 per hour same number of times as in Class A. In Class C (sign-on to 6 p.m. Monday through Saturday), top one-hour rate is $150, rates scaling down to $28.15 for five minutes.

Class A and B rates for one-minute or less range from $37.50 260 or more times to $50 one to 12 times, and in Class C from $18.75 to $25. Rehearsal charges run $25 for first hour to $15 for each succeeding half hour or any portion thereof.

TV Bee-Bop

WSAZ-TV Huntington, W. Va., scheduled to begin commercial operation Nov. 15, has passed one painful experience in its construction job. Station reports bulldozers and “flame-throwers” thrown into the battle against defending bee battalions in grading operations for an auxiliary road to WSAZ-TV’s transmitter site. To ferret out the stingers, construction workers pushed forward over the terrain which was said to be comparable to that once invaded by Marines and Seabees. Elwood E. Wilson piloted the bulldozer while Chief Engineer Leroy Kilpatrick softened the warming enemy with a make-shift “flame thrower.”

Operation Bee-Bonnet moved along with time-tabled success.

Teleama.

GETTING set for debut of Libby, McNeill & Libby’s Auction-Aire, weekly TV auctions on ABC eastern networks are the four men behind the show (1 to r): John Masterson, John Nelson, Jack Gregson and John Reddy. New show begins on Friday, Sept. 30 at 9:30 p.m. with Mr. Gregson as auctioneer. Messrs. Masterson, Nelson and Reddy also are producers of Bride and Groom and Breakfast in Hollywood.

FIRST affiliate is signed by the new Paramount Television Network. L to r: Klaus Landsberg, manager of KTLA (TV) Los Angeles, one of Paramount stations; Tom Potter, owner of KBTV Dallas, the first station to sign with Paramount Network, and George Schubert, assistant to the president of Paramount [BROADCASTING, Sept. 19].

GEN. MGR. Gaines Kelley of newly opened WFTM-TV Greensboro, N. C., wears straight jacket sent him by Gen. Mgr. E. Z. Jones of WBIB Burlington, N. C., during video station’s busy pre-telecast weeks. Some fat business, however, helped relieve Mr. Kelley’s “condition” (see story, page 68). Event was held in Memorial Auditorium.

WDAT-TV Kansas City, Mo., three-day TV show held Sept. 11-13 to mark the start of test patterns is discussed by Kenneth Gillespie (l), chairman TV distributor committee, and WDAT-TV General Manager Dean Fitzler (see story page 68). Event was held in Memorial Auditorium.
WDAF-TV

THE CURTAIN on WDAF-TV Kansas City, Mo., plans for the future was raised early this month in a three-day pre-television show held by the station and the Kansas City Board of Trade. Roy A. Roberts, president of the Kansas City Star Co., which owns WDAF and WDAF-AM, announced to an audience-filled exhibition hall that the TV outlet would launch its commercial operations Oct. 16 with programs scheduled seven days a week on a four-hour basis.

Dean Fitzer, general manager of both Star stations, followed with a description of personnel staffing. Mr. Fitzer said the new project would be manned by a joint supervisory staff taken largely from veteran WDAF personnel. Already named in addition to Mr. Fitzer are: V. S. Batton, assistant manager; Bill Bates, program director; Randall Jesses, producer-director; Joseph A. Flaherty, chief engineer; and Bryan Carlisle, assistant chief engineer; and Manne Russo, sales manager.

WDAF-TV claims one of the highest antennas in operation. It climbs 724 feet above ground at one of the highest spots in Kansas City.

According to the station, the pre-television telecasts during the three-day period were received with enthusiasm from the distributors and dealers in television equipment. Specially arranged plans for a vacation trip of several months to Europe are a feature which he will announce his future business plans, he said.

Leonard Hole has resigned as manager of network operations of the DuMont TV Network, he announced last week. His immediate plans are for a vacation trip of several months to Europe from which he will announce his future business plans, he said.

Mr. Hole veteran with 14 years at CBS before his move to DuMont in the spring of 1948, Mr. Hole presumes will continue in this field.

Commenting on Mr. Hole's resignation, Mortimer W. Loewi, director of the DuMont network, expressed regret on the part of the entire organization, but noted that the resignation resulted from an unavoidable chain of circumstances.

"When confronted with the new economies that the DuMont Television Network is forced to institute, Mr. Hole was the first to realize that it would be unrealistic for him to remain," Mr. Loewi stated. No replacement is planned, he said, in line with a general tightening of the network's organization.

HOLE RESIGNS

DuMont Network Post

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Special Show Previews

October Debut

PHILCO RELAY

TV Shows for Toronto Exhibit

PHILCO microwave relay equipment was used to present TV programs to the two million visitors who attended the recent Canadian National Exhibit at Toronto, according to S. L. Capell, vice president and general manager of PHILCO Corp. of Canada Ltd. The demonstration was believed to be the first use of microwave TV relays in Canada.

Telecasts relayed to the Canadian National Exhibit included two types of programs. Principal entertainment consisted of TV shows from WBEN-TV Buffalo, N. Y., about 65 miles from Toronto. At other times, still pictures and recordings were telecast at experimental station VESKE in the PHILCO factory in Toronto and relayed to the fairgrounds three miles away.

Signals from the Buffalo TV station were picked up by a special high-gain antenna mounted on the 150-foot smokestack at the local PHILCO-Canada plant, next fed to the input of the relay transmitter, beamed by microwave to the relay receiver at the fairgrounds, and displayed on the screens of typical home TV sets.

Grid Simulcast

SIMULCAST origin of the opening of the U. of Minnesota football season was slated for this past Saturday (Sept. 24) by WTCN-TV Minneapolis-St. Paul as a highlight of its first week of full-time operation. Sports-caster Rollie Johnson gave play-by-play from the radio booth, while at age-orthicon cameras were to pick up the video from atop the south press box. Monitoring screens were provided to enable Mr. Johnson to key his comments to both televiewers and AM listeners.

WORLD SERIES

38 Take DuMont TV

Bob Jamieson, DuMont Television Network's operations chief who is coordinating television details for the World Series baseball games, Wednesday afternoon that two stations that had definitely refused to carry the games, at least 38 had accepted and 12 have yet to be heard from.

The stations that refused were WMA-L-TV Washington and WTMJ-TV Milwaukee [Broadcasting, Sept. 19]. WMAR-TV at a meeting last Monday voted not to accept the telecasts.

Those taking the games: WBZ-TV and WNAC-TV Boston; WJR Providence; WNHJ-TV Scranton; WIP-TV Philadelphia; WAAM (TV) Baltimore; WTTG (TV) and WBNB (TV) Washington; WDTV (TV) Pittsburgh; WENJ (TV) and WEWS (TV) Cleveland; WHIO-TV and WLWD (TV) Dayton; WBN (TV), WTVP (TV) and WLCW (TV) Columbus; WCPX (TV) and WKRC-TV Cincinnati; WWJ-TV, WXYZ-TV Detroit; WGN-TV, WNBV-TV and WBBF (TV) Chicago; KSDK-TV St. Louis; WLAV- TV Grand Rapids; WIGC (TV) Erie; WBEN-TV Buffalo; WHAM-TV Rochester; WHEN-TV Syracuse; WABC-New York city: WOR-TV, WPX (TV), WJZ-TV, WABD (TV), WNBT (TV) and WCHS-TV New York.

N. J. Theatre TV

Wilbur Snaper of South River, new president of the Allied Theatres of New Jersey, named a committee at the 30th annual convention in Atlantic City on Sept. 14 to explore the possibility of televising special events at their theatre screen. "We intend to make it possible for our patrons to see both their favorite movie and a special television event on the same evening. We will not, however, show regular television shows. Our plan concerns only such outstanding events as a Presidential address or other events of national interest," Mr. Snapper said.

TELECASTING
TWO TOPPERS RETURN TO TELEVISION

TUESDAY
MILTON BERLE
on the
TEXACO STAR THEATER
COAST TO COAST
beginning 8 PM EDST
September 20th over NBC-TV Network
and every Tuesday night thereafter
 See local papers for starting dates on non-network stations.

presented by
your TEXACO dealer

THURSDAY
OLSEN AND JOHNSON
on the
FIREBALL FUN-FOR-ALL
COAST TO COAST
beginning 9 PM EDST September 22nd over NBC-TV Network and every Thursday night thereafter
 See local papers for starting dates on non-network stations.

presented by your BUICK dealer

KUDNER AGENCY, INC.
WOR-TV DEBUT

WOR-TV New York will begin regular programming Oct. 11, when it inaugurates an operating schedule of four hours a night, five nights a week—7-11 p.m., Tuesday through Saturday. Station will make its official debut the preceding week, however, when it joins other TV stations in covering the World Series.

Piel Brothers, Brooklyn, is the first advertiser to contract for a regular series on the new video station. Company will advertise Piel's Beer with partial sponsorship of the telecasts of the Tuesday night boxing bouts from White Plains County center, starting Oct. 18. Jimmy Powers, sports editor of the New York News, will act as commentator for the bouts. William Esty Co., New York, placed the Piel business on WOR-TV.

According to preliminary plans, the 20-hour weekly schedule will be divided roughly as follows: Sports, 8½ hours; musical variety, 2½ hours; variety 2½ hours; audience participation quiz, 2 hours; forum and discussion, 2 hours; comedy, 1½ hours; drama, ½ hour; sports commentary and review, ½ hour.

Programs Set

Programs already set include: Dinner at Sardi's with Bill Slater as m.c.; Barry Gray show, Meet Your Match, Old Knickerbocker Music Hall, Thursday night boxing from the Broadway Arena. Sports programs also are being lined up for Wednesday and Saturday evenings, giving the station about two hours of sports each evening except Friday, when the Music Hall Melodramas will occupy the 9-11 p.m. period.

"Agreements have been reached and contracts are in the process of being signed to complete the remainder of the schedule," Julius F. Seeback Jr., vice president in charge of programs for WOR and WOR-TV, stated, adding: "The names of these programs will be announced as the signings take place."

Seventh video station in the New York metropolitan area, WOR-TV operates on Channel 9. It has been making test broadcasts for the past month from its new transmitter at North Bergen, N. J., across the Hudson River from Manhattan Island.

NEW AFFILIATES

WSAT-TV, KTLX (TV) To CBS

WSAT-TV Huntington, W. Va., and KTLX (TV) Phoenix, Ariz., affiliated with CBS-TV effective Nov. 15, bringing to 49 the network's total. WSAT-TV is owned and operated by WSAT Inc. Lawrence H. Rogers is general manager. Station also affiliated with NBC-TV [Broadcasting, Sept. 19], is expected to join ABC-TV. KTLX, a Phoenix Television Inc. operation with Rex Schepp general manager, is currently negotiating with NBC-TV but affiliation agreement is as yet unsigned.

WOIC (TV) Washington has completed arrangements to telecast 13 games of D. C. inter-high football series.

HOW TO RUN A TV STATION

WIDELY varying opinions on how to operate a television station were projected at a panel session of the NBC affiliates convention at Whitestone, N.Y., this month [Broadcasting, Sept. 12].

William B. Ryan, general manager of KFI-TV Los Angeles, reported his station had decided to "confining ourselves in the market" by confining its operations to daytime programming, from noon to 6 p.m. each day.

Mr. Ryan said that this programming, said Mr. Ryan, is that KFI-TV has a daytime station and one independent AM station.

KFI-TV is giving "meaning results" to advertisers by this practice, Mr. Ryan said, particularly in daypart sales. "We're not in the black, and we are priced too low," said Mr. Ryan, "but with the best advertising buy in Los Angeles we are confident."

Robert D. Sweezy, executive vice president of WDSU-TV New Orleans, said there are three ways to run a television station, one being to "dog it" and skim on costs; another to "go knee deep in pluck" and the third to take a middle road. WDSU-TV, he said, has chosen the middle road.

WDSU-TV, Mr. Sweezy said, will use kinescope and film programs provided by the four television networks but is attempting to "exploit local live program potentials" as well. "We are avoiding extravagance," he said, "but we are trying to get an emphasis on economics in facilities, staff and program material may well be penny wise and not calculated to develop circulation and loyal viewing habit."

WDSU-TV, a sister station of WDSU, is depending as much as possible on integration of radio and television staff operations, but 20 persons have been hired to expand the present WDSU staff to take the care of television.

Eventually, Mr. Sweezy said, radio and television crews of the two stations will be divided.

Other station executives who spoke at the panel, which was moderated by Carleton D. Smith, NBC director of television operations, were:

Walter J. Damm, WTAM-TV Milwaukee; John M. Cutley, Jr., WBTW-AM, Atlanta; Robert S. Atwood, WTVY-TV Okahoma City; Rolland V. Took, WPTV (TV) Philadelphia; George M. Burbage, WABY-AM, St. Louis; Henry Slick, WMCT (TV) Memphis; Harold Ross, WBAP-TV Ft. Worth; S. S. Fox, KDVL-TV Salt Lake City; C. Robert Thompson, WBEN-TV Buffalo; Lyle De Moor, WOW-TV Omaha; Edgar B. Stern Jr., WSNY; Walter J. Krebs, WJAC-TV Johnstown; Mrs. Eloise Halsing, WBRC-TV Birmingham; and A. H. Kirchoff, WEEN-TV Buffalo.

ON OPENING CEREMONIES OF UNITED NATIONS GENERAL ASSEMBLY WERE TELECAST BY CBS IN TWO SEPARATE PROGRAMS COVERING MORE THAN FOUR HOUR PERIOD.

On the Air September 22

a NEW TELEVISION STATION

Serving North Carolina's Rich-Tri-City Market

GREENSBORO WINSTON-SALEM HIGH POINT

Now, for the first time, WFMY TV makes it possible to sell this rich area as one market.

AFFILIATED WITH

CBS — NBC — ABC — DUMONT
and First in the Carolinas with Live TV
Sales Representatives

HARRINGTON, Righter and Parsons, Inc.

New York City Chicago
270 Park Avenue Tribune Tower
MU-8-1185 WH-4-0074

Owned and Operated by GREENSBORO DAILY NEWS and THE GREENSBORO RECORD

Page 70 September 26, 1949
Sure, Television's amazing

—and it's practical, too!

(to see how practical, turn to back page of program schedule)
<table>
<thead>
<tr>
<th>Day</th>
<th>Show</th>
<th>Time</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
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**Notes:**
- Shows in italics are sustaining.
- Shows in **bold** are top rated.
- Shows in *italics* are featured.

**Additional Information:**
- Mondays in January are sustaining.
- Tuesdays are network specials.
- Wednesdays are network specials.
- Thursdays are network specials.
- Fridays are network specials.
- Saturdays are network specials.
- Sundays are network specials.

**Schedule Details:**
- Telecadin Network Shows.
With Television only one year old, CBS-TV picked up the ball and ran away with it. Here's what Variety said: "CBS-TV network on the basis of programming, production and showmanship in promoting video as a medium is awarded a Variety Showmanagement plaque for general industry leadership... CBS outstripped its competition."
VICE PRESIDENT Alben W. Barkley flew from Washington to Dallas Saturday, Sept. 17, to snip a ribbon opening KBTB (TV), giving Dallas' first television station a headline-making sendoff.

Before wielding the ceremonial scissors, officially throwing open the doors of KBTB's new building north of downtown Dallas, the nation's vice president made a 10-minute speech in front of television cameras.

Standing with Mr. Barkley on the steps of the station was Tom Potter, Dallas oilman and owner of KBTB. A crowd of between 7,500 and 10,000 persons thronged the station's grounds and overflowed a circus tent pitched here for the studies for a big variety show that followed the initial ceremonies.

Searchlights raked the night skies over Dallas from the KBTB site at 3000 Hines Blvd., and a fireworks display climaxd the program.

Vice President Barkley, whose speech was mostly anecdotal and informal, made reference to radio and television as modern inventions, along with atomic energy, which should be dedicated to peace and humanity instead of destructive purposes.

Jocosely, he remarked: "When I get through with public life, I won't know when that will be because an Arab fortune teller told me I'm going to live to be 105—I want to figure out some way to make a speech on this television and see myself talking at the same time."

Marking the start of regular six-day programming, KBTB's debut was a one-hour affair, 8 to 9 p.m., culminating three years' planning by Mr. Potter and associates to put the television station on the air. Station officials estimated an investment of about $700,000.

Special television sections appeared in the Dallas Morning News, Dallas Times Herald and Fort Worth Star-Telegram the Sunday before KBTB's debut, keying up interest in the new Dallas station.

While the Star-Telegram featured its own affiliate, WBAP-TV Fort Worth, in a 20-page section, it also gave a play to KBTB. The Times Herald, whose own KRLD-TV is due to go on the air later this fall, nevertheless labeled its 14-page section KBTB, and the News also concentrated on the Dallas TV station.

KBTB's first week of programming scheduled 25 hours of telecasting, ranging from 2 1/2 hours nightly to 5 1/2 hours nightly, and off the air Wednesday.

Announcement was made that KBTB had affiliated with both Paramount Television Network and DuMont.

**Philo TV Plant**

PHILCO Corp., now estimated by company officials to have an investment of over $20 million in television, started production of TV receivers in its new million-dollar plant at Sandusky, O., on Sept. 15. Plant is equipped with modern manufacturing facilities. Opening ceremonies were attended by William Balderston, Philco president, and other company officials. Mr. Balderston claimed Philco now can produce 18,000 TV receivers a week. New Sandusky plant has the longest conveyers in the world for the manufacture of video sets. The Philco head said sales of sets have reached record levels abetted by the company's introduction of new 1950 models which have an electronic built-in aerial system, and that "we can look forward to an increasing demand."

**DIVIDEND of 25c per share on common stock was declared by Motorola's board of directors Sept. 15, payable Oct. 15 to stockholders of record Sept. 30. Initial sales of TV sets from factory to distributors were up 103% over those during same period last year.**
Telestatus

By FRANK G. BACK, M. E. Sc. D.

TELEVISION has inherited a good many of its present-day woes from its famous grandparents—Broadway and Hollywood. Confronted with a fast-growing new form of entertainment, TV directors have attempted to borrow from the equipment tricks, and techniques of the stage and screen in the production of video shows. For the most part, the adaptation has not been too satisfactory.

Insofar as lighting is concerned, the results have been far from good. The well-tried lighting methods of the theater and the movie set just cannot be applied effectively to television. New and different standards must be met. New and special equipment and techniques must be developed and used.

When a stage director looks at a lighted stage, he sees it just as the audience will see it. Similarly, when a motion-picture director views a lighted sound stage, he sees it—thanks to the faithfulness of modern panchromatic film emulsions and well-controlled film processing—just as the moviegoer eventually will view it. What's more, both stage and movie directors have ample time to make changes, which is not the case with television. Corrections can be made long before a scene is offered to an audience.

Not so with television. First of all, the image orthicon tube, which is television's eye, does not see things as the human eye sees them. A TV director cannot judge the effectiveness of a lighted set merely by looking at it. To see it as a viewer will see it, he must study the image on the screen of a monitor. Second, a TV show is a one-shot performance generally preceded by too few rehearsals. There is no time for experimenting. There are no opportunities for retakes and no chances for wholesale editing once the program is on the air.

On the stage and in the movie studio, a director can create any number of dramatic effects by varying the lighting. He can mix different types of light sources. He can underlight to produce dramatic shadows and introduce highlights to bring out points of interest and action. He can use all types of light sources to obtain his effect. But he is dealing with a recording medium—the human eye or motion-picture film—which is a characteristic that is completely unpredictable and standardized.

On the TV stage these tricks of lighting just won't work. As viewed by the image orthicon, dramatic shadow on the viewer's screen not artistic dark areas but as washed-out grays. Intense highlight on a scene may cause "blooming" or may even cause negative effects on some viewers. Unfortunately, the image orthicon, unlike the human eye or film, is unpredictable when conventional lighting techniques for stage or film are used.

In stage lighting and in studio lighting we have four basic types of illumination:

- **Key Lighting**
- **Fill Lighting**
- **Back Lighting**
- **Modeling Lighting**

**Key Lighting** is the over-all illumination which falls on the subject. It determines the stop setting of the lens for a given film and camera speed. It is actually the proper film exposure.

The fill light is some additional light which only softens harsh contours caused by the key illumination and makes shadow details visible which would otherwise be in unilluminated areas. These fill lights are always placed at a level or below camera level, and most of the time opposite the key light source.

**Back light** creates separation between foreground, background, and certain artistic effects to make dull objects lively and outstanding.

**Modulation lights** are used to cover certain imperfections on the subject, and many times emphasize or create certain desirable effects which are not present in natural lighting.

These four basic types of illumination are commonly used and have been tested over decades in motion-picture work and modern stage work. They must also be considered in the production of video shows. The use of each type of illumination should be considered to complement the other.

**Lighting for Television**

(Report 78)

**Dr. BACK**

* * *

**R. FRANK G. BACK,** of F. G. Back Video Corp., New York, presents a detailed explanation of types and methods of correct studio lighting to get the best in clear television pictures. For the study, Dr. Back draws on two years experience in the video field of actual studio work with television engineers. The lighting expert visited some 50 TV stations and enjoys intimate knowledge of studio and remote problems.

Lighting for Television

(Report 78)

**Dr. BACK**

* * *

On the stage and in the movie studio, a director can create any number of dramatic effects by varying the lighting. He can mix different types of light sources. He can underlight to produce dramatic shadows and introduce highlights to bring out points of interest and action. He can use all types of light sources to obtain his effect. But he is dealing with a recording medium—the human eye or motion-picture film—which is a characteristic that is completely predictable and standardized.

On the TV stage these tricks of lighting just won't work. As viewed by the image orthicon, dramatic shadow on the viewer's screen not artistic dark work. But they don't work the same way on television. The reason is that film and stage have a wide gray scale range, whereas television has only a very short one. The light scale range used in motion-picture work goes from 1 to 500. On the television pick-up it seldom goes higher than 1 to 20.

**KEY lights for television must provide uniform, shadowless, graded illumination. The image orthicon provide good overall illumination from any camera angle and to obtain this they should be placed in front of the set at camera level. These lights are appropriate in a one kind of illumination. There can be no mixing of 'hot' and 'cold' light in key illumination. Since the color response of the human eye and the camera will differ, mixtures of 'hot' and 'cold' light that look good to the human eye seldom look good to the TV camera. Furthermore, if the image orthicons being used are sensitive to infra-red, a double focus will be formed—one for the infra-red and one for the visible light—and the best image obtainable will be a compromise between the two. In addition to this, infra-red which is invisible to the human eye will create unnatural effects on the TV screen. If the image orthicons being used are not responsive to infra-red, the value of the infra-red light in terms of effective usable illumination is wasted and evidence itself only in terms of heat to brolr the actors.

Since these key lights must be at camera level to provide the same even distribution of light from any camera angle, they must be of the floor light type. They should be compact to conserve valuable floor space in the studio, non-directional to eliminate shadows, easily moved, dependable for long and up-to-standard service, and be so wired that the number of power cables necessary on the set can be kept to the barest minimum. They should be high-quality cold lights, chosen for spectral characteristics which will give, as nearly as possible, the same impression to the image orthicon that they give to the human eye. To obtain an even distribution of illumination from every camera, multiple key lights must be used.

With the key lights at camera level, the fill lights then necessarily will have to be overhead lights, since only overhead lighting will give the proper fill-in effects regardless of the camera position.

To get proper separation between foreground and background without relying on large lens openings for separation effects, back lighting must be used. These back lights should be placed in such a way that the angle between the back lights, the subject, and the camera should never be less than 185°. Otherwise, the intensity of these back lights should never be more than three times the value of the key light illumination to avoid 'blooming' effects.

To allow ample room for the 185° minimum back lighting angle, the objects cannot be placed too close to the camera. Also, the intensity of this back light should be properly set to avoid direct glare into the camera lenses. These back lights do not have to be the same type of lights as the key lights. A very good source for back lights are studio spotlights.

**A**n intensive survey during the past year covering about fifty television stations throughout the country revealed that the studio pick-up technique used in most of them ranged from bad to fair. The lack of, for the most part, was two-fold—the need for some standard method of camera adjustment and calibration, and the need for key lights designed to meet television's unique requirements.

A few months ago, the availability of the Video Analyzer was announced. With it, a TV cameraman now can check and adjust his camera thoroughly and accurately in a few minutes' time. The Analyzer also gives him a standard method for determining an image response, its contrast range, and an indication of the F stop to be used for his key light level.

Nonspecial television lights are also available. Designed to fit the requirements of the image orthicon, they consist of a special type of cold light lamp mounted in front of a diffuse reflector, such as in a close-
“THIS FALL you’ll see them all” on WHIO-TV

another reason why WHIO-TV is your best TV buy in Dayton, Ohio

There are BIG THINGS in store for Dayton and Miami Valley sports fans this fall on WHIO-TV. Our sports menu includes high school, college and pro-football, also professional wrestling and boxing.

Yes, this fall, you’ll see them all on WHIO-TV!

No wonder more sets than ever will be tuned to Channel 13. No wonder your best TV-buy in Dayton is WHIO-TV.

For availabilities, contact your nearest Katz representative.

Affiliated with Dayton Daily News and Journal-Herald

Represented nationally by The Katz Agency, Inc.
Chicago Group Sees Bright Commercial TV Future

Television is always good, even when it's bad, executives of the four Chicago TV stations agreed Wednesday at the first fall luncheon session of the Chicago Television Council. A better commercial traffic picture was also seen by the four companies.

Bruce Dennis, assistant manager, WGN, Inc.; Roy W. McLaughlin, general manager, WENR, and John Mitchell, manager, WKBK.

Mr. Shoverman reported sale of 21/2 commercial hours this fall for WNBQ, four and 1/2 of which are Chicago originations. "Although I'd hoped to originate more shows in Chicago when I returned here from New York three years ago, it just didn't work. The broadcast business doesn't have name stars—aren't here. Chicago can produce a better program than other TV centers if it has name stars, which advertisers demand. And shows here can be done cheaper."

Reporting that WNBQ clients are not using TV at the expense of AM, Mr. Shoverman pointed out that video is, however, cutting into AM programming during evening hours in all major markets.

One Minute T. V. Film Commercials

For Only 150 Cents

Artful Production—Animated tricky titles—Background music 

FILMACK

1320 S. Wabash, Chicago, Ill. Phone Harrison 7-3395

SALUTE TO WLW

Crosley TV Gets Cox Service

A SPECIAL network telecast, "Salute to WLW," Saturday's "WLW Television," will be highlighted by the inauguration of coaxial cable service yesterday (Sunday) to the Crosley Broadcasting Corp.'s three video stations. The program, originating in New York and scheduled from 7:30 to 8 p.m., featured NBC stars and messages by Niles Trammell, Crosley president, and Charles R. Dennis, executive vice president.

Program was carried by Crosley's WLWT (TV) Cincinnati, WLWD TV (TV) Dayton and WLWC (TV) Columbus. With the color television equipment installed, the three stations began regular schedules of live NBC programs on a daily basis. The salute program climaxed a week of special promotional activities on the part of the stations, including a stage show, "WLW Television Revue," featuring stations' stars.

Coaxial cable service is routed to the Dayton station; the Dayton signal is picked up by the Cincinnati outlet, while the Columbus station gets the programs through an alternate microwave relay. This system is temporary, however, and will be replaced by the relay system now being installed by AT&T and scheduled to be in operation Oct. 5, opening day of the World Series. However, according to the telephone firm, only single microwave lengths will be available to Cincinnati and Columbus until AT&T's full coaxial-plus-microwave service goes into operation Oct. 8 [Broadcasting, Sept. 19].

COLOR SEMINAR

Lorenzen To Conduct Course

ROBERT LORENZEN, chief engineer of Electronic Systems Corp., New York, will conduct an electronic, single tube method of color television demonstration by Color Television Inc., will conduct a color seminar this fall. Commencing with a discussion of the color video systems being considered by the FCC, the course will consider the color television need for the proper use of any of these systems.

Seminar will comprise about two-hour sessions, with fees of...
space arrangement that provides a large area, non-directional light source, 4 inches wide and 40 inches high at center level. Completely self-contained and easily portable, each light housing contains the necessary power transformer, has a low center of gravity to eliminate accidental tipping, and is equipped with casters for easy moving. A single light unit requires only about one square foot of studio floor space.

The new lights were designed to meet all of television’s key lighting requirements. Balanced to match the color-characteristics of the 5820 and 5826 image orthicon tubes, they provide non-directional, non-glaring, uniform, and completely shadowless illumination. Being gas-discharge tubes, they generate practically no heat and require only 800 watts of power.

For ease in use, each light is provided with two plug-in connections and a switch so that as many lights as are desired can be connected together by short jumpers to form a bank that can be powered through a single cable plugged into any 110 volt A.C. line. In this arrangement, any or all of the lights can be used merely by operating the individual light switches. They start instantaneously.

Lucite Used

Covered by a solid sheet of clear Lucite, the close-spaced lamps and their reflectors are protected from dust and damage. When cleaning is necessary, which is infrequent, the plastic panel can be easily removed.

In studio tests, it has been shown that two or three of the new lighting units will provide excellent key light illumination for small sets, while six will serve on medium sets. One unit at five feet distance provides 100 foot candles of illumination; four at ten feet provides 100 foot candles which is the illumination required by a 5820 image orthicon when the lens is stopped down to F/16. The angle of even light distribution is approximately 70°.

Specifications per Unit

110 Volt A. C. 300 Watt
100 Foot candle at 5 feet
Height: 68½ in.
Width: 15½ in.
Depth: 8½ in.
Weight approx. 150 lbs.
Light emitting area: 154½ x 37½ in.
Life of tube: 3000 hours
Finish: gray crackle
Plastic front cover

Number of units required

for small puppet stage 2 units
for small sets up to 7 feet width 3 units
for small sets up to 10' 5 units
for small sets up to 12' 6 units
for small sets up to 15' 8 units

SERIES of 11 night games and Thanksgiving Day championship match of the Seattle High School Football League will be telecast on KING-TV Seattle, under sponsorship of Hoffman Radio Corporation and the Seattle Dodge Dealers Assn.

See Here, KTSI (TV)!

KTSI (TV) Los Angeles almost won the wrath of television viewers in San Pedro (Calif.) by innocently pulling something "fake." In honor of the fishing festival held recently in the harbor town, the station was planning to present a fish giving a history of the occasion. Someone became confused somewhere, and, as the proud San Pedro residents sat around their receivers waiting to see shots of their native industry, onto the screen flashed not the festival scenes, but pictures of trout fishing techniques in Colorado. Horrified San Pedroites were appeased with promises of a correct fish film showing the following week.

GARDELLA SUIT

May Involve Radio-TV Fees

ENTIRE financial record of baseball’s dealings with radio and television may become a matter of court record if Danny Gardella, former Giants outfielder, is successful in his $300,000 damage suit against baseball.

That became clear last week when the ball player’s lawyer, Frederic A. Johnson, taking depositions from Baseball Commissioner Albert B. (Happy) Chandler, sought to go into the fees baseball has derived from radio and television.

By doing so, Mr. Johnson hopes to show that baseball is engaged in interstate commerce and thus subject to U.S. anti-trust laws, on which the Gardella action is based. Mr. Gardella contends his ban from baseball, after he jumped to the Mexican league, was a violation of anti-trust law.

Won’t Go Past ’47

Comr. Chandler balked at divulging any financial details beyond 1947, the date of the Gardella complaint. The commissioner’s counsel objected that matters in 1947 were irrelevant.

Mr. Chandler did testify, however, that in 1947 the broadcasting rights to the World Series were sold for $175,000, the television rights for $65,000 and the radio rights to the All-Star games for $35,000.

Mr. Johnson, after the hearings adjourned, said he would file motions with the U. S. District Court in New York seeking instructions to force answers to many questions objected to by the baseball counsel. The depositions will be used in the trial, which is expected to be held in November.

PRODUCTION of 8¾-inch metal television picture tubes has been started by General Electric Co., Syracuse, N. Y.

KICK OFF YOUR FALL CAMPAIGN...


Churchill-Wexler Film Productions, Los Angeles, has appointed representatives for New York and Chicago. John E. Gibbs, 9 Rockefeller Plaza, will represent firm in New York; W. B. Levin, 612 N. Michigan Blvd., in Chicago. Quarter-hour film is being readied for television and film use by TV Ads Inc., Los Angeles. Entitled 'Knitting by Marion Roberts,' film, which may be made into series of six or eight shorts, gives knitting instructions. Screen Directors Guild has moved to 369 Lexington Ave., New York; telephone Murray Hill 3-0680.

Two stations, Hollywood, producing ten-minute TV film for Zandt Carpet Co., Los Angeles. Ray Sherwin of Sherwin Telefilm Assoc., New York, Coast to plan television show built around silent film star Buster Keaton. To be called Comedian, show will utilize two film units, one East Coast, one West. Program will combine live studio and film sequences.

Community Chests of America will be more than ever in the public eye this fall with innovation of 15 television clips. Featuring animated cartoons, these 20-second "visuals" are being used all over country by local Community Chests to focus viewer's attention on importance of supporting Red Feather campaign. Created by Dave Lion of Spectra Film Corp., they demonstrate clever new silent animation process using cartoons by Walt Disney, Otto Soglow, William Steig, A. B. Johnson, Gluys Williams and Helen Holkinson. Three of cartoons play up Community Chest theme, "Nearly Everybody Gives, Because Nearly Everybody Benefits." Other features Red Feather services, such as Boy Scouts, Girl Scouts and Child Care, while others call for volunteer workers. These and other television plans for 1949 Red Feather drives, which will take place from coast to coast during October and November, are under direction of Eloise Walton, audio-visual director, Community Chests of America.

Bel-Air Productions, Beverly Hills, Calif., moving to new offices at 240 S. Beverly Drive. Phone is Crestview 4-5491. Harry Lehman, Hollywood, preparing five television 30-minute films for Columbian Fathers based on films taken in China and Philippines. Films also to be used in Catholic schools in several areas. Harold E. Vories, formerly with WGN-TV Chicago, joins Radio Television Arts Academy, Los Angeles, as television instructor.

John Sutherland Productions, Los Angeles, is completing several one-minute TV film commercial, using live action as well as animation, for Footes, Cone & Belding, Chicago, on behalf of Pepso-dent. Agency is expected to make final decision on number and type to be produced after rushes are viewed within next two weeks. Filmack Trailer Co., also Chicago, working with Howard Radio Productions, same city, has finished semi-animated commercial film from series of still shots. Pictures of manufacture and assembling of Kool Vent savings were filmed and given semi-animation by use of dissolves, wipes and spinning. Total cost was less than $50.

INS-TV REPORTS
Over 85% Sponsorship

"WELL OVER 85% of INS television services are sponsored locally on video stations using them," according to Robert H. Reid, manager of the Television Dept., International News Service, New York. Stations contracting for the company's daily, weekly newscasts, or both, and other INS-TV services, currently total 44.

Latest three additions to the INS group are WTCN-TV Minneapolis, weekly newscasts; WDAF-TV Kansas City, daily and weekly; and KBTV (TV) Dallas, daily newscasts.

WTCN-TV Minneapolis has sold the service to a local Buick dealer in advance of its starting commercial operations.

MOTOBOLA INC. has announced all-white television set designed for use in kitchen. Receiver, weighing 26 pounds, is portable, has seven-inch tube, and is priced at $129.95.

ARRANGING to sell Buicks through Touchdown, film series on KTSU (TV) Los Angeles, are John Reynolds (I), KTSU account executive, and Jack Lester, account executive of McCarthy Co., Los Angeles, representing Los Angeles Metropolitan Buick Dealers Assn. Touchdown series is produced by Tel-Ro Productions Inc., Philadelphia.

WFMY-TV OPENs Stresses Local Telecasting
(Also See Telerama, page 87)

WFMY-TV Greensboro, N. C., began commercial operation Thurs.-day, 26, following extensive promotion as the "first station in the Carolinas with live television." Owned and operated by the Greensboro station which also owns WFMY (FM) and publishes the Greensboro Daily News and The Record, the new TV outlet operates on Channel 2.

Before the public was highlighted with local shows, originating from WFMY-TV studios, and filmed shows from the four networks—ABC, NBC and DuMont—with which it is affiliated. Gaines Kelley, manager of the combined FM-TV operation, said the station's programs will "strictly meet the highest standards of public service."

During the "fitting-out" period, the station was promoted in both the area and the Record in TV sections, each 26 pages in length. They were sprinkled liberally with news about the station, its technical personnel, information about the area, and with special features about the TV field.

Wide promotion also was launched with the distribution of 20,000 booklets, describing "You see more with Television" to dealers, consumers and Greensboro school children. A batch of 4,000 booklets were scattered about the station's studio, and its technical personnel, displayed as well as special features about the TV field.

DuMont vs. Macy's

ALLEN B. DuMONT Laboratories Inc. and Macy's, New York, announced Sept. 16 settlement of their dispute by wiping out legal suits between the two to be dropped and Macy's re-enfranchised as DuMont dealer. DuMont withdrew Macy franchise after the department store advertised in series on DuMont television sets [Broadcasting, Aug. 22]. Settlement announced dispute as a "misunder- standing." "At the settlement, Macy's is said to be selling DuMont sets only at list price.

Page 80 • September 26, 1949
ANIMATED VIDEO CARTOONS
1 MINUTE AND 20 SECONDS
SPOTS TO MEET YOUR SPECIFICATIONS AND BUDGET
Write, Phone or C. West Doty
322 VICTOR BLDG., WASHINGTON, D. C.
STERLING 2450

V. S. BECKER PRODUCTIONS
Producers of Television, radio package shows and spot commercials
Representing Talent of Distinction
562 FIFTH AVE., NEW YORK
LUXEMBERG 2-1040

BRAY STUDIOS, INC.
EXTENSIVE LIBRARY OF FILMS (INCLUDING CARTOONS)
Available for television
SEND FOR CATALOGUE
728 SEVENTH AVE., NEW YORK, N.

SARRA, INC.
TELEVISION COMMERCIALS
MOTION PICTURES
SOUND SLIDE FILMS
NEW YORK - CHICAGO
HOLLYWOOD

SHARON PLAN, INC.
CONSULTANTS ON FILMS FOR TELEVISION
PRODUCERS - DISTRIBUTORS
420 VICTOR BLDG., WASHINGTON, D. C.
STERLING 0760

TELEFILM, INC.
COMPLETE FILM PRODUCTION SERVICES FOR TV SPOTS-PROGRAMS
6639 HOLLYWOOD BLVD.
HOLLYWOOD 28, CALIF.

UNIVERSAL WORLD FILMS, INC.
A SUBSIDIARY OF UNIVERSAL PICTURES
37 YEARS' EXPERIENCE MAKING HIT MOVIES
WORLD'S TOP TECHNICAL AND CREATIVE TALENT!
UNBROKEN FACILITIES FOR LIVE AND STOP MOTION PHOTOGRAPHY!
Sparkling film and complete film programs tailored to your needs; offerings include sports, science, business, etc.
WRITE • WIRE • PHONE • TELEVISION DEPARTMENT PT
1445 PARK AVENUE
NEW YORK 22, N. Y.

VIDEO VARIETIES CORP.
TELEVISION PROGRAM FILMS
COMMERCIALS BUSINESS MOVIES SLIDE FILMS
- FROM SCRAP TO FINISHED PRINT
OWNERS AND OPERATORS OF WEST COAST SOUND STUDIOS
310 W. 57TH STREET, N. Y. C.
WITH EXPERIENCED MANPOWER AND COMPLETE FACILITIES
41 E. 50TH ST., NEW YORK
MURRAY HILL 8-1162

TELECASTING - TELECASTING
FILM & PRODUCTION DIRECTORY IS PRINTED THE LAST ISSUE OF EACH MONTH
GUARANTEED PAID CIRCULATION EXCEEDS 15,000

September 26, 1949 • Page 81
QUESTION: What radio trade publication has the largest paid circulation?

ANSWER: We do . . . over 15,000 copies.

QUESTION: Do you maintain, according to the "readership projection formula", that each copy is read by an average of four people?

ANSWER: We do . . . it means a total readership of over 60,000.

QUESTION: Do you have a convenient circulation breakdown which shows the types of radio people your magazine reaches?

ANSWER: We do . . . BROADCASTING reaches them all. These figures are from our sworn circulation statement of June 27, 1949.

<table>
<thead>
<tr>
<th>Category</th>
<th>Count</th>
</tr>
</thead>
<tbody>
<tr>
<td>Radio Advertisers (National and Regional)</td>
<td>2,904</td>
</tr>
<tr>
<td>Advertising Agencies (National and Regional)</td>
<td>2,305</td>
</tr>
<tr>
<td>Station and Network Personnel</td>
<td>5,695</td>
</tr>
<tr>
<td>Representatives and Services</td>
<td>759</td>
</tr>
<tr>
<td>Others</td>
<td>3,775</td>
</tr>
</tbody>
</table>

TOTAL: 15,438

QUESTION: Do you find, from impartial sources of information (lineage figures, for instance), that BROADCASTING is considered the finest advertising buy in the field?

ANSWER: We certainly do.
TV FILM MUSIC

AFM Calls Discussion Meet

LIMITATIONS placed on the telecasting of kinescope films and other films in which union musicians have been used may be in part removed in negotiations called by the American Federation of Musicians.

The AFM has sent out an invitation to networks and stations to come to a meeting Oct. 5 in New York to discuss kinescope and other TV film problems.

A similar invitation to film producers, including the major Hollywood studios, was scheduled to go out at week’s end, calling for a meeting Oct. 6, also in New York. It is expected President James C. Petrillo will preside at both meetings.

The kinescope films have been using AFM members under an interim agreement which has limited use of such films for repeat broadcasts. It is known the networks want revision of that limitation if it can be arranged economically enough. The networks also want the right to set up a show in advance on film and then run it canned.

(Continued from page 54)

BROADCASTING

PROGRAM DIRECTORS’ and LIBRARIANS’ CLINIC

Monday, October 24

and

Tuesday, October 25

Broadcasters have filled the series of Clinics as one of the finest and most helpful services offered by BMI.

Every phase in the practical operation of a station music library is thoroughly covered . . . from proper cataloguing to copyright research and program building in AM, FM, and TV.

ENROLL NOW!

Because of the approaching Holiday Season this will be the last Clinic to be conducted until early in 1950.

There is no charge for the two-day course.

Send your registration immediately to ROY HARLOW, Director of Station Relations

BROADCASTING, INC.

580 Fifth Avenue
New York 19, N. Y.

September 26, 1949 • Page 83
Docket Actions...  

INITIAL DECISION  
Modesto, Calif.—Initial decision by Bernstein Cunningham looking toward grant of application of Radio Modesto Inc., for new AM station on 1340 kc, 1 kw unlimited, directional night. Decision Sept. 28. More this issue.

OPINIONS AND ORDERS  
KWHK Shreveport, La.—In memorandum opinion and order denied petition for reconsideration of FCC action in denying former petition KWHK which protested Feb. 27, 1948 approval of improved facilities to WDGY Minneapolis. KWHK originally charged grant of limitation from WDGY. In present petition KWHK charged no quorum of Commission had ruled on original petition and that WDGY grant was modification of its license. FCC in opinion held quorum not required by rules for such action and that it had already answered second point of protest. Order Sept. 16.

WJMR New Orleans—In memorandum opinion and order denied petition to delete reference to legal qualifications of Supreme Best, Symson Inc. in hearing to change frequency to 1500 kc, but denied request for deletion of reference to financial qualifications. Order Sept. 16.

WMAW Milwaukee, Wis.—In memorandum opinion and order directing issuance of E Kw for exchange of facilities from WQNE from 1450 kc, 25 kw unlimited to 1600 kc 50 kw daytime, 25 kw night, directional. Order Sept. 22.

Non-Docket Actions  

AM GRANTS  

Colo., Ga.—Grady-Mitchell Broad-

casting Co., granted new AM station 1120 kc, 25 kw daytime, $7,845. Principals include: Ed Stevens, president and one-third owner; Claude Dawson, Ga., and chairman of board and 20% owner; Henry G. Irvin, owner and processing firm, president and 45% owner; Howard R. Moore, 10.4% owner of Stevens Industries, vice president. Dr. Roy Jeffers, executive vice president and 4.4% owner. Secretary-treasurer: Ed Young, executive vice president and 15% owner. Offered frequency to Stevens Industries. Secretary-treasurer 15%. W. R. Tompkins, general manager and one-third owner of new station WYAM, executive vice president 331/2%. Granted Sept. 16.

Lincoln, Neb.—KOWO Radio Corporation, granted new AM station 1250 kc, 50 kw daytime, $9,000. Corporation is comprised of Ray F. Knechtel, radio engineer, president; and Charles B. Parker, Hamm. physician, vice president. Robert D. Hoyt, secretary-treasurer, 9.56%, and John L. Stevens, 11.29%, both of Wedgewood, owners Lincoln Evening Courier, $30,000.Granted Sept. 23.

Sittka, Alaska—Baranof Enterprises Inc., granted new station 1190 kc, 25 kw unlimited. Estimated cost: $14,955. Earnest Rains, local businessman, president; Albert Clapp, owner photographic studio, vice president and Charles L. Buch, em-

ployee Alaska Communication System, 25%, president. Of total 106 shares common stock 29 shares held by lodge members, all homesteaders; 29 shares preferred stock.

Wasco, Calif.—Maple Leaf Broad-

casting Co., granted new AM station 1050 kc, 25 kw daytime. Estimated cost $4,250. Principles include: Ray B. Crook, sole owner is grower-pack-shippers of farm pro-

ducts.

Carbondale, Pa.—Carbondale Broad-

casting Co., granted new AM station 1250 kc, 25 kw, fulltime. 20.62% owned by Missouri Western College, professor physics and mathematics, chairman board; Dr. H. T. Haywood, general manager and editor; W. J. Ware, Reading Railroad conductor 20%, and Mr. Wood, president; W. J. Ware, Reading Railroad conductor 20%, and Mrs. J. W. Ware, Pa., 40%, Estimated cost: $15,000. Granted Sept. 23.

Akrorn, Ohio—Akrorn Broadcasting Co., granted new AM station 1510 kc, 1 kw daytime, directional. Estimated cost: $3,000. Principles include: George K. Strouse, employee director and secretary-treasurer; Dorothy C. Strouse, secretary-treasurer; Mr. and Mrs. C. Strouse, directors; and Edwin T. Elliot, new director of WAKR Akrorn. Each couple holds 50%. Granted Sept. 16.  


Richland, Wash.—Yakima Broadcasting Co., granted new AM station 570 kc, 1 kw daytime. Estimated cost: $2,475. Principle in company are: George M. McIntyre, engineer WCFI, Chicago, 30%; Caroline L. Whitney, school teacher and 15% owner of WCFI, secretary-treasurer, 9.56%, and John L. Stevens, 15% owner of Wedgewood. Granted Sept. 23.

KXOC Chico, Calif.—Sacramento Broadcasting Co., granted new AM station 1250 kc, 50 kw daytime, $8,470. Estimated cost: $3,970. Principals in company are: George M. McIntyre, engineer WCFI, Chicago, 30%; Caroline L. Whitney, school teacher and 15% owner of WCFI, secretary-treasurer, 9.56%, and John L. Stevens, 15% owner of Wedgewood. Granted Sept. 23.

WABF Mobile, Ala.—Mobile Broadcasting Co., granted new AM station 1370 kc, 50 kw daytime, 25 kw unlimited. Estimated cost: $4,000. Principals in company are: Robert G. Harrell, president; and E. R. Furman, Jr., 15% owner of WFTL, secretary-treasurer; Frederick K. Feuling, yacht marine, 15% owner of WFTL, secretary-treasurer; and Mr. Carter, 15% owner of WFTL, director. Granted Sept. 22.

BRCB Trinidad, Colo.—Corley Radio & Broadcast Assn., granted transfer of license from H. L. Corley to Ernest M. Cooper and Embert D. Orie 4/4 in AM-Bel-Brothco Broadcasting Co. Consideration was $1,000. Both Mr. Cooper are empyes of KRCB. Granted Sept. 22.

KTXJ Jasper, Tex.—Jasper Broadcast-
ing Co., granted assignment of li-

ence from partnership of 6 to 2 of present license holder. Arthur H. Skelton, Mr. Joe J. Fisher, lawyer, acquired 11.11% of Mr. Skelton, 11.11% of stock in law firm has $83.12. Considera-
tion is $1,000. Granted Sept. 22.

KTYL Tucson, Ariz.—Sun Valley Broadcasting Co., granted transfer of control of station to D.W. Harkins Amusement Enterprises Inc. Dwight W. Harkins is majority stockholder with 21%, transfer increases holdings to 51%. Consideration is $25,500. Assignee is applicant for AM station at Midway. Granted Sept. 22.

FINCH CASE

FINAL determination on status of communications Co., Newark, N. J., and the Army Signal Corps has been reached by Army Secretary week. The contract between Finch Teleco., Chicago, Ill., and the Army Signal Corps was rejected by the Senate Armed Services Committee.

The contract calls for development of new-type facsimile equipment built to Army specifications which Capt. W. G. H. Finch, owner of the company, claimed were "unreasonable" in a hearing before the committee. The Signal Corps had asked for review of the case looking toward placing the contract in default. The committee later recommended against default and Secretary Gray promised definitive action on the status of the contract [Broadcasting, Aug. 29, Sept. 5, Sept. 19].

Meanwhile last week, in a letter to Broadcasting, Capt. Finch clarified some of the difficulties encountered in handling, and the feasibility of meeting, contract specifications. His letter follows:

...As you can appreciate, a bid on this kind of equipment has to be built to meet the specifications even though you do not have in advance all the engineering solutions which are necessary before the equipment can be developed. By going through the actual development process you can find out whether it is possible to produce the kind of equipment called for. As the development work progressed, we became increasingly concerned that we might not meet all the specifications in the contract. Our engineers frequently pointed out these problems to the Signal Corps and technical representatives. The technical representatives always refused to discuss the specifications in the development of the equipment until the development work was completed and adequate proof could be furnished them.

The Signal Corps says it is still feasible to meet all of the specifications in the contract; that Finch is not in a position to furnish the specifications, their principal technical witness at the Senate Armed Services Committee Hearings admitted that Aeronautic Electric should not be sure that another company could meet all of the specifications.

...It would appear that the Signal Corps has gone to considerable pains in an effort to discredit the technical competence of the Finch company. As a result of the Senate Hearing that it had eight years of satisfactory contractual relations with the Finch company, that their present contract which is a complex research and development project is being handled entirely satisfactorily, that the Army is not in a position to carry on the development, the Central Intelligence Agency, completed, and been satisfied with the revolutionary type of facsimile equipment that was done to facilitate thoroughly that only a few weeks ahead they would have admitted this. The technical competence is further proved by the fact that as a result of our research and development work, over 100 patents in facsimile communication have been issued to date. Under such circumstances, it is extremely difficult to justify the point of view expressed by the Army.

The Senate Armed Services Committee, in their hearing did not attempt to evaluate the merit of the technical position taken by the Signal Corps. They were primarily concerned with the effect which a default action by the Army would have upon the overall interest of the government, particularly as representing the interests of the Navy and the C. I. A. The value of the contracts held by our company with these two agencies is more than twice the amount of the Army contract. These two agencies testified that if we were unable to complete their contracts by reason of the Army's action, they would lose anywhere from $185,000 to $505,000. This consideration alone establishes a preponderant government interest in our favor. The committee recommended that the contract be voided due to a cost-plus-fee method and, of course, that our company would never have offered any such a policy been followed. Accordingly, the committee is recommended that the Army recognize the contract with us as a necessary for the convenience of the government.

WOOD NAMED

Joins Radio Features Sales

ROBERT C. WOOD, staff member at WOR New York for the past 13 years, has been named eastern sales manager for Radio Features Inc., Chicago transcription firm. Company has opened a New York office for handling of eastern and southeastern sales.

Mr. Wood is assisted by William McVey, who has had New York transcription experience, and was reported by Walter Schwimmer, president of the firm. Mr. Schwimmer will supervise activities in both cities, with Mr. Wood handling eastern sales as well as national sales billed out of New York.
At Deadline...

GENEROSO POPE TO BUY
WINS FOR $512,000

SALE of WINS New York by Crosley Broadcast- ing, a division of the CROSLEY CO., to a group of investors, including publisher, businessman and owner of WHOM in Jersey City, is expected to be consummated today (Sept. 26). Price reported at $520,000.

Crosley, subsidiary of Avco Mfg. Corp., ac- quired WHOM from Hearst Radio in 1946 for $1,700,000.

Mr. Pope would divest self of present 5 kw., 1480 kw. WHOM facility and transfer call letters WINS to WINS, which is 50 kw. on 1010 kc., if deal succeeds. Presumably he would maintain foreign language policy now obtaining at WHOM, with heavy emphasis on Italian. He also owns leading Italian-language newspaper, Il Progresso, New York.

James D. House, president of Crosley Broadcasting Corp., expected to return to New York from vacation today to sign sales contract.

Mr. Pope has long wanted to move main studio of WHOM from Jersey City to New York, where station programs all but one quarter-hour per week from "auxiliary" studios. Examination of station tentatively vetting such move is now awaiting oral argument and full Commission review [BROADCASTING, July 25]. If acquisition of WINS goes through, station reportedly would use WHOM's "auxiliary" studios completed last spring at estimated cost of $500,000.

In addition to WINS, Crosley owns 50-kw W1W Cincinnati and TV and FM stations in Cincinnati, Columbus, Dayton, and Detroit. Its application for purchase of WHAS Louisville for $1,250,000-plus was given final denial by FCC Friday (story page 4).

46 STATIONS AGREE
TO TELECAST WORLD SERIES

NUMBER of television stations taking World Series reached 46 Friday afternoon, with three others definitely rejecting games and four others still to be heard from, according to Bob Jamieson, Dunmore operations chief coordinat- ing Series details.

Those refusing were: WMAL-TV Washington, WTMJ-TV Milwaukee and WMAR-TV Baltimore, all in. Others were WDEL-TV Wilmington, Del.; WAGL-TV Lancaster; WBAL-TV Baltimore and WKTU (TV) Utica. Officials added Friday to list (see page 68) of stations to take series: WPTZ (TV) and WCAU-TV Philadelphia; WOIC (TV) Washington; WTVR (TV) Richmond; WSPD-TV Toledo; WBKB (TV) Chicago; WATV (TV) Newark; WJJK-TV Detroit.

TARGET DATE FOR 540 KC

APRIL 1, 1950, is target date for completing international reallocations immediately below and above AM broadcast band so that 540 kc., new broadcasting channel, can be used for actual use, FCC said Friday. Announcement came with issuance of FCC plan for moving other services so broadcasting's top limit will be 1505 instead of present 1600 kc. Similar proposal to permit expansion of AM band down to 535 kc. (instead of 560 kc.) was issued last July. Current NARBA conference at Montreal is slated to study broadcast use of 540 kc, after which FCC will institute rule-making proceedings.

FCC APPROVES TRANSFERS OF KTSA, KRGV, KANS

COMBINED transfers of KTSA San Antonio, KRGV Weslaco, Tex., and KANS Wichita, Kan., Negotiated by FCC Friday upon granting petition for reconsideration and approval with- out hearing which had been previously called [BROADCASTING, July 18]. Sales effect disso- lution of long-standing station ownership association of O. L. (Ted) Taylor, Gene A. Howe and T. E. Snowden [BROADCASTING, Nov. 29, Dec. 27, 1948].

Taylor Radio and Television Corp., headed and 50% owned by Taylor, and having same stock- holders at KANS, acquires assets of that station for $500,000 and KRGV for $500,000. Express Pub. Co., licensee of KYFM(PM) San Antonio and pub- lisher of San Antonio News and Express, acquires KTSA for $400,000. Under former ownership, Mr. Snowden was president of KRGV and vice president of KTSA, with minority holdings in both.

Mr. Howe was president of KTSA and treasurer of KRGV with substantial holdings in both. Mr. Taylor has been chief owner of the two stations, but minority owner of KTSA and has been executive manager of the Taylor, Howe-Snowden station operators joint committee assignments: KTSA, 3 kw. 550 kc. CBS; KRGV, 525 kc. NBC; KANS, 5 kw. day, 1 kw. night, 1440 kc. NBO.

BLANKET ASCAP TV FEES
RECEIVE ENDORSEMENT

NAB TV Committee's blanket ASCAP con- tract [BROADCASTING, Sept. 12] unanimously endorsed Friday by 60-odd TV station operatives with the backing of Work of Robert P. Myers, NBC, chairman, and other com- mittee members approved. ASCAP board to sound out members on proposal.

Resolution called on stations to raise fees for special counselors in negotiating per piece contract. Per piece rates near agreement among station operators but ASCAP demands these fees bear "reasonable relationship" to blanket contract.

Special per piece subcommittee named. It holds first meeting today (Monday). ASCAP to be asked to extend present arrangement beyond its Sept. 30 deadline. Members of new subcommittee are:


R. B. JONES HEADS KRMG

ROBERT B. JONES Jr., general and com- mercial manager of WIRL Peoria, Ill., has been named general manager of KRMG Tulsa, Okla., new station owned by Sen. Robert S. Kerr (D-Okl.). Station expected to make debut early this year. Jones is 50 up, with ABC affiliation. Before joining WIRL two years ago Mr. Jones was ABC Central Division station relations manager. He has been in radio for decade.

NEW NARBA COMMITTEE

SPECIAL Committee formed by NARBA Technics Committee, meeting in Montreal, to work out differences over names of channels (See NARBA story page 24). Committee deleted term "standard" in broadcasting. Canada proposes Jamaica as NARBA member, with Bahamas and Jamaica having one vote.

DISCRIMINATION CHARGED IN LEBANON BY FCC

ALLEGED discrimination against WLB Lebanon, Pa., and radio advertisers made issue by FCC in hearing called upon bid of Steitz Newspapers Inc. for new AM station on 1430 kc. with 500 w. day at Lebanon. Lebanon Daily News, Steitz paper, earlier in year was held by WLB to have refused to use word "radio" and charged advertisers extra for reference to local broadcast (see Lorain story page 23).

FCC said it wanted full information concerning practices and policies of applicant's parent firm, Lebanon News Pub. Co., and to determine if these "have been calculated to hinder or have in fact hindered" WLB from providing "a broadcast service in the public interest." Commission also to investigate advertising charges.

PASADENA TRANSFER

KAGH and KARS(FM) Pasadena, Calif, sold by Washington Radio Attorney Andrew G. Haley for $90,000 to KKKK Pasadena, according to applications tendered for FCC approval. Negotiations said to be underway by KKKK owners, Marshall S. Neal, Paul Buhlig, E. T. Foley and Edwin Earl, to sell KKKK to another group. KAGH operating 1 kw. fulltime on 1300 kc.; KKKK, 1 kw. day on 1490 kc.

Closed Circuit (Continued from page 4)

expansion to New York state through Maxon Inc., also Detroit.

CONTRARY to usual practice, NBC has offered split network deal to Young & Rubicam for We, the People radio and television simulcast, sponsored by Gulf Oil, currently on CBS under similar deal. Agency expected to make decision early part of this week. Curt contract with CBS expired yesterday.

TV HUDDLE in progress at FCC Friday afternoon, with Commissioners and top staff executives confering on procedures and other details in preparation for color television hearing. FCC in past week has started to tell interested parties about probable date of decision on entire pro- ceeding (color, UHF, standards, allocations etc.) puts January as earliest likelihood, with other estimates ranging into spring.

ANCHOR RADIO Corp., Chicago (television set booster), thinking of TV spot campaign in all major markets for Christmas promotion. Agency is Symonds & Mackenzie, Chicago.

THWING & ALTMAN, New York, agency William H. Wise Co., publishing looking at availability on spot announcements in paration for intense campaign starting October.

WALTER LURIE, director of new program development for MBS, leaving network. He is understood to be negotiating for post with major agency.

FRANK H. FLEER Corp., Philadelphia, through Lewis & Gilman, same city, looking over 20 markets for radio and television campaign to promote its Fleer gum.

SEVERAL new markets to be added to present schedule for Ex-Lax spots. Joseph Katz Co. renewing most existing contracts.

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 3½ million people...955,000 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:

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<tr>
<th>WLW-D</th>
<th>WLW-T</th>
<th>WLW-C</th>
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<tbody>
<tr>
<td>4595 S. Dixie Highway Dayton 9, Ohio</td>
<td>140 West Ninth St. Cincinnati 2, Ohio</td>
<td>3165 Olentangy River Rd. Columbus 2, Ohio</td>
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TELEVISION SERVICE OF THE NATION'S STATION

Cosley Broadcasting Corporation
FINISH THIS SENTENCE
IN 52 WEEKS OR MORE...

I love a mystery
because

The smartest, surest buy in all evening radio is now available on Mutual. It's the famous five-a-week strip 'I Love A Mystery,' written, produced and directed by Carlton E. Morse himself. It deserves the adjectives because...

>- it has proved its ability to attract pay-off audiences — in different time slots on different networks — regardless of competition. (Its five-year Hooper record shows an average of 8.0, a peak of 15.1.)
>- it has proved its ability to sell goods in volume at low cost — every sponsor's goal. (Here's its previous sponsor history: Standard Brands, 1939-1942; Procter & Gamble, 1943-1944.)
>- this thoroughly established radio property is now offered by Mutual at the lowest cost in its history.

"I Love A Mystery" starts on Mutual on Monday, October 3rd in the period when strip listening is at its peak — 7:45-8:00 pm EST, Monday through Friday.

We have suggested that you "finish this sentence in 52 weeks or more" — though the program is available in the usual 13 week cycles — because of its previous commercial history. The shortest sponsorship was 91 weeks.