Radio listening in Iowa has increased 213% since 1941!

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

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

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

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

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

WHO

+ For IOWA PLUS +

Des Moines ... 50,000 Watts

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

Free & Peters, Inc.
National Representatives
NO MATTER HOW WE SAY IT—
KENTUCKIANA RADIO FAMILIES HAVE INCREASED 19.2%

50,000 WATTS ★ 1 A CLEAR CHANNEL ★ 840 KILOCYCLES

The only radio station serving and selling all of the rich Kentuckiana Market

1947 and 1949 50% or better BMB Radio Families in Kentucky, Indiana, Tennessee and Virginia

WHAS Louisville, Kentucky

VICTOR A. SHOLIS, Director

REPRESENTED NATIONALLY BY EDWARD PETRY AND COMPANY
Yankee home-town stations give you a local, friendly introduction anywhere and everywhere in New England. They localize and concentrate your selling in markets where population and buying power make intensive cultivation practical and profitable.

Yankee's local acceptance by merchants and their customers in 28 markets throughout this six-state area is a ready and effective means for your product's acceptance. You can always reach and sell more customers more often with Yankee.

Acceptance is the Yankee Network's Foundation

THE YANKEE NETWORK, INC.
Member of the Mutual Broadcasting System
ANTI-TRUST suit against Lorain (Ohio) Journal alleging conspiracy to injure WEOJ Elyria-Lorain evidently has stirred other incipient radio inquisition by Attorney General's office. Veiled talk developed last week about widening of inquiry's scope to cover network affiliation aspects linked with use of advertiser "suasion" to bring about shifts in outlets in certain areas.

AS NARBA conference dawdles, in Montreal, view becomes more widely prevalent that no agreement will be reached at this sitting. Indications are conference will rejoin without top agreement in about six weeks and reconvene either in Mexico City or Havana with pre-set deadline for action or possibly resultant North American ether war. Hope expressed Mexico may join treaty-makers after recess.

FORD DEALERS through all of J. Walter Thompson offices are buying spot announcements to promote the Ford safety first contest for three-week campaign on more than 400 stations. Starting date varied but scheduled mostly during October.

YOUNG & RUBICAM preparing media plans for new soap product manufactured by Procter & Gamble which will include radio schedule. P & G has appointed Y & R for the product which is expected to be detergent.

NAB searching for broad research formula providing comprehensive coverage and listening data as successor to BMB project. Meeting of Research Committee originally called for Sept. 24 but cancelled at last minute. November meeting likely if industry interest justifies.

ASSN. of Eastern Railroads, through Kenyon & Eckhardt, New York, has taken option on American Forum of the Air in NBC simulcast.

SCOTT & BOWNE, Bloomfield, N. J. (Scott's Emulsion) through Atherton & Currier, New York, setting up radio spot announcement schedule for 20 weeks to begin in November.

NATIONAL ADVERTISER currently interested in sponsoring radio version of children's television show, Howdy Doody, now on NBC-TV.

NEGOTIATIONS in progress for purchase of 170 shares of Burlington Best Co., KBUR Burlington, Iowa, 250 w, 14,900 kw, from minor stockholders of Burlington Hawk Eye Co., publishers of Hawk Eye Gazette, for approximately $44,000. Newspaper company owned by John P. and Sidney F. Harris who already own 320 shares of 500-share company. Brothers also part-owners of KFBI Wichita and own KMV (FM) Hutchinson, K.

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Looking for the biggest?

New York's biggest bargain:

nighttime station breaks on WCBS

With most of radio's top-rated shows now on CBS, most of New York's best-position station breaks are on WCBS.

Better still — thanks to our average-rating rotation plan, every WCBS station break advertiser enjoys the greatest monthly circulation at the lowest cost per thousand.

Ask WCBS or Radio Sales how — for surprisingly little— you can reach all the big audiences attracted by the greatest nighttime schedule in the history of radio.
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<th>AM</th>
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**Note:** The table above represents the broadcast schedule for the mentioned days with their respective networks and types of programming. This schedule is for informational purposes and should be verified for accuracy.
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<tr>
<td>6:00 PM</td>
<td>Advent Hile New Pavillion (92)</td>
<td>Prebation Inf. Family Hour</td>
<td>Ginger Oates Day Game Show (38)</td>
<td>Catholic Hour (88)</td>
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<td>6:15</td>
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<td>Family Life with Evangelist (87)</td>
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<td>6:00 PM</td>
<td>Metro Life Intern. Weekly Hour</td>
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<td>&quot;You and...&quot;</td>
<td>FAMILY LIFE WITH EVANGELIST (87)</td>
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<td>Concert Hall</td>
<td>World News</td>
<td>Tax Time</td>
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<td>E. Power Biggs</td>
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<td>Home to the Happy Hour (151)</td>
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<td>Trinity Church</td>
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<td>Messiahs of Israel</td>
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<td>Our Town (132)</td>
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<td>Seabourns S</td>
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<td>Church of Our Air</td>
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<td>National Church of the Advent</td>
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<td>Choir of the Cathedral of St John the Divine</td>
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<td>Waring Vincentian</td>
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<td>Sunday Playhouse</td>
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<td>People's Platform</td>
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**DAYTIME**

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<td>Church of Our Air</td>
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<td>National Church of the Advent</td>
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<td>Choir of the Cathedral of St John the Divine</td>
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<td>People's Platform</td>
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<td>&quot;The Natural&quot;</td>
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</table>
do you hear the greatest performers in American radio

do you get the biggest and the biggest average, ratings in all radio
We’re batting a solid 630!

The long-range frequency of 630 kilocycles, with 5,000 watts power combine to give WSAV a coverage that’s strictly Big League. It’s equivalent to 140,000 watts on the less desirable frequencies.

That’s why this station serves 3½ times more people, 4 times more area than any other medium in this market. That’s why over a million people in 79 counties of 3 states regard WSAV as their radio station.

If you want your products to score in this big, rich, $557,206,000 retail sales area, it’ll take more than a little dribble to the infield. Better let Savannah’s Big League station go to bat for you!
All-Time Record in Employment Is Set for Flint During August

Two Missing Flight Steel Union O. K. Expected On B. But Adequate Let

There's a big BOOM in this automobile manufacturing town. During the month of August, an all-time record for employment was established...even surpassing the highest wartime peak.

August marked a gain of 2,130 in total employment, bringing the total employment picture to 102,590—climbing far above the wartime high of 101,900, and exceeding by 28,150 the year 1940, a good normal year without a wartime stimulus. In addition, Flint's 3.6 per cent of unemployment is amazingly low compared with 9.4 per cent—the average throughout Michigan.

Average earnings are high, too. In July of this year, average weekly income was $74.35, compared to $71.18 in June. It was $65.98 in June a year ago!

Sure, business is good in Flint! Local advertisers—as well as national advertisers—get their share of the $288,000,000 spent annually at retail by telling their sales story to WDFD's cash-loaded audience. And speaking of audience... WDFD, Flint's first station, delivers more listeners than the other four local stations combined—in every time period.

910 Kilocycles WDFD FLINT MICH.

REPRESENTED BY THE KATZ AGENCY
Associated with: WOOD Grand Rapids—WFBM Indianapolis—WEOA Evansville...
"THE PEA APHID STRUCK" the vetch crop here with all its might. ... Personnel of this unit began searching for ways and means of eradication. About all we knew about it was what we heard over your program. ... As a result of your broadcast, approximately 1,500 or 2,000 acres of vetch were dusted in this vicinity. ... 75 to 80 percent of the men who dusted got 95 to 100 percent kill."

J. L. COPPEDGE, Soil Conservation Service

"PEACHES ON MORE THAN 52,000 TREES" near Mexia were ready for picking, but we didn’t have a market. The day after Murray mentioned the fact on his farm broadcast, trucks poured in from everywhere. Our crop was entirely sold out. WFAA did it, and we can’t thank you enough!"

RIP McKenzie, Mexia, Texas

"The radio program Murray Cox put on last year made A MILLION BUSHELS OF CORN this year."

W. A. Morgan, County, Agent, Henderson County
SCHICK - TO GET RID OF WHISKER RESISTANCE

SPOT - TO GET RID OF SALES RESISTANCE

When Schick promotes their new electric shaver, their commercials say, "A better shave it's got to be." And they're backing up their offer of this streamlined whisker mower, with a guarantee of satisfaction or your money back.

Schick has launched a big new advertising plan and they are counting on spot radio to cut a mighty swath from coast to coast.

This slick Schick trick may well be the answer to your selling problem, too. . .
ANY ADVERTISER CAN . . .

AND MOST ADVERTISERS SHOULD

. . . USE SPOT RADIO

Most of the most successful spot campaigns call on the facilities of these great stations . . .

REPRESENTED NATIONALLY BY

EDWARD PETRY & CO., INC.

NEW YORK • CHICAGO • LOS ANGELES
DETROIT • ST. LOUIS • SAN FRANCISCO
DALLAS • ATLANTA

THE YANKEE AND TEXAS QUALITY NETWORKS

SPOT RADIO LIST

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October 3, 1949 • Page 9
TWELVE WORDS WILL TELL YOU... all you want to know about "Tommy's Variety Store".

IT SELLS.

HOUSEwives find it stimulating, interesting, gay and fast moving. This is why 25 national, regional and local sponsors are selling the rich Oklahoma market with KOMA's own singing disc-jockey, Tommy Allen.

KOMA's convincing sales pitch covers 60% of the entire state.

Write or call today for the complete picture of why KOMA is Oklahoma's selling powerhouse.

J. J. Bernard
General Manager

TRELL YOCUM, vice president of Fletcher D. Richards Inc., New York, elected to board of directors.

BERTRAM TUNNELL, formerly in advertising department of Strawbridge & Clothier, Philadelphia department store, joins John Falkner Arndt & Co., same city, as assistant to ROBERT CHAPIN.

RICHARD PENN, former foreign advertising manager and for last 12 years general manager of Latin American subsidiaries for C. Ampholine-Peet, Jersey City, N. J., appointed a vice president of Grant Adv. Inc., New York, in charge of international division.

WESTHEIMER & Co. and FRANK BLOCK & Assoc., both St. Louis, merge to form Westheimer and Block. New firm will occupy offices at 315 North 7th St., St. Louis.

BRAY & PAZOLT Adv. has been formed with offices at 17 State St., Boston. Mr. Bray formerly was with J. Walter Thompson Co., New York. Mr. Pazolt has been active in commercial art in Boston for many years.

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REX FARRALL, former executive of H. M. Klingensmith Adv., Canton, Ohio, announces formation of his own agency, Rex Farrall Inc., same city. He also was former advertising staff member of Climatene Co., Canton.

HAL STECK, radio copy chief at McCann-Erickson Inc., New York, resigns to enter freelance field, heading his own organization which will offer complete radio and TV writing service to the trade.

JOHN J. DANIELS, formerly account executive with Cory Snow Inc. and John C. Dowd Inc., both Boston, joins Arnold & Co., same city, as account director.

ROBERT B. KANE, formerly advertising salesman for Mademoiselle, and SYLVIA HARRIS, formerly with Abbott Kimball Co. and R. H. Macy, both New York, join Fletcher D. Richards Inc., New York. Mr. Kane will supervise all merchandising and sales promotion for U. S. Royal fabrics, and Miss Harris will be in charge of advertising for textile division.

MANSON M. STEFFEE, recently with Norman Malone & Assoc. and formerly with McDaniels, Fisher & Spelman, both Akron, Ohio, joins copy staff of Van Sant, Dugdale & Co., Baltimore.

JAMES F. VAN KENNEN, formerly assistant to president and Aluminum Div. sales manager of Reynolds Metals Co., Richmond Va., joins Chicago office of Fuller & Smith & Ross Inc. as account executive.


TEDD JOSEPH, formerly in New York office of Foote, Cone & Belding International, appointed manager of firm's central European office in Bern, Switzerland. Mr. Joseph who moved to Swiss office early this year, will coordinate campaigns for accounts in Switzerland. Agency is handling in international markets as well as U. S. 

PETER A. KRUG, formerly radio buyer for Hicks & Greist Inc., New York, named director of radio and television for firm.

PAUL SCHLESINGER, joins Tatham-Laird, Chicago, as radio and television timebuyer after working two and one-half years as sales service manager for Western office of CBS in Chicago. At CBS he serviced accounts for Lever Bros., Toni, Pillsbury, Miles Labs and Wrigley.

W. P. BOOTH resigned from Ted Bates Inc. to rejoin the Biow Co., New York, as an account executive on Procter & Gamble account.

WILLSON TUTTLE, vice president and radio director of Ruthrauff & Ryan Inc., New York, is in Hollywood for a week.


New Addresses: CHAS. A. WHITE Jr. & Co. moves to larger quarters at 43 Walnut St., Philadelphia. This is agency's second expansion since its inception in January 1948. KRONSTADT Adv. Agency moves to 711 14th St., N.W., Washington.
It's no news that Johnny Deegan, KYW's popular midday platter spinner, has a good hold on the Philadelphia area's listening audience from 12:05 to 1:30, five days weekly.

But we learned even more about Johnny's pulling power... from International Correspondence Schools!

Our textbook was a note from Mr. Leonard R. Buck, I.C.S. representative in the Pottstown district. Writes Mr. Buck:

Dear Johnny:

Yesterday I interviewed a student whose wife was listening to your show. Every time you started to tell a story, she would quiet us. During the half-hour interview, she shhhed us at least four times. That's my impression of real appreciation!

Incidentally, I hear your program at home during lunch, and in the car traveling to and from appointments. And it's surprising how many homes I get into where your program is tuned in.

Here indeed is further proof of KYW's consistent and intensive coverage of the nation's third market! Whatever your product, whatever the time of your program, you can count on a huge and responsive audience when you tell your story on KYW. For availabilities, check the KYW sales staff or Free & Peters.
introducing —

Bill Frusch

sparkplug of Indianapolis’ Personality Station

Bill is our “ACE of all trades” (and master of them all). As program director he’s the inspiration, the coordinator, the driving force that gives WISH shows the “kick that clicks” with listeners. Bill is not only a personality in his own right—with Shopping Newsical and the Jackpot Quiz Show—but he has that boundless enthusiasm that has helped build the WISH reputation as Indianapolis’ Personality Station.

CONSOLIDATED ROYAL CHEMICAL Co., Chicago (Peruna, Kolar-Bak), sponsors quarter and half-hour transcribed shows in 30 markets starting today for 20 weeks through R. O’Neill Adv., Chicago [Glossy Circuit, Aug. 15.]

PILLSBURY MILLS Inc., Minneapolis, appoints Irwin Vladimir & Co., New York, to handle its export advertising. Radio will be used.

VICTOR STORAGE & MOVING Co., Chicago, names Wright & Assoc., same city, to handle its advertising. Radio is used.


MISSION-PACK CO., Los Angeles (fruit packer), planning extensive five-week radio and television campaign in Los Angeles area in early November. Firm to run five weekly television film spots on all Los Angeles TV stations and radio spots totaling 1,700 on 16 stations. Agency: Briacher, Wheeler & Staff, Los Angeles.

DEAN MILK CO., Chicago, names Leo Burnett Agency, same city, to handle its advertising. Radio and television are being considered, but decision will not be made by client for at least one month. Products to be advertised are Dean’s milk, evaporated milk, ice cream and Chocolate Dairy Drink.

TRAD TELEVISION Corp., Asbury Park, N. J. (television size television), appoints Cayton Inc., New York, to handle its advertising. Radio and television are being used.

LEWIS FOOD CO., Los Angeles (Dr. Ross Dog & Cat Food), currently running spot schedule on three Los Angeles TV stations, starts one weekly spot for 26 weeks on KRLA TV Seattle, with plans to increase schedule on station later. Agency: Rockett-Laurnitzen, Los Angeles.

JAMES B. CLOW & Sons, Chicago (plumbing and heating supplies), names Symonds & MacKenzie Agency, same city, to handle its advertising. Radio may be used in cooperation with New England liquid petroleum dealers next year. Account executive: MORSE ELY.

NORTON WARREN Corp., Stamford, Conn., appoints J. M. Mathes to handle advertising for Odo-Ro-No products, and Abbot Ximiral Inc., New York, to service advertising for its Cutex manicure line.

LOUIS MILANI FOODS Inc., Maywood, Calif. (1900 French Dressing) starts 12-week television spot campaign on ten stations in four cities. Filmed spots to run one weekly on KTBV-TX (TV) WARR-TX (TV) KTLA (TV) Los Angeles; WNBQ (TV) WGN-TV WENR-TV WEKB (TV) Chicago; KGO-TV San Francisco, WTVJ (TV) Miami. Agency: Jordan and Co., Los Angeles.

Network Accounts • • •

RALSTON PURINA Co., St. Louis, for its cereal products, signs for Tom Mix and His Straight Shooters on MBS Mon., Wed. and Fri., 5:30-6 p.m. CST. Agency: Gardner Adv., St. Louis. Program, which stars Curley Bradley as Tom Mix, will originate at WGN Chicago.


KRAFT FOODS Ltd., Toronto (margarine), starts for 26 weeks The Great Gildersleeve for first time in Canada on 25 Dominion Network stations, Wed. 8:30-9 p.m. Agency: J. Walter Thompson Co., Montreal.

LEWIS-HOWE Co. (Tums), through its agency Dancer-Fitzgerald-Sample, New York, will replace its present show Me and Jamie on Nov. 8 with new program featuring Fannie Brice. Show is heard Tues., 8:30-9 p.m. on NBC.

HOUSEHOLD FINANCE Corp., Chicago, sponsors The People’s Platform Fri., 10-10:30 p.m., EST on CBS-TV starting Oct. 7 through LeVally Inc., Chicago. Live and film commercials will be used. HFC last fall sponsored Barry Wood Show on CBS-TV.

(Continued on page 20)
THIS is not a fairy story . . . it's a Hooper story:

For five consecutive months, (Dec. '48 thru Apr. '49) WDAY had the highest Share-of-Audience ratings—Morning, Afternoon and Night—of all stations in the country!
What's more, we expect to get it again for the next 5-month period!

In addition to this amazing urban superiority, WDAY also has tremendous rural listenership. A new booklet gives facts and figures on some typical campaigns over WDAY—box-top premium offers, mail-order sales, and mail-pull response to prize contests. The number of replies, cost-per-reply and comparative costs paint an impressive picture of WDAY's large and loyal audience throughout the Red River Valley.

Get this new booklet today! It will convince you that WDAY is indeed one of the most fabulous stations in the nation, located in one of the most fabulous farm regions!
Re: Editorial Names  
EDITOR, BROADCASTING:  
I have a suggestion even better than that of L. Herschel Graves [Open Mike, Sept. 5] that radio editors be called “radioeditors,” and I might as well come right out with it. My suggestion is that they be called “editorials,” or even, in extreme cases, “radioeditorials.” This may be treason, and it may be too subtle; but I believe that it would tend to put radio editorializing on a level with other editorializing—a calling that has built its dignity for some hundreds of years—rather than with the beautologist, the realtor, and the mortician.  
Mitchell V. Charmley, Prof. School of Journalism U. of Minnesota  
** Re-Capp-itation  
EDITOR, BROADCASTING:  
In the Sept. 19 issue of Broad-
casting under the heading of “De-
Capp-itated” one of your writers sort of reviewed my appearance on a television forum on the subject of “Radio” and the FCC ban.  
Your boy said “His (Capp’s) presence in a forum was not easily explainable. One wonders why he strayed so far afield to criticize the strangling of art by commerce.”  
Now, it worries me that your boy finds my presence on a forum about radio not easily explainable, so I will explain it to him. I have listened to radio for 20 years, night and day. This makes me one hell of authority on the subject. In add-
dition to that I don’t work for a magazine that takes radio advertis-
ing so I’m absolutely free to say what I choose. The explanation, then, is, first, that having done the most painful sort of research on radio (20 years of listening), I know what I’m talking about; sec-
ond, that having no tie-up or tie-in with radio, I was able to talk freely, honestly.  
I don’t want your boy to be fur-
ther bewildered “wondering why I strayed so far afield to criticize the strangle-
ing of art by radio.”

Give Some Thought to the Midnight to 7 a.m. audience in the Mid South’s largest city  
“JACKSON’S BEAT” by JACKSON  
The Mid-South’s only all night Disc Jockey  
★ Midnight to 7 a.m. can mean sales

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

[EDITOR’S NOTE: The boy who wrote the editorial to which Mr. Capp objects does not contend that radio can do no wrong, although he does not believe the evils exist in the abundance that Mr. Capp suggests. The boy marvels that Mr. Capp still has his senses after his hitherto secret, 20-year romance with the diastrophist radio. Greater love hath no man, Mr. Capp, than that he should lay down his life (or for the singing commercial).]

Cites Fair Labor Act  
EDITOR, BROADCASTING:  
... For several years I have noticed that newspapers, par-
ticularly the small ones with a circulation of less than 3,000, had been exempt from the Wage and Hour provisions of the Fair Labor Standards Act. The new bill before the House and Senate provides (Continued on page 15)
Open Mike

(Continued from page 14) for exemption of newspapers with a circulation of less than 5,000. I have been unable to understand why radio stations, particularly small ones which compete with these newspapers, have not been able to gain a similar exemption because as far as I can find out no particular campaign has been waged to get small stations on an equal competition basis, at least to the extent that small comparable newspapers.

John R. Tomek, Lawyer
First American State Bank
Bldg.
Wausau, Wis.

Re: 1950 Census

EDITOR, BROADCASTING:

I have noted with interest your article, "1950 Census, Hauser Explains System for Radio-TV Count," in the current issue of BROADCASTING.

What's Hauser doing, Horsing Around? Where does he get the idea, or where does he get the information, that the public is so confused over AM and FM transmission; that FM sets will not be tabulated? This statement coming from the acting director of the Bureau of Census, seems to me, the most stupid statement I have ever read.

In the current issue, you also show the FCC Roundup. In this roundup, you show 738 FM stations on the air; CP's 424.

I think it's high time that the owners of FM stations notify their congressmen and senators and insist that competent heads should be placed at the head of the Bureau of Census before the count starts in 1950.

FM is no more confusing to the public than TV, certainly Mr. Hauser, the acting head of the Bureau of Census, should know this. People are not so dumb as Mr. Hauser many think.

Nathan Frank
General Manager
WHNC Henderson, N. C.

Required at WCCO

EDITOR, BROADCASTING:

I would appreciate our receiving six copies of your booklet containing seven articles on "The Business of Broadcasting." As I recall, the seventh article was by Edgar Koch. It is my intention to distribute these booklets as required reading for our sales personnel.

Alfred J. Harding
Sales Manager
WCCO Minneapolis

 adds to AIMS Data

EDITOR, BROADCASTING:

Thanks for the nice coverage of the AIMS meeting.

The story in Sept. 26 issue needs a little clarifying as to:
(1) The major markets such as New York and Chicago have not been invited into AIMS up to now because of our desire to start out the organization among stations from smaller sized markets, and because we did not know enough about the various large market stations to extend a selective invitation to the station we felt might best help our organization.

The membership committee is now studying the major markets and expects to issue some invitations this year.

(2) The statement that all IMS stations are members of AIMS is erroneous. IMS is a separate business operation and has no connection with AIMS. Several AIMS stations are represented by IMS but there is no connection between the two.

(3) WML at Milwaukee has no FM affiliate. It is all AM daytime.

Our group decided on a promotion committee composed of Jerry Sil, WMIL; Sherman Marshall, of WOLF (Syracuse), and Patt McDonald of WHHM (Memphis).

S. A. Cisler
Vice President
WKYW Louisville

Educator on Awards

EDITOR, BROADCASTING:

For 13 years the School Broadcast Conference has met in Chicago. We are planning our 10th session for Oct. 18, 19, and 20 at the Sherman Hotel. This meeting is primarily interested in the use of radio in education at all levels—kindergarten through adult education.

We are extremely interested in a greater use of radio as a teaching method in formal education. In recognition of this interest and the part played in it by schools and stations, the School Broadcast Conference annually cites a number of educational programs and the stations which prepared or released them. In many instances these citations are based upon the use made of the program rather than upon its production, writing or other radio techniques.

I call these things to your attention in connection with your editorial "CCNY Deserves an Award" [BROADCASTING, Sept. 19]. That the School Broadcast Conference is meaningful and is fulfilling a need is indicated by the 400 to 600 advanced registrations at this early date from educators, school administrators, and school-station operators all over the country. We expect a total registration of approximately 2,000 at our 15th annual meeting.

George Jennings
Director, School Broadcast Conference
Chicago

THE BRANHAM COMPANY

BROADCASTING • Telecasting

October 3, 1949 • Page 15
WHEN the Jayettes of Oak Ridge, Tenn., a local civic group, launched its drive for funds to finance a fly-control program for this government-owned atomic city, it cracked head-on into a problem. Residents were slow to respond to appeals for contributions and after 18 days of Jayette solicitation, only slightly more than $100 had been raised toward the $1,200 goal, the cost of two foggings with DDT solution, for the entire residential areas.

At the point where the campaign seemed a failure, WATO moved in. Commercial Manager Harry Weaver set up the machinery for an extensive educational spot announcement campaign to be climax ed with a special Oak Ridge talent broadcast interspersed with various civic speakers. Mr. Weaver turned the general publicity job over to Ruth Jamieson, WATO women’s program director, and asked Program Director Art Metzler to handle the special broadcast.

Ten different talent groups and 16 speakers from civic and fraternal organizations in Oak Ridge participated in the five-hour broadcast. Two local cab companies gave their services to pick up contributions pledged by phone.

Over $300 was raised during the broadcast period and the impetus of the promotion pushed the drive so near to the goal that the Lions and the Kiwanis Clubs came through with donations that made the quota.

The Oak Ridge health department officials complimented WATO and maintained it had done much to advance sanitation education.

On All Accounts

IF Al Kabaker ever gets into any trouble, he won’t have to go far for legal advice. For, if you were to scratch beneath his present title of manager of West Coast office, Dancer-Fitzgerald-Sample Inc, you would find the initials J. D.—proof that at one time, Al Kabaker tangled with law.

Now tangles with advertising clients, Al, in addition to managing the agency’s Hollywood office, supervises production of the three shows originating from there—CBS Beulah (“love that Drift!”) Show and CBS Oxydol Show for Procter & Gamble; and NBC Me and Jane for Lewis-Howe Co. (Tums).

(Latter show will be replaced Nov. 8 by Fanny Brice Baby Snooks Show.)

Kabaker, the attorney functioned in Chicago between 1932 and 1934 on the payroll of Althiem mer, Mayer, Woods & Smith. The job followed graduation from the U. of Chicago Law School. Al pulled down the sum of $65 a week, considering himself lucky because, being in the midst of the depression, many of his fellow-graduates were serving free apprenticeships to employers.

With this impressive salary came all the "dirty" jobs that were exclusively relegated to new members of the organization, filing eviction suits and the like. In two years Al decided that there was more to life than evicting people from their homes, and called a halt to his law career.

Reviewing the newspaper experience he’d had in college, he left to take a job with Montgomery Ward as director of press relations. After a year there, he went in search of a more exciting position and ended up in a general executive job with Blackett, Sample, Hume rt (now Dancer-Fitzgerald-Sample). Here he was able to utilize his legal background as well as learn the agency business.

In 1942, after five years with the agency, Al turned in his desk temporarily for a uniform when he was commissioned a Lieutenant in the Navy. His Navy career was centered around training programs at Norfolk, Va., and Great Lakes, Ill.

With separation from the Navy in 1945 came the decision that he had no further desire to work in Chicago. It was a convenient time for such a decision. For that was the time that Dancer-Fitzgerald-Sample (which had undergone a change of name during his ab-

(Continued on page 20)
Whether you sell...

Exquisite ermine or expensive ensembles for evening events... ebony easels for energetic etchers... evergreens for enclosing exclusive estates... epaulets for eager ensigns... elaborate encyclopedias for enlightening educational examinations...

Erasers for eradicating errors... escalators and elevators for elegant emporiums... explorers' equipment for equatorial expeditions... engine evaporators for expelling exhaust of exploding ethyl... edition extras from enterprising editors... endorsed engraved envelopes for evangelists' epistles... embroidered emblems for employed ambassadors...

Electrical elements for electronic enthusiasts... enriched egg eclairs for enjoyable eating... emery for evening exposed edges... etiquette education for exacting executives... excavators for extracting earth... entertainment excursions for emotional elopers... better buy radio... better buy WGN!

Yes, Radio Sells... that's been proven again and again. Likewise, WGN has proven a result getter for its advertisers... and now at a lower cost than ever before. WGN delivered 1,000 homes per average ¼ hour, 7 days a week (6 a.m.-12 mid.) in 1948 for only 88 cents as compared with $1.11 in 1946.* That's a value you can't afford to overlook... that's why we say—to get the most out of your advertising dollar... Better Buy Radio... and for your BEST BUY... Better Buy WGN!

*Nielsen Radio Index for February-March and rates as published

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

A Clear Channel Station... Serving the Middle West

MBS

Chicago 11
Illinois
56,000 Watts
720 On Your Dial

Eastern Sales Office: 220 East 42nd Street, New York 17, N. Y.
West Coast Representatives: Keenan and Eickelberg
235 Montgomery St., San Francisco 4 • 2978 Wilshire Blvd., Los Angeles 5
710 Lewis Bldg., 333 SW Oak St., Portland 4

October 3, 1949 • Page 17
**tello-test** is the oldest giveaway program in America. It's been on the air continuously for over 10 years. It made radio history on WGN, Chicago, where almost overnight it became the most popular program in the city, achieving and maintaining a Hooper rating of over 10. This WGN quiz became one of the most listened to shows in Milwaukee (90 miles away) and South Bend, Indiana (85 miles away) altho no phone calls were ever made to either town (6.2 rating in Milwaukee). OTHER STATIONS HEARD about the success of TELLO-TEST and wanted to know how to buy it—the Yankee Network, WOR, New York; WJW, Cleveland, and others. And so Radio Features, Inc., was formed and over the years TELLO-TEST grew to the point where now over 150 stations coast-to-coast broadcast this unique telephone quiz. RADIO FEATURES developed a big research department to create clever questions and appropriate ad lib material to go along with the questions. Legal talent examined the laws and all available regulations so that this show would be air tight with respect to lottery. A hundred and one techniques were explored and tested to achieve the best program format, the maximum entertainment and educational values. FROM TIME TO TIME over the years, stations occasionally queried us about the legality of TELLO-TEST. On those occasions, we took the point in question to our attorneys. Each time we were assured that TELLO-TEST is not a lottery. We did even more. We went to Washington and invited the FCC to listen to our show and examine our scripts, and to tell us whether in their opinion TELLO-TEST violated any of the lottery laws. Altho given ample opportunity, at no time did the FCC challenge the legality of TELLO-TEST. We next took TELLO-TEST to the solicitor general's office of the United States Post Office in Washington and asked whether our program in any way violated the lottery laws. After scrutinizing TELLO-TEST, the U.S. Post Office Department wrote to assure us that TELLO-TEST was not in violation of any of the postoffice laws. ABOUT A YEAR AGO, the stunning news was announced by the FCC—proposed regulations to ban giveaways. Along with the networks, our legal battery fought the issues in Washington and then,

If **tello-test** is available in your market, do not pass up the opportunity to investigate its possibilities for you. Rates, descriptive literature, and audition platter immediately available.
suddenly, the furor ceased and the pressure was off. AS YOU ALL KNOW, the proposed ban was finally announced last August. But now, strangely enough, we were not unhappy. We had been under the gun for so many years, we welcomed an opportunity to finally settle the matter once and for all in open court—a chance to prove for ourselves and the whole radio industry that the rights of free speech and free expression were not meant to be denied to the medium of radio—the fact that, if a person is called at home and given an opportunity to participate in a quiz contest and thereby win a substantial reward (exactly analogous to quiz contests conducted in radio studios), that because a phone call becomes an element in such a program—this triviality cannot be twisted to construe it as a lottery, a criminal offense according to the statutes of our land. SO WE WENT to federal court, and you all know what happened. It is with restraint that I simply state the FCC arguments appeared to be favored by neither law nor logic, and that they were treated severely by the court. We won a smashing victory, a victory that has grown in proportion as now the new FCC giveaway regulations are suspended until there is a Supreme Court decision. How long this will take is anybody's guess, probably more than a year. YOU WHO BROADCAST TELLO-TEST are safe until then—and I assure you, you will be safe after that because we will be sustained again. It is my opinion that members of the FCC do not like giveaways because of personal and emotional reasons, that the factor of lottery, thin though this may be, is leveled against them as the device to destroy them, and that in the final analysis, reason and the law must prevail. I soberly urge the FCC to discover a way to retreat from its untenable position lest another drastic defeat lessen its prestige and reduce its value to the radio and television industry. MAY I RESPECTFULLY SUBMIT that TELLO-TEST is today, as it always has been, the cleanest giveaway in America. AND IT IS THE MOST SUCCESSFUL local giveaway in America. Our sales were never higher. Our listenership ratings were never higher.

Walter Schurman
President
RADIO FEATURES, INC. 75 EAST WACKER DRIVE, CHICAGO 1, ILL.
ARE YOU DYING TO GET READY (Ky.)?

If you just can’t wait to get Ready (Ky.) — well, we’ll see you afterwards! No, WAVE ain’t willing, or able, to get Ready!

But we’ve already got the Louisville Trading Area, without primping or fussing, and Louisville is one place in Kentucky where realization is a lot better than anticipation! It’s a 27-county area where the people are 46% better off than their country cousins in the rest of the State.

WAVE gives you this neatly prepared package, and at a price that makes sense! So what say; are you still itching to get Ready — or would you rather get results?

LOUISVILLE’s WAVE

N.B.C. AFFILIATE
FREE & PETERS, INC.

Page 20 • October 3, 1949

Network Accounts
(Continued from page 16)

GENERAL FOODS of Canada Ltd., Toronto (Jello), today starts for 26 weeks My Favorite Husband on 33 Trans-Canada Network stations, Mon. 8:30 p.m., with delay to western Canada 11:30 p.m.-12 midnight. Agency: Baker Adv. Co., Toronto.

Adpeople • • •

J. A. FOUCHE, assistant director of advertising and merchandising for Selle-ling Rubber Co., Akron, Ohio, becomes manager of new advertising-merchandising department. JOHN H. FOGARTY, formerly advertising manager, named assistant manager of department.

W. E. DERMODY, former manager of specialty sales for Gulf Oil Corp., Pittsburgh, appointed advertising manager for company.

JAYNE WIGHTMAN, formerly continuity director of KFBK Sacramento, joins San Francisco Wholesalers & Manufacturers Assn. as publicity co-ordinator.

On All Accounts
(Continued from page 16)

sence) was seeking a man to manage their Hollywood office. Both got together, and soon Al was on his way to sunny California.

Alvin Kabaker was born in Chicago in 1908. Shortly after his arrival, the family moved to Racine, Wis. When he was eight, they picked up again and made a more prolonged stay at Wellman, Iowa, a comfortable town of 800 inhabitants (all the first names of which he can recite).

Following high school graduation he attended the U. of Michigan for one year. His formal education was completed five years later, in 1923, at the U. of Chicago from where he emerged with his PHB and JD. His education there was really a full one, for not only did he learn what every young lawyer should know, but he obtained newspaper experience as well.

This was gathered with the Chicago Journal (now Chicago Sun Times) and Chicago Daily News for whom he covered all school sports in addition to other assignments.

Had Own News Service

Also during his college career Al started his own news service. This service mainly involved supplying hometown newspapers of visiting teams with information and interviews. The business fared well, and Al recalls, even if it didn’t leave too much time for his studies.

The “better things in life” were not forsaken either during this time. On the musical side, Al made his mark, too. Although he says he was “strictly a note reader,” he held up the solo saxophone in the university orchestra. This was the art he had learned in high school — and has since neglected.

In 1948 a friend became a wife when Al and Bobbe Friend were married. They share his only hobby at present — the planning of a new home in San Fernando Valley. Right now the Kabakers make their home in Westwood.

NCTE Cuts Awards

NATIONAL Council of Teachers of English has announced a single radio award this year, abiding by the lead of the City College of New York in reducing the number of radio awards. [Broadcasting, Sept. 19.] NCTE will give, henceforth, only one award to that program which contributes most to the objectives of the teaching of the language arts, Leon C. Hood, chairman of the Council’s Committee on Radio, said. It will be presented in Buffalo at the NCTE annual meeting Thanksgiving Day week. Last year, two citations went to the Theatre Guild on the Air and the CBS Documentary Unit.

 Broadcasting • Telecasting
TO RADIO MEN EVERYWHERE:

The 1950 YEARBOOK--16th of a distinguished line--is now in work.

Its editorial content will be in tempo with the swift pace of today's radio and TV. New, and edited with the same care and authority that have made its predecessor editions so important to buyers, it will include these expanded features:

- Media costs to enable agencies and advertisers to compare radio's value over competition
- Analysis of Radio Advertising for 1949
- Radio and Television Billings
- Directories of National and Regional Advertisers
- Agencies (and personnel) handling Radio-TV
- Audience Analyses and Program Ratings (Hooper, Nielson, etc.)

Of special significance is the integration of all AM, FM, TV stations in a single continuous all-inclusive log--by cities.

Circulation: 17,000 minimum guaranteed. (Embracing more than 85% of buyers of time.)

Advertising deadline: December 1, 1949. (Position allotted, according to reservation priority.)

Please write, wire or call (collect) any BROADCASTING bureau.

Thank you.

[FULL NAME]

PUBLISHER

WASHINGTON • NEW YORK • CHICAGO • HOLLYWOOD
Some radio stations—and their advertisers—get thrown for a loss because they don't really know their audiences!

Thanks to 24 years of work and study, KWKH does know its particular Southern audience, and the Mar.-Apr. '49 Shreveport Hoopers prove it:

KWKH ranks first, Mornings, Afternoons and Evenings, in Share of Audience.

KWKH has a 34.3% greater Share of Audience than Second Ranking Station, for Total Rated Periods.

But Shreveport itself is only the smallest part of KWKH's coverage in this big four-state area. Both mail-pull and BMB figures prove that KWKH gets high listenership throughout its prosperous rural areas, as well.

Let us send you any facts you need—today!

50,000 Watts  ·  CBS  ·  The Branham Company
Representatives

Henry Clay, General Manager
IT'S SERIES TIME

695 AM, 49 TV Outlets Ready for Coverage

THE WORLD SERIES will be carried by more radio and television stations and have a bigger home audience than ever before in the history of the national pastime. The potential audience is estimated at 75 million people.

At least 49 television stations were lined up to carry the games while 695 radio stations were definitely committed to air them when the first ball is tossed out Wednesday, Oct. 5.

That the audience would be an eager one also was accepted as gospel because of the baseball appetites fostered by the close pennant races in each big league. The neck-and-neck title races were building up huge listener and viewer bonuses of MBS, holder of the radio and TV rights, and for Gillette Safety Razor Co., sponsor in both media.

Gillette was understood to have paid $375,000 for rights to series—$200,000 for television and $175,000 for radio.

The $200,000 being paid for television gave the video rights a higher price tag than the radio rights for the first time in series history. A. Craig Smith, vice president of Gillette, confirmed that the figures were accurate. The payments are made directly by Gillette to baseball under an agreement for series runs that MBS enjoys. In addition, Gillette must pay MBS time charges at card rates. Last year, time and line charges for seven games gave MBS over $200,000, it was said.

Official baseball figures show that in recent years the payments to baseball for series rights have been as follows: 1948—radio, $150,000 and television, $140,000; 1947—radio, $175,000 and television, $65,000; 1946—radio $150,000; 1945—radio, $100,000.

It was certain, too, that the almost $400,000 including movie television fees, which baseball would get for AM and TV rights, would in no way hurt the series box office. Before the pennant races were even decided, seat sales were enjoying fabulous runs. The Yankees while still in a first-place tie were sold out of reserved and box seats and were rapidly selling out standing room at $4 a head.

Although Gillette will sell its products both on radio and television, with its commercials being piped even into the theatres, it also will devote many announcements to Advertising Council public service projects.

The public service messages will include copy on forest fire prevention, better schools, Community Chest and American economic system campaigns. If the series runs longer than four games, messages will be included on National Service Life Insurance dividends for veterans, highway safety and armed forces prestige. The games also are being made available to troops around the world via the Armed Forces Network.

Mutual's radio airings of the series reached the record-shattering 695 station figure Friday but it was possible the number might top 700 by today (Monday). The list includes 520 MBS affiliates, 150 non-affiliates and 20 "bonus" non-affiliates, on which Gillette is paying the time, it was learned.

FREE COMMERCIALS

The 150 non-affiliates will pay Mayfair for line charges alone, and will receive the programs as they come over the air, including the Gillette commercials. In their case, the sponsor gets a free ride.

Games will also be beamed by shortwave to Cuba, South America, Puerto Rico, and the Armed Forces Radio Service, for which MBS buys time from game's original station to RCA's transmitter, which feeds the programs overseas. The Aloha Network, affiliated with Mutual in Honolulu and comprising four stations, will also carry the games, receiving them via shortwave.

The network plans no different setup technically than that of other years, with the exception of the addition of an engineer to the usual one, and a second complete lineset-up in case of emergency.

The usual microphone placement will be used with the customary two up and two in reserve in the commentators' box and the large parabola microphone outside the booth to pick up crowd noises, music and threats to the umpire. Figures of the engines will not be available until after the series, it was reported, because they are calculated after the engineering department has tallied facilities used.

According to a guess by Richard (Continued on page 81)

COLOR TV

Industry Position Probed by FCC

INDUSTRY, not color television, seemed to be on trial as FCC's color video hearings got off to a slow but frequently acrimonious start last week.

Manufacturers' representatives, pleading that color is not yet ready for standardization, were met with a fire of questioning which indicated that some commissioners, at least, fear the industry is not really pushing color development. Most critical interrogators were Comr. Robert F. Jones and Frieda B. Hennock.

Miss Hennock at one point wanted to know whether manufacturers are not in fact interested in continuing black-and-white for a few years and letting color development drift in the meantime. RCA President R. C. Cosgrove, on the stand at the time, denied this. Manufacturers, he said, would be "crazy" not to want color at the earliest practicable date. But they want it on a "sound" basis, he asserted, observing that he knew of no one in the industry who feels color will replace black-and-white.

RMA and the Joint Technical Advisory Committee, which held that adequate field testing is necessary before color is standardized, were questioned at length on the extent of their own work in promoting color development. What had they done and why hadn't they done more? Their witnesses replied that they have done what they could within the limitations of time and budget, and that they stand ready to continue their work. Philco Vice President D. B. Smith, on the stand for RCA, referred Comm. Jones to FCC's own engineering department for an answer to his question on whether RMA has been helpful in the past.

RMA suggested establishment of an industry committee to work out recommended color standards. So detailed was the questioning of the JTAC witness, President Donald Fink, and of those for RMA that testimony on the first of three probable market prices of new sets and converters under the RCA system, ranging from $400 to $1,000 for new receivers and $125 to $175 for a two-color converter.

RCA recommended adoption of either the CBS or the Color Television Inc. system, and offered to demonstrate the CTI method for the Commission. CBS will demonstrate its own on Thursday and Friday, while RCA will make its official showing next Monday. Both are engaging in extensive tests in Washington, while CTI is testing in San Francisco. Comparative tests for the RCA and CBS color systems and black-and-white were tentatively scheduled for the week of Nov. 14.

Detailed Coverage of TV Hearings, Page 48

Detailed Coverage of TV Hearings, Page 48

WITNESSES for CBS and CTI were slated to follow the RKA testimony. Dr. Charles Willard Geer, developer of another color system, also will be heard. followed by Philco Corp. and Allen B. DuMont Labs, which contend that color must be given extensive additional testing before standards are set. About 200 industry representatives attended opening session, conducted before the full Commission, Chairman Wayne Coy presiding.

October 3, 1949 • Page 23
By J. FRANK BEATTY

EVERY Monday evening a $28 billion industry meets millions of its customers and friends—in the privacy of their homes and at their living room, and is receiving a warm reception. Ever since last Oct. 4 the members of the Assn. of American Railroads have been meeting their public, informally and quietly, through The Railroad Hour, Monday evening network broadcast.

This evening the nation's rail carriers start their second year of riding the airwaves into America's homes via condensed versions of popular operettas and musical comedies.

Out of the first year of this broadcast series has come an outstanding example of successful goodwill building. This fortuitous achievement has come at a time of serious operating difficulties. From a scientific analysis by the railroads themselves emerges new evidence to show how the broadcast medium takes an important message to an intelligent cross-section of the public.

WHEN the familiar strains of "I've Been Working on the Railroad" greet NBC's audience at 8 this evening, a substantial majority of the carriers' 1 1⁄4 million employees—and their families—will be listening. These employees—and their families—comprise what has been called one of the largest promotional forces ever placed behind an advertising campaign.

The Railroad Hour moves this evening to NBC after a year on ABC as a 45-minute, then a 30-minute program. That first year was a happy one, and President William T. Faricy, of the Assn. of American Railroads, has just written Mark Woods, ABC network's president, to tell him so.

The shift, Mr. Faricy says, is a strategic move to get The Railroad Hour into NBC's Monday night array of good music.

So this year the railroads' 1 1⁄4 million workers, plus the organized promotional forces of the individual carriers, will get behind their broadcast with new vigor, fortified by a year of experience and aware that a force of astounding power has been harnessed to develop public understanding and friendship.

Goodwill and knowledge and tolerance aren't precisely measured, like sales of 99-cent 15-denier nylon in Marshall Field's basement, and nobody knows this better than President Faricy. But the results have been effective.

In adjoining columns appears the story of how the railroads have taken their case to the people.

SOME sponsors sell soap by radio, others food and similar goods and services. Slow to learn the value of the broadcast medium have been the heavy industries. The Assn. of American Railroads has been on the air just a year. Its program has been good, its commercials informative and interesting, and its promotional chores extensive. The results have been effective.

he also knows that the railroads have a public-contacting job to do if they are to operate efficiently and if the public's understanding of railroads is to extend beyond Junior's Lionel outfit and a daily ride on the 6:15, plus an occasional interstate trip.

The direct question was put to Mr. Faricy, who is spending over a million dollars a year of his members' funds, in this way, "Do you consider The Railroad Hour a success?"

His answer was just as direct: "The best evidence that the Association of American Railroads believes that its radio program has been worth while is the fact that it is being continued."

"Judging both from the volume and the nature of the comments received, it appears that the program is accomplishing its purposes of securing a wider and better public understanding of the essential, the progress and achievements, and the problems of railroads."

RAILROADS have been having problems—knotty problems—and their solution largely depends on good relations with the public and with public officials. Traffic volume, as expected, has settled down to a normal pre-war level following the World War II nightmare. Unfortunately the same trend has not developed in the cost of materials, wage levels, taxes and the other items that keep the wheels rolling. Instead, all these costs have been rising.

The association first pondered the idea of a nationwide broadcast shortly after the war, culminating in 1946 with a thorough report to AAR's board of directors. Finally in the spring of 1948 the board decided the time had come to act, and AAR's public relations department was asked to suggest a program.

The board wanted to attract a large, steady audience. The program must bear a logical relationship to the very nature of railroad industry. It must be suitable for friendly and informative commercial messages. Finally, it should have a public-service character as the liaison between a public service industry and the populace.

A large order, you'll agree, but the specifications were met after some 60 shows, formats, personalities and ideas had been studied. A musical show with dramatic continuity was the answer, and the AAR's member roads overwhelmingly endorsed the program for one year and, if successful, for another two years.

Last Oct. 4, The Railroad Hour, was launched on ABC. In a few months it had attained a 7.5 Hooperating, with an estimated audience of 5,700,000. Weekly messages were reaching listeners at a cost of perhaps 14-cent per person. Peak rating last season was 10.

AAR knew it had a large audience, and felt its program and commercials were being well received. But that wasn't enough. Representing so vast an industry, its public relations department—which is staffed by some two-score persons—wanted to get a scientific analysis of the program's audience.

The analysis was made, by scientific methods, and AAR discovered that its operettas and its commercials were being heard by "unusually appreciative people." AAR did its own analyzing, by the way.

Here's how it was done. Last March 7 the ABC audience was offered a railroad booklet titled "Quiz," a 64-page collection of questions and answers about the nation's rail carriers. The offer brought 37,753 requests. Later in the spring the offer was mentioned briefly on the tail end of seven programs, and the number of requests rose to 49,383.

THIS gave AAR a chance to find what this audience thought about the program. Listeners had merely been told to send a post card, but large numbers of them attached comments.

Of nearly 50,000 requests, 80% were correctly addressed to Transportation Bldg., Washington 6, D. C., AAR headquarters.

Spending well over a million dollars a year on The Railroad Hour, AAR found itself the owner of a batch of evidence that would tell an enlightening story if properly analyzed. The undertaking was a big one, but AAR is a big association and speaks for a big industry,
so the analysts went to work.

Despite the fact that no comment was sought, 7,241 of the 49,938 wrote favorably about *The Railroad Hour*. There was one unfavorable comment and reaction of another 13 was mixed.

The total number of requests was divided this way: 31,247 (64%) men; 12,928 (25%) women; 3,914 (8%), young people and children; 1,894, not identifiable.

The 7,204 persons who commented on *The Railroad Hour* were identifiable, and AAR had them thoroughly identified. Here is the breakdown:

- 2,706 school students
- 1,265 businessmen
- 1,045 high school students
- 268 doctors
- 188 college students
- 172 members forces
- 158 primary school teachers
- 137 ministers
- 124 high school teachers
- 107 medical doctors
- 87 public officials
- 82 college professors
- 61 organizations
- 56 librarians
- 43 writers, editors, commentators
- 41 lawyers
- 9 bankers
- 1 United States Senator
- 5 Secretaries asked quantities of booklets

AAR officials say 95% of the responses to the offer were “intelligent.” Many mentioned specific operettas. In some instances the commercials were discussed and praised, with “very few” adverse comments. Some even sent stamps and money, which were returned. Others said they were fed up with whodunits and giveaways. Practically all the commenting letters were described as “well written.”

Though the program is not carried on stations outside the United States, 10 request forms came from Alaska, 226 from Canada, 1 from Central America and 1 from Mexico. Three British subjects in the U.S. sent requests.

In breaking down the 49,938 requests, the association found the response was best in states where promotion was strong. For example, 16.15% of the requests came from New York State, which has 9.8% of the total population; 10.43% came from California, which has 6.88%; 9.48% came from Pennsylvania, which has 7.8% of the population.

AAR is promotion-minded, and has started a strong campaign to back up its new NBC series. NBC naturally is aware of this, and last Monday President Niles Trammell addressed meetings of railroad and station officials in all NBC cities via closed circuit.

Mr. Trammell told NBC affiliates the program offers “a tremendous opportunity for promotion,” and promised AAR the network would back up the series with “intelligent, effective” support. “*The Railroad Hour* is truly an outstanding show,” he said, “and a splendid addition to our schedule. It is an ideal program for millions of listeners who know Monday night is music night on NBC.”

Mr. Faricy, as AAR president, told station managers:

“Appearance of *The Railroad Hour* on your program means that you will have a better than even chance to add to your regular audience the 1,260,000 railroad workers and their families — a good 5,000,000,000 people. There are perhaps as many more who work for the companies that supply the railroads with the things they buy and use in the operations.

“We shall try to tell all these people about *The Railroad Hour*—to the end that those who are especially interested may know about their industry’s show—and may listen to it.

“We want to tell people what railroads are, and what they do. And we want to tell people what railroads mean to the United States—the fact that they provide the basic low-cost, dependable, all-around service that Americans depend on to live better than any other people on earth.

“So the commercials of *The Railroad Hour* will talk about railroads—what railroads have done and are doing to handle their jobs better and better — what it takes in men and money, in research and invention, and in investment in new facilities and new equipment, to keep railroads abreast of the nation’s needs

—what it means to this nation to have railroads which are strong and healthy and equal to the tasks they are called upon to perform, not only in peace, but also in war.

“So that is what we plan to do with *The Railroad Hour*. We believe that with the fine basic idea of the program, with the facilities of NBC and its affiliated stations, and with the cooperative efforts which we know that all will make in promoting and publicizing this fine program, we shall realize those expectations. To a large extent, this realization is in your hands.”

The closed circuit program included a talk by Gordon MacRae, soloist and m.c. of the series since its inception. Mr. MacRae recalled that less than a decade ago he was a page boy for NBC at Radio City. The opening NBC program, he said, will present a condensed version of “Showboat,” with Dorothy Kirsten and Lucille Norman taking feminine leads. Musical support is given by the Carmen Dragon orchestra with mixed chorus directed by Norman Luboff.

Mr. FARICY

One carrier ordered 30,000 copies of a four-page leaflet containing a complete list of the NBC stations.

AAR has sent all railroads a new proof catalog of advertisements for use in employe magazines, timetables and menu cards, along with suggested spots for newspaper and magazine advertising and announcements to be used over p.a. systems in passenger stations.

Add up all that promotion and here’s what you get. Everyone who picks up a railroad schedule is going to see a program mention. Passengers who scan a dining car or station restaurant menu will read about *The Railroad Hour*. They’ll hear it mentioned on the station p. a. system, and see it on bulletin boards and even in cars.

The railroad industry has a long list of well-edited employe magazines, and they reach 1,250,000 employes and their families. The program is well promoted in the magazines, as well as around the buildings and yards where they work.

Railroad employes are railroad-minded. It gets in their blood, and as a class they are usually loyal to their employers. They know that what benefits the railroads, benefits them.

Out of this series of promotional efforts comes one of the most powerful forces ever placed behind an advertising campaign. The program is only a year old so the impact is increasing as the lessons of experience are applied.

Having harnessed this force,

(Continued on page 79)
ANNOUNCERS who have broadcast football games for the Atlantic Refining Co. for 10 years or more were awarded a company service emblem at the annual pre-season meeting of staff members in Philadelphia last month. Vic Diehm (3rd from l), WAZL Hazleton, is recognized as the oldest Atlantic executive. Others are (l to r): Addi Ponlnd, WRNY Rochester, N. Y.; Joe Tucker, WWSS Pittsburgh; Bill Sutherland, KDKA Pittsburgh; Bud Bennett (face obscured); WRAK Williamsport, Pa.; Bill Slater, WOR New York; Sam Woodside, WHCU Ithaca; Jack Berry, WHEC Rochester; Claude Haring, WPTZ (TV) Philadelphia; Lee Kirby, WBT Charlotte, and Woody Wolf, KDKA Pittsburgh. This fall Atlantic will use regional networks totaling 126 stations to cover college, high school and professional grid games [.Broadcasting, Sept. 12].

EASTERN AAAA
Begins Two-Day N. Y. Meet

THE annual Eastern Conference of the New York Council, American Assn. of Advertising Agencies gets underway tomorrow (Tuesday, Oct. 4) at New York's Hotel Roosevelt.

The two-day conclave, entitled "The High Court of Advertising Opinion," and under the chairmanship of Ray Vir Len, Lenmen & Mitchell president, will feature two sessions pertinent to the radio and television industry.

A Tuesday afternoon session, to be held in the hotel's Henry Hudson Room from 2 to 4 p.m., will be on radio and television, under the subject, "Where Do We Go From Here?" Presiding will be Arthur Pryor Jr., vice president in charge of radio and television for BBDO.


Wednesday morning's media panel in the ballroom foyer from 10 a.m. until 12 noon on "What Will Television Do to Other Media Values?" will have Newman McEvoy, head timebuyer at Newell-Emmett Co., presiding.

"Witnesses" will include Sylvester L. (Pat) Weaver, NBC vice president in charge of television; Harold S. Barnes, director of the Bureau of Advertising, ANPA; Frank Buechler, president Magazine Advertising Bureau; Kerwin Pullin, Outdoor Advertising Inc., and William Gittinger, CBS vice president in charge of sales.

Meetings will be climaxed by a reception and dinner Wednesday evening at the Park Lane Hotel.

'C Oriss' Continued

THE Electric Co.'s summer replacement Meet Coriss Archer will continue indefinitely on CBS in the summer 1949 period. due to the delay of the Helen Hayes Electric Theatre starting time. Because of the death of her daughter, Mary MacArthur, Miss Hamilton has left on trip for a rest. N. W. Ayer & Son, New York, is the agency for the Electric Co.

1895 RAY C. Wakefield 1949

RAY C. WAKEFIELD, 54, former FCC Commissioner about whom controversy raged in high Washington circles in 1947, died Sept. 29 at Emergency Hospital in Washington, D. C. He had entered the hospital Sept. 20 with a slashed wrist. The D. C. deputy coroner issued a certificate of suicide.

Mr. Wakefield came to the Commission in March 1941 succeeding the late Thad H. Brown, Ohio Republican. Also a Republican, Mr. Wakefield was injected into political controversy when his reappointment came up in 1947 for consideration by the Senate Interstate & Foreign Commerce Committee. An investigation into his party affiliation was launched by a subcommittee headed by former Senator Wallace H. White Jr. (R-Me)

The subcommittee was to have met June 26, but on June 18, 1947, in a sudden, dramatic move, President Truman withdrew Mr. Wakefield's renomination without explanation, and appointed the present Commissioner Robert F. Jones, then an Ohio Congressman. Reaction was considered swift and loud both in the Senate cloakrooms and in radio circles. The withdrawal was considered by many at the time to be an opening cleavage between the FCC and the White House. The only other such last minute change had been Franklin D. Roosevelt's abrupt withdrawal of George Henry Payne, of New York, from the nomination as Commissioner 24 hours after the agency was established by law.

Mr. Wakefield, born in Fresno, Calif., Aug. 12, 1895, received his B.A. and Doctor of Jurisprudence from Stanford U. in 1916-18 and was admitted to the California Bar engaging in general practice as member of the firm of Wakefield & Hansen. First official contact with the FCC occurred in 1938 when he was called to assist in an inquiry in Pacific Telephone & Telegraph telephone rates.

Previous Positions

Prior nomination to the Commission Mr. Wakefield was vice president and chairman of the executive committee of the National Assn. of Railroad and Utilities Commissioners. In 1937-1938 he sat with the Interstate Commerce Commission in the freight rate increase case. During his commission-ship he presided at hearings in eight states and was minority member in the Crosley-Avco decision. He predicted expansion of the radio spectrum opening new vistas in communications.

Mr. Wakefield was chairman of the American delegation to Pre- visional Frequency Board headquartered in Geneva in the summer of 1948. Ill health necessitated his return from this post. At the time of his death he was not active in business. He is survived by his wife, Mrs. Laureda Wakefield; his mother, Mrs. Clara Wakefield, his brother, C. K. Wakefield of Fresno, Calif.; a daughter, Mrs. Robert C. Jenkins of Mill Valley, Calif., and a son, John C. Wakefield of San Francisco, Calif.

CBS REALIGNS

Campbell, Shomo Shifted

WENDELL B. CAMPBELL, general manager of the CBS-owned KMOX St. Louis, last week was appointed general manager of Columbia's WCCO Minneapolis, and Erwin H. Shomo, sales manager of WBBM Chicago, another CBS-owned station, was promoted to general manager of KMOX.

The appointments followed the promotion of Merle Jones from general manager of WCCO to general manager of the CBS-owned KNX Los Angeles tonight [Broadcasting, Sept. 26].

The other promotions in CBS-owned stations resulted from the move. Robert Livingston, who had represented WBBM in the New York office of Radio Sales, CBS radio and television stations representative, became sales manager of WBBM, succeeding Mr. Shomo. John Akerman, a WBBM salesman, replaced Mr. Livingston in New York.

Mr. Campbell has been general manager of KMOX since November 1945. He joined CBS in 1938 in Radio Sales, Chicago, as western sales manager. He became sales manager of KMOX in September 1942, and later was made assistant general manager.

Mr. Shomo, who has been WBBM sales manager since 1944, joined the CBS Radio Sales staff in Chicago in 1937. He became an account executive at WBBM in 1940. Before entering radio he served in the advertising department of the Chicago Herald-Examiner and in the Chicago office of McFadden Publications.

Mr. Livingston entered radio as sales manager of WDZ Tuscola, Ill., in 1944. He became an account executive at WBBM in January 1946, and eastern representative in New York of WBBM in 1947.

Mr. Akerman, onetime publisher of the Clearwater, Fla., Morning Herald and later co-publisher of the Santa Ana, Calif., Independent, entered radio in 1938 as an executive at KPVD Los Angeles. In 1940 he became manager and part owner of KPAS Pasadena, Calif., joining WBBM as an account executive in 1944.

FC&B Named

MCKEN & VENTA Divisions of Shamwut Inc., New York (child's division) appointed Poke Cone & Belding, New York as its advertising agency. Media plans are currently being formulated.

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RAY C. WAKEFIELD
NAB's expanded service in the sales and labor relations field drew special praise from delegates to the District 10 meeting held Monday and Tuesday at the Savery Hotel, Des Moines.

The district called on the NAB board to provide sufficient funds for the Employee-Employer Relations Dept. and urged that it sign Richard P. Doherty, director, to a long-term contract. Achievements of the new Broadcast Advertising Bureau headed by Maurice B. Mitchell were applauded, with the board urging to provide funds to give maximum sales service to broadcasters.

Usual resolutions were adopted praising the board's reorganization plan and President John J. Gillin Jr.'s execution of the board's mandates; lauding William B. Quarton, WMT Cedar Rapids, district director, for his service; advocating per-piece rights in TV music copyright contracts; upholding BMI and BMB and urging a study of coverage research.

A special resolution extended the district's best wishes to John J. Gillin Jr., WOW Omaha, and E. K. Hartenbower, KCNO Kansas City, who could not attend the Des Moines session because of illness. Mr. Quarton said the registration was an all-time high for the district. He suggested individual broadcasters get better acquainted with their public officials and acquaint them with industry problems. He said the district NAB membership includes 74 AM, 36 FM and one television station.

Karl Koerper, KMBC Kansas City, presided at the labor relations session at which Mr. Doherty was main speaker. William J. Newens, KOIL Omaha, was chairman of the sales discussion addressed by Mr. Mitchell. Chet Thomas, KXOK St. Louis, was chairman of the Resolutions Committee. Charles Miller, KRNT Des Moines, was chairman of the program clinic. Official registration totaled 111.

A separate meeting was held Tuesday by the Missouri Broadcasters Assn., which decided to hold an election of officers Oct. 17 in Kansas City. Harry Renfrow, KXOK St. Louis, was appointed secretary-treasurer to succeed Guy Runyon, KXXL St. Louis.

Mr. Mitchell answered a series of questions submitted by District 10 stations. In replying to the advertiser's claim that radio results can't be measured as in the case of newspapers, he said many advertisers test their advertising with inferior merchandise while using newspaper.

(Continued on page 47)
By PHILIP FRANK

Radio promotion can boomerang. It can hinder rather than help sell time. And will, if it barks up the wrong tree.

Radio has come to recognize that newspapers at long last are doing an excellent promotion job, especially through their trade association, the Bureau of Advertising of the ANPA. Newspaper advertising is experiencing a healthy rise.

Meanwhile radio is finding it harder to sell. The obvious conclusion seems to be that newspapers are taking business away from radio. And from this it follows that radio promotion should seek to discredit newspapers as an advertising medium.

But this seemingly obvious conclusion is also an erroneous one. And promotion based on the premise that newspapers are taking business away from radio will fail as miserably as did space media promotion in the 30s based on the equally erroneous premise that radio at that time was taking business away from newspapers and magazines.

That the premise was false the writer determined by comparing the trend in newspaper expenditures by leading newspaper advertisers who did and did not use radio, and the same for magazines (see Advertising & Selling, Aug. 29, 1935). That the opposite premise is false today is indicated by a similar study.

How The Study Was Made

Basically, the study consists of observing the effect of increased or decreased newspaper advertising on advertisers' use of radio.

We compared 1948 with 1947 because 1947 was the first post-war year in which newspaper was available in sufficient quantities so that newspaper advertising reflected a demand for space rather than its supply. (A comparison with pre-war years would have introduced too many non-advertising factors.)

The newspaper figures for 1947 and 1948 are from Media Records. Unfortunately the figures for the two years were not developed on the same basis. The only published and therefore readily available 1947 figures are limited to expenditures of national advertisers in 346 daily and Sunday newspapers, whereas the published data for 1948 includes advertising in 908 papers by all national advertisers who spent $25,000 or more in these papers.

However, this difference is somewhat narrowed by the fact that the 346 papers studied in 1947 accounted for 73% of all U. S. newspaper circulation, not too much below the 88% weekday and 88% Sunday circulations represented by the papers studied in 1948. Nevertheless, it should be borne in mind that the 1948 figures, being on a wider base, may suggest that advertisers increased their newspaper advertising which actually spent less in that medium. This does not invalidate our findings; it only makes them more conservative. Had the newspaper figures for both years been on the same base they would have added weight to our conclusions.

Since the study was intended to be indicative rather than conclusive—BAB has both the responsibility and the resources to conduct comprehensive research on which to base effective radio promotion—we limited our study to network advertisers and only the largest of these. Regional and spot advertisers should of course also be studied.

First we took all network (ABC, CBS, MBS, NBC) advertisers who spent $100,000 or more for network time in 1948. Hereafter radio refers to network gross time expenditures. After deducting political parties' labor unions and religious broadcasters, 145 such advertisers remained. These are radio's staunchest supporters, the most radio-minded of all advertisers. These are the advertisers we studied.

Radio Losses Don't Go To Newspapers

Of these 145 network advertisers, 47 spent less on radio in 1948 than in 1947 and two spent the same amount both years.

Of these 49, 16 also spent less for newspaper advertising in '48 than in '47 (despite the larger base for the '46 figures, previously referred to). And seven, including the two whose radio remained the same, used no newspaper space either year. In short, 47% of those who reduced their radio (or kept it the same) did not increase their newspaper advertising.

The remaining 26 advertisers dropped $8,990,000 radio dollars but added only $8,411,000 newspaper dollars in 1948. Furthermore, these newspaper dollars represented an increase in newspaper expenditures of 37.4%, in contrast with a 45.5% increase in newspaper expenditures by the 96 advertisers who increased their use of radio.

It appears that radio's losses did not go into newspaper advertising.

Next we looked at the picture from a different angle, to see if a reduction in newspaper advertising resulted in greater use of radio. This, we felt, should interest those who believe that radio benefits from a reduction in newspaper advertising.

Of the 145 radio advertisers studied, 45 reduced their newspaper advertising in '48 and 20 used no newspaper advertising either year, for a total of 65 who did not increase their use of newspapers. These 65 increased their use of radio 6.1%, in contrast with an 11.3% rise in radio for the 80 advertisers who also increased their newspaper expenditures. Percent.

Mr. Frank resigned last Feb. 4 as BMB secretary after three years service, having joined the organization just prior to the start of the first nationwide study. Previously he had been on the ABC business development staff 1944-45. He is co-author of This Thing Called Broadcasting and has contributed to a number of volumes on advertising as well as lecturing before the advertising and selling course of the Advertising Club of New York. He is a graduate of Williams College.

The figures indicate that newspaper advertising did little better than half as well as those who increased their newspaper advertising, with respect to pushing up radio. Of the 45 who reduced their newspaper advertising also reduced their use of radio, as did 7 of the 20 who used no newspapers either year.

Within the limits of this study we are now ready to draw two conclusions:

1. Advertisers who increase their newspaper advertising increase their radio advertising proportionately more than those who reduce their newspaper expenditures or use no newspapers.

2. Of those advertisers who reduce their radio advertising, almost half also reduce their newspaper advertising, while the remainder increase their newspaper expenditures less than those who also increase their use of radio.

Should more exhaustive research substantiate the conclusions, the industry can and should have far-reaching influence. For to be most effective, promotion must be firmly grounded on situations as they actually exist. This is as true of media promotion as of the promotion of products and services using advertising media.

Radio cannot afford to tilt at windmills when the real adversary is reduced advertising appropriations. It would be a shame if industry promotion, so long needed and so recently launched, should founder from failure to read the compass correctly.

No Media Is Bigger Than Advertising

Our little study suggests that newspaper promotion is off the mark. Far worse, it is actually harmful to the cause of radio.

Many radio advertisers and pros.
NARBA

CANADA and Cuba last week voiced opposition to any requirement for compulsory adherence to North American Broadcast Engineering Committee provisions in any North American broadcast treaty that may be adopted by the NARBA conference, continuing its meetings at the Windsor Hotel, Montreal.

Cuba has been taking the position that each nation should assert its sovereign right to use any channels it desires. The United States has felt that if one nation asserts such a right, there isn't much point in having a treaty. NARBA is the only machinery operating to assure compliance with treaty provisions.

NARBA delegates in Montreal spent last week in preliminary maneuvers and assignment of work to subcommittees. Feeling was apparent that all delegations desire an agreement and treaty.

Cuba confirmed previous belief of experience in observers that it desires to legitimize its channel assignments since the second NARBA expired last March. The Cuban delegation desires a definition of operating stations that will signify those stations in operation at the time of the effective date of a new treaty.

Cuba's Stand

Cuba has taken the position that all its station categories should be upgraded. If successful, such action would derogate all U. S. classes except IV. Cuba is needling the U. S. delegation because of FCC's failure to decide the clear-channel issue. It remains firm in demanding that the power minimum of 1A stations be cut from 50 to 10 kw, with U. S. and Canada opposed.

Canada has proposed in subcommittee to reclassify all channels and eliminate special categories of stations provided for Cuba in past NARBA provisions. The Dominion also proposes that each country determine its own sunset-sunrise tables, citing the fact that in the Far North there is no sunset in summer, and no sunrise in winter.

In making a bid for 50 kw power booster stations, Canada disclosed it is now operating 20 of these stations without registering them with NARBA.

The Cuban proposal of protection to Class IV stations on Class III channels may have serious effect on Class III regions near borders, unless modified, it is believed.

ROUND TABLE

Chicago U. Mulls Sponsor

FORUM program, University of Chicago Round Table is exploring the possibility of finding a sponsor—not so much to obtain revenue as to widen its listenership, it was learned last week.

Those in charge of the program are said to be concerned by the fact the NBC sustainer has been losing the number of stations carrying it. The drop has been from 110 outlets to about 90. Almost uniformly, the reason given for dropping it is that the stations have commercial shows which they need to fit into their schedules.

The university also has been particularly disturbed at the New York situation, where WNBC has been carrying the program on a delayed basis and has recently jugged its hours around twice.

WNYC, New York City's municipal station (non-commercial), has been carrying it on a delayed basis and will continue to do so even if a sponsor is found, it is believed.

Reasoning at the university has been that if the Round Table found a sponsor, more stations would carry it, more listeners would be added, and the university would be better fulfilling what it regards as a great responsibility to bring important issues before the American public via a forum of outstanding experts.

RADID PAY

Del.-Md.-D. C. Area Leads

EARNINGS of station employees in the Delaware-Maryland-District of Columbia area are higher than in the rest of the U. S. as a whole and opportunities are likely to expand in the near future, according to the Bureau of Labor Statistics and Veterans Administration.

The bureau and agency have collaborated on a publication entitled Employment Outlook in Radio and Television Broadcasting Occupations, now available at the Government Printing Office. Booklet points out that the outlook for any occupation or industry is subject to changes over relatively short periods of time, but includes considerable descriptive material which should remain a subject of non-changing interest.


SEARS, ROEBUCK & CO. sponsoring of Mon.-Sat. local news spot on WEOL Elyria, Ohio, is marked by broadcast from firm's Elyria store. L. to r: Sears Mgrs. A. R. Hoch; News- caster Bob Rowley; Prog. Dir. Martin Bouhan; Newsman Bob Gilmore.

ARRIVING in his private plane for WAB District 9 meeting at Three Lakes, Wis., is Ray Livesey, general manager of WLBH Mattoon, III. He is greeted at the Eagle River airport by Farster Cooper, sales manager of WDQZ Green Bay.
SPONSORS, stations and networks are balking at paying for special program listings in Chicago newspapers, it was found in a survey conducted there last week by Broadcasing.

Total number of paid advertisements, introduced to supplement regular listings by all four Chicago papers about three weeks ago, has dwindled since each paper started the service. The Tribune, for example, started Sept. 6 with 27 paid listings on the first page. On Sept. 23 there were 10. The Daily News ran up Sept. 12 and nine Sept. 27, while the Herald-De-\n
Baltimore which Tribune-sponsored listings are dropped to nine Sept. 11 to three Sept. 27.

"Tribune" Tops

The Tribune has scored the greatest success of the four papers, but 39% of its paid logs were for Tribune-sponsored or sustaining shows on WGN which it owns. Its 21-day total of paid ads was 212, 82 of which were for non-sponsored WGN shows. Twenty-six-six listings were for TV fare. Of 29 advertisers, 20 were local.

National accounts included Pure Oil, U. S. Steel, Pepsi-Cola, Hallmark, Standard Oil, Bell and Howell, B. F. Goodrich, Greyhound Bus and Armour. Highest number of paid listings was printed Sept. 6, the starting date, with 23, five of which were for WGN. Sept. 18 and 23 shared low spot, with six each, three each for WGN sust-\n
ners. Daily average was 10, including four for WGN.

High total for the Daily-News—136—also is deceptive because the paper plugs its frequent news shows on WIND, in which it has substantial financial interest and a working agreement. Sixty-seven percent of the News paid logs—91 out of 136—featured WIND Daily News shows. Twelve of the 136 pointed out TV features. Eight of 13 advertisers were Chicago-area accounts. The remaining five were Pure Oil, U. S. Steel, Hallmark, Armour and Standard Oil.

Lowest number of paid ads appeared Sept. 26 when there were seven, five for WIND. Highest number appeared Sept. 17, with 14, 11 for WIND. Daily average for a 14-day period since the Sept. 12 starting date is nine, of which more than six were for News shows on WIND.

Sixty-two listings, including 14 for TV, were netted by the Herald-American in 20 days. Eleven local accounts and four national were sold, the latter including Standard Oil, Hallmark, Armour and U. S. Steel. The high of five for the period was reached Sept. 21, 22 and 23. The low was Sept. 10, when no paid listings appeared.

Although the Sun-Times has a working arrangement with WKBW (TV), none of the station's features was listed in detail unless paid for by the sponsor. Ten TV shows were among the 35 paid listings for a 17-day period. No ads were bought Sept. 12 and 15, and the highest number—nine—appeared Sept. 11, the starting date. Accounts included eight local firms and five national—Standard Oil, Hallmark, Armour, U. S. Steel and Bell and Howell.

Four national accounts—U. S.

FACSIMILE


COMPREHENSIVE volume on the development, present use and fu-\n
ture employment of facsimile—radio's ugly duckling" or "FX" to the authors—has been written by Lee Hills, managing editor of the Miami (Fla.) Herald, and Timothy J. Sullivan, facsimile editor of the paper.

Published by McGraw-Hill Book Co., the 319-page book treats facsimile as a whole and incorporates the experiences of the authors, who since 1946 have published a facsimile edition of the Herald via WQAM-FM Miami. The stations—AM and FM—and the newspaper are both John S. Knight interests.

The book, titled Facsimile, is designed for the layman and seeks to fill in the "conspicuous" gaps in the record of the development of FX and its potentially great social and economic impact.

In the foreword to the new book, John V. L. Hogan, pioneer facsimile inventor and president of Radio Inventions Inc., points out that with wartime advances, facsimile "is no longer fettered by the limitations that were recognized eight or ten years ago." He emphasizes that "facsimile has become an expanding industry" and its techniques are so diverse they include many branches of the communications field, including broadcasting, point-to-point, mobile, military, na-\n
tional, air, and even amateur trans-\n
mission of text and pictures.

In chapters treating at length the relationship of FX to the other broadcast services, the authors explain that FX and FM are "natural partners" and that the two together "offer a lure which truly does make an AM set obsolete." This combination is considered as the "something new" needed to break the FM "log jam and provide set makers with an additional active sales line."

"In the vast national listening areas not reached by television or not likely to be reached for some years, FM-FX has no competition as a radio innovation," the book states.

The competition between FX and television is considered far less serious than commonly thought. "Television is radio business—show business," the authors explain, while "facsimile is the newspaper or publishing business. Radio is a minor element in facsimile, a means of transmission and nothing more."

Since "television is a personalized delivery of motion pictures" and is "ideal for picturing scheduled 'live' action events, such as sports or plays," TV requires careful planning and programming, the authors claim. On the other hand, facsimile is described as a "personalized delivery of a combined newspaper and magazine or any other printed material" and "de-

Hills-Sullivan Book Reviews Use

"They want their money before the court acts on giveaways."

(Continued on page 36)
The Case of the Walking Ducks

Newly hatched ducks, it seems, have to be kept moving to be kept alive. So smart engineers devised this special treadmill for them which keeps them moving for eight days. Mortality dropped to zero.

The same thing is true of a sales campaign. It's got to keep moving or it will die. And the surest, most economical way to do this in Baltimore is to put your sales message on W-I-T-H.

For here's the station that regularly delivers more listeners-per-dollar than any other in town! That means you can get big results for a little bit of money on W-I-T-H.

So if you want your campaign in Baltimore to produce low-cost results, call in your Headley-Reed man and get the full W-I-T-H story.
HEARING on the Dept. of Justice request for an injunction in its anti-trust suit against the Lorain (Ohio) Journal has been scheduled Nov. 15 to 18 in Cleveland. The suit charges that the newspaper, together with the WOLO-Elyria station, has engaged in a conspiracy to injure competing radio stations. 

Mr. Horvitz said the government's action is asking for power "to force the Lorain Journal to the advertising of any advertiser, the publication of which would not constitute a violation of state or federal laws. It goes without saying that the use of such power would not be limited by the government to the Journal. It would apply to all newspapers, magazines and periodicals of general circulation. That is the fundamental issue in the case. It is the only issue."

WOLO is located 10 miles from Lorain, Mr. Horvitz said.

"Maybe it's a case of the Journal being made a guinea pig in a move by the government to regulate and restrain newsmen, as well as fundamentals of democracy. Danger to any of these constitutional rights is a danger to the life of every resident of Lorain and to every newspaper." 

"Freedom of the press works both ways: It must mean freedom for a newspaper to print what it pleases as its owners decide, and it also must mean freedom of all newspapers, all radio stations, all media of expression to report the news—and to compete for advertising which is a form of news, as well as a revenue producer that helps publishers and broadcasters to pay news-gatherers."

PLACE of women in the community, and in the broadcasting business, with tips on developing women's programs commercially, provided the theme of a conference held Sept. 24 by District 3 of the NAB Assn. of Harriusburgh, Harrisburg, Pa.

Two Districts Discuss Women in Radio

AWB MEETINGS

1. Memorandum of Motion of January 26th, 1950, also District 4 MEETING

Two districts discuss women in radio

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AWB MEETINGS
Where Katy Park Industrial Development Corporation is building a new 50 MILLION DOLLAR Center on 23 acres of the "closest in" industrial property in the City. This is just the latest big industrial expansion in this Great Southwestern Metropolis, where ONE STATION LEADS IN ALL IMPORTANT CATEGORIES.

*at press time.

KPRC
FIRST in Hooper
FIRST in BMB
FIRST in the South's First Market
To sell Houston and the great Gulf Coast Area . . .
Buy KPRC
FIRST IN EVERYTHING THAT COUNTS

KPRC
HOUSTON
950 KILOCYCLES — 5000 WATTS

NBC and TGN on the Gulf Coast
Jack Harris, Gen. Mgr.
Represented Nationally by Edward Petry & Co.
...I know Fred Brokaw

You probably know him too if you are in this business. His many friends are really good friends. I guess it is not just because of his remarkable personality but because of his good, solid business sense.

I met him first a way back when he was a long, lanky, awkward freshman. We thought he was pretty good material for our fraternity up at Cornell. One night we invited him over for dinner just to "look him over". Later I planted myself in one of the upstairs studies. You see I was a senior then. As our boys were showing him the house they brought him in and conveniently disappeared. I asked Fred to sit down and after some discussion I had the honor of putting our pledge button on his lapel.

After he graduated he came to New York where I was already making progress in the advertising business. He asked me, "How do you get a job in this racket?" I objected to the name "racket" because I considered the business pretty important and liked to think it was a profession. I gave him the kind of advice a senior should give a freshman. Before I knew it he had a job selling magazine advertising. He made quite a name for himself and made friends who have never left him.

Then back early in 1933 I set up this radio representative business. Looking for the best man I could find, I took on Fred Brokaw. At first he was useless or worse. He couldn't seem to adjust himself to the lack of factual sales information that was characteristic of radio in those days. Then he came into my office one day and said, "I think I'll write an article about radio." I said, "You! You tell me you know nothing about radio." He wrote it and sold it to a national magazine. Among other letters one came from Deke Aylesworth, then president of N.B.C., inviting Fred to his office to meet John Royall, then in charge of programs. This probably helped Fred get his confidence, because from then on there was no question about his success in the broadcasting business.

I think most people in broadcasting know Fred Brokaw and share some of the feelings I have for him. We have been working together now for sixteen years. No man could have a more able, more agreeable, or more pleasant business partner.

Now Fred is going to Chicago to supervise our activities in the Middle West and West Coast. He is moving with his family and will make that his permanent home. I know he will be welcomed by his many old friends and soon make many new ones. He will have new responsibilities and new opportunities. Our vice-president Gar Packard will continue his very able work there as manager. I will miss Fred here in New York but his activities in Chicago, as resident partner, will balance our national organization. I know Fred Brokaw.

Paul H. Raymer Company, Inc.
RADIO AND TELEVISION ADVERTISING
New York Boston Detroit Chicago Hollywood San Francisco
Disc Jockey's Discharge
Court Upholds WINX in Possible Precedent Case

plea of a discharged disc jockey, Les Sand, for reinstatement on WINX Washington pending outcome of a $100,000 damage suit against the station was refused Thursday morning by Judge T. Alan Goldborough, of the U. S. District Court, District of Columbia.

The court accepted the contention of William C. Koplovitz, WINX counsel, that reinstatement would amount to a court order directing the station to carry a broadcast program.

Involved in the Thursday hearing was the possibility that stations would be unable to discharge talent, or other employees, without court involvement in injunction proceedings.

The hearing was held after Judge Goldborough had issued a restraining order in chamber Sept. 25 under which WINX was directed to reinstate Les Sand until argument could be heard. The judge had heard counsel for Mr. Sand, Philip Banks, ask the order on the ground his client had an oral contract with William A. and Dolly R. Banks, WINX owners who took over the station's assets last June.

Koplovitz Replies
Mr. Koplovitz argued the only arrangement between the station and Mr. Sand dealt with payment of $1,500 to Mr. Sand for each spot announcement on the 8-10 p.m. statement program on WINX. The station contended the disc jockey was hired on a week-to-week basis by the new owners. He had joined WINX in May and prior to that had been at WWDC Washington.

Mr. Sand contended in his suit that his professional career has been injured, and requested reinstatement on WINX, or as an alternative, $100,000 in damages. He charged that because of "unusual talents and abilities" the number of advertisers on the program was built up from less than 30 to around 100.

The complaint stated that early in September Mr. Sand got a letter from Dolly R. Banks, of WINX, saying the station would dispense with his services after Sept. 24 and terming the program uneconomical. This reason is described in the complaint as a subterfuge designed to let the station shift clients to other programs and use regular announcers at lower cost.

At the Thursday hearing Mr. Koplovitz said WINX had taken some of the time used by the jockey for public service programs, and an order compelling the station to reinstate the disc jockey would in effect put the court in the position of regulating station programming.

WINX is expected to file a motion for dismissal of the complaint on the grounds there is no cause of action at law.

Mr. Sand remained on WINX after the Sept. 25 court order until the order was dissolved Thursday.

Broadcasting • Teletcasting
1. ORMOND PLANTATION, up-river 17 miles from New Orleans. Built before 1800 by Pierre Trepagnier, and recently restored, Ormond House stands as a magnificent monument to the colorful days of the old South.

2. THE WORLD’S LARGEST STRAWBERRY AND SHRIMP FREEZING PLANT, located on seven square blocks at Ponchatoula, La. The main building can accommodate more than 15 million pounds of frozen food at one time. The expanding food industries in this area are another reason why WWL-land exceeds national average in increased income, 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.
GIVEAWAYS were much in the news last week. Among featured stories were:

1. A Gallup poll which shows that 83% of listeners tune in to giveaways.
2. A charge by Walter Schwimmer, president of Radio Features Inc., that giveaways were ruled off the air for "personal and emotional reasons."
3. An interview of Commissioner Paul A. Walker on Mutual's Meet The Press program in which he stated that the FCC was "not at all discouraged" by court orders.

The stories follow:

Gallon Poll Shows People Like Giveaways

HALF of the population believes giveaways ought to continue on the radio, according to a recent Gallup Poll results which were announced last week.

Dr. George Gallup, director of the American Institute of Public Opinion, reported that interviews conducted in all states showed that 83% listened to giveaways, although 32% listened "very sel- dom"; that 35% of those who listened found such programs "interesting"; that 50% of all those interviewed favored the continuation of giveaways.

In response to the question: "How often do you yourself, listen to radio giveaway programs?" 22% said "often," 20% said "once in a while" and 32% said "very seldom." Seventeen percent never listen.

The 53% who listened, in some degree, to giveaways, were asked if they found giveaways interesting or not. Of these, 53% found them interesting, 25% said they were not interesting, and 5% had no opinion.

All those interviewed were asked whether they thought such programs should be continued. In answer to this 50% said yes, 27% were opposed, 10% did not know, and 23% had no opinion.

Education was found to be a factor in the desire of respondents to keep or eliminate giveaways. Among those with college training only 40% would continue giveaways, 38% would abolish them, and 22% had no opinion. Among those with high school education 54% would continue giveaways, 24% would abolish them and 22% had no opinion. On the grade school level 40% would continue giveaways, 27% would abolish them and 24% had no opinion.

Schwimmer Makes Charges in Chicago

CERTAIN members of the FCC would like to see giveaways ruled off the air "for personal and emotional reasons," Walter Schwimmer, president of Radio Features Inc., charged Wednesday in a speech read before the Chicago Ra-

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GIVEAWAY TRIAL

NETWORKS challenging the legality of the FCC giveaway rules are proceeding with the trial of the Statutory Court in New York. CBS and NBC would be moved to move for

The trial itself is not expected to be of long duration. Comparative few witnesses are expected to be called and many of the facts may be put on the record by agreement. Affidavits already on file in the matter contain the burden of the networks' cases, it is said, although the networks intend to present it in a far greater detail in the opening of the case. The networks have referred to their complaints and affidavits.

Though network lawyers are cautious as to committing themselves to any timetable, it is believed that if any unforeseen delays come up, a Supreme Court decision in the case could be possible before next summer. It is a foregone conclusion that an appeal to the highest court will be taken regardless of whether the FCC or the networks win before the Statutory Court.

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JACKPOT BAN REACTION

Gallup Finds Public Favors Shows

since the days of the Federal Radio Commission. He was questioned sharply on the reason for the Commission's adoption of the rules by John N. Barden, then Mr. Schwimmer's address was read by William McGinueas, retiring president of the club, when the speaker was suddenly laid out of town.

"These FCC members know that the only way to get giveaways off the air is by finding a device," Mr. Schwimmer said. "There is no other way that they are using is a statute empowering lotteries. If the FCC had the privilege of censorship it would be a terrible thing. Then, by the simultaneous operation of the censorship rule, giveaways would be banned immediately and, as a corollary, so would other types of radio programs which certain members of the FCC might also personally dislike."

The Radio Features president predicted that if this should come to pass, "radio would become second-rate and cease being the great medium it is." He reminded the club that lottery is a serious offense under the criminal offense, and anyone committing a lottery is subject to some penalties.

The Gallup Poll noted that the most frequently mentioned reason for no longer entering the lottery was the belief that it was a "trivial" matter, and that 29% of the respondents had never entered a lottery. The poll also showed that 67% of those who entered lotteries were 30 to 59 years old, with the highest percentage of entrants in the 20-29 age group.

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NEWS PROTECTION

Given Under Ala. Law

ALABAMA last week became the fourth state to enact a law giving radio networks the same protection from revelation of news sources as that granted newspaper reporters and commentators.

The Alabama legislation became law without the signature of Gov. James E. Folsom.

The three other states that have amended newspaper privilege laws this year to grant equal protection to radio are Arkansas, Indiana and Maryland. Campaign to obtain this protection from states was started a year ago by the NAB Radio News Committee, of which E. R. Vadeboncoeur, WSYR Syracuse, was chairman, and Arthur C. Stringer, NAB staff director, was secretary.

The campaign has been continued since Mr. Vadeboncoeur's resignation as chairman by Wilton E. Cobb of WMAM Minneapolis, Ga., the new chairman. Other members of the committee are James L. Howe, WCTC New Brunswick, N. J., and Sig Mickelson, WCCO Minneapolis.

Page 38 * October 3, 1949
The consulting radio engineer prescribed uniform cross section towers of maximum strength and efficiency for this directional array, but the budget demanded a minimum of expenditure. So there was only one place to take the prescription—BLAW-KNOX.

The three type LT towers illustrated, although low in cost, have the strength and high factor of safety characteristic of Blaw-Knox design and engineering. The type SGN tower completing the array has the additional strength to support the heavy-duty FM pylon and any future TV requirements.

Your tower prescription will be promptly filled at BLAW-KNOX.
RADIO sellers appearing on the “Selling Radio” panel at the West Virginia Assn. of Broadcasters convention [Broadcasting, Sept. 19] (l to r): Joe L. Smith Jr., owner of WALS Berkeley WV; and WKNJ Charleston; John New, general manager of WTHR Norfolk, Va.; and Frank Silvernail, chief time-buyer, BDDO. They discussed radio sales problems before representatives of 34 stations.

WEST VIRGINIA Assn. of Broadcasters’ delegates learn about television from these experts making up a TV panel (l to r): Campbell Arnoux, president of WTHR Norfolk, Va.; John McCoy, chief television attorney of FCC; James T. Quirk, general manager of WKNJ Charleston; George B. Storer, president of Fort Industry Co., presiding chairman; Glenn Boundy, chief engineer of Fort Industry; James Ketchie of RCA.

LUNCHEON speakers John S. Phillips, of WCAW Charleston, president of the West Virginia Assn. of Broadcasters; and Jennings Randolph, former U. S. Representative from the Mountain State and now executive vice president of Capital Airlines, chat during meeting held Sept. 16-17 at the Greenbrier Hotel, White Sulphur Springs.

WARNER DRUG
Firm To Sponsor Winchell

SPONSORSHIP of the ABC Sunday night Walter Winchell broadcasts by William R. Warner Co., New York, effective Jan. 1, 1950, was announced jointly last week by Elmer H. Bobst, president of the company and Mark Wood, network president.

The weekly broadcasts on behalf of the drug firm’s Richard Hudnut Home Permanent Wave and other hair products, were contracted for directly by the firm, which is represented for its Richard Hudnut, Du Barry and other beauty products by Kenyon & Eckhardt, New York.

The contract was said by the network to involve more than one million yearly for time charges and Mr. Winchell’s services. Program is currently sponsored by Kaiser-Frazer Corp., Willow Run, Mich. (Through William Weintrub Co. New York).

NETWORK BOXSCORE
Number of commercials on the four nationwide networks, Aug. 31
228
Number of network commercials, ending during September
7
Number of network commercials on the four nationwide networks, Sept. 30
554

September Additions
SPONSOR
Frank H. Lee Co. AGENCY
Rubi. Montgomery Grey
Gaytestress Press Thurs. 10-10:15 a.m.
Petri Wine Co. ABC Tues. & Thurs.
Richfield Oil Corp. M, H & J
of N. Y. p.m.
Ambrose, Inc. ABC
ABC
Rosie Co. ABC
Bruno-Ritter Thurs. 10:45-11 a.m.
Durkee
Seronov Inc.

September Deletions
SPONSOR
Caromotion Co. AGENCY
 contested hour - Wally
Gen. Electric Co. NBC
Sbk Meo. Times
Wildroot Co. &R
Amer. Bldg.
Railroads
Weshop Inc.

BROADCASTING • Telecasting

FELMAN CASE
FCC Files Supporting Brief
SUPPORTING BRIEF has been filed by FCC to its motion for dismissal in the U. S. District Court for the Northeast District of Illinois, Eastern Div., of complaint filed by A. J. Felman against the FCC’s new rules banning time reservation pacts in station ten.

FCC claimed that Mr. Felman, one-time owner of WJOL Joliet, Ill., which he sold in 1937 for a consideration including reservation of free air time, had acted prematurely in filing complaint since he had not completed his appeal before FCC. The Commission further pointed out that the U. S. Court of Appeals for the District of Columbia had supported FCC’s stand in dismissing a similar appeal by Mr. Felman. This latter appeal had been directed against the FCC’s revised proposed decision to grant renewal of license to WJOL on condition the station sever the time contract.

Radio Helps Cupid
WBAL Baltimore is proud of its help in obtaining a job for a young California girl, beset with problems, via a 90-second spot over Morgan Beatty’s News of the World (NBC). Peggy Petersen, who fell in love with William J. Sandsbury, a prisoner, while she was receptionist at San Quentin, Calif., drew her savings out of the bank and followed him to Baltimore where Maryland authorities wanted him on forgery charges. Her funds fast depleted because of lawyer’s fees and living costs. Mr. White, WBAL newscaster, carried a spot on the Beatty show telling the girl’s story. A Baltimore rug dealer, whose uncle is a physician at San Quentin, hired her as secretary until her fiancé is released and they can marry.
WSAP Switch
Proposed in FCC Decision

INITIAL decision to grant WSAP Portsmouth, Va., switch from 250 w on 1490 kc to 5 kw on 1350 kc, directionally, was reported last week by FCC.

The Commission also announced proposed decisions to grant Coast Radio Broadcasting Corp., a new 5 kw daytime outlet on 1540 kc at Los Angeles and to deny new 10 kw daytime on 1000 kc to Evangelist C. Thomas Patten at Oakland, Calif. FCC considered Mr. Patten personally unqualified.

The initial decision, written by FCC Hearing Examiner Fauney N. Litvin, found that the proposed WSAP regional operation would not cause objectionable interference to any existing station. The decision stated that the proposed night service would cover only 65% of the population within the Portsmouth-Norfolk-Newport News area, whereas the Commission’s rules require 90% coverage, but held that this deviation should not preclude the grant. It pointed out the area now receives limited service and the WSAP proposal would serve very substantial area and population both day and night.

Coast Radio was preferred by the Commission over two other applicants on grounds of greater ownership-operation integration. Proposed denials were issued to Huntington Broadcasting Co., Huntington Park, Calif., a part of the Los Angeles metropolitan area, and to San Gabriel Valley Broadcasting Co., Monrovia, Calif., both seeking the same assignment.

San Gabriel Ruled Out

The Commission ruled out San Gabriel Valley Broadcasting on ground it was financially unqualified in view of the death of one of its principal stockholders and capital contributors. Earlier the Commission had denied the petition of this firm to amend its application so as to show new stockholders and financial arrangements. FCC held such an amendment would constitute a new application and further delay the already-drawn-out proceeding.

In denying the application of Mr. Patten, who was said to hold extensive hotel and real estate interests in the Oakland and Los Angeles areas, the Commission alleged that the applicant misrepresented civic interests and proposed program plans as well as details involving the Oakland Bible Institute and Academy of Christian Education. Mr. Patten is director and Mrs. Patten dean and director of both institutions.

The proposed decision stated that these "misrepresentations indicate an underlying propensity on the part of the applicant to embellish or fabricate facts whenever he might consider it to be to his advantage to do so" and that "even when an opportunity was presented to rectify or correct a misinterpre-

They Took The Air

RADIO coverage of Democratic Western States Conference was the heaviest of any such event ever held in the West, according to William Boyle Jr., chairman of the National Committee. Sixteen network programs carried the story of the conference to the nation and the West, with Vice President Alben W. Barkley and others taking part in broadcasts. The broadcasts began as early as July 12th before the conference opened.

In Buffalo you can go places fast with WGR

---AND ITS HIGHER-THAN-EVER HOOPER RATINGS

EDGAR BERGEN - ARTHUR GODFREY - BOB HAWK - SUSPENSE
LUX RADIO THEATRE - MY FRIEND IRMA - BUDDY CLARK
LOWELL THOMAS - HALLMARK PLAYHOUSE - SING IT AGAIN
DICK HAYMES - EDWARD R. MURROW - RELAY
MR. & MRS. NORTH - THE GOLDBERGS
LUCILLE BALL - ABE BURROWS - MAE WEST
JOAN DAVIS - GROUCHO MARX - DAVE KEAN
MR. CHAMELEON - DR. CHRISTIAN BING CROSBY - BURNS & ALLEN
EVE ARDEN - AMOS 'N ANDY - JACK BENNY
HARRY HAYES - FAMILY HOUR OF STARS
RED SKELTON - HELEN HAYES - REED HAYDEN
PHILIP MARLOWE - GANG BUSTERS - DINAH SHORE
PHILIP MARLOWE - GANG BUSTERS - DINAH SHORE
HIT THE JACKPOT - THE PEOPLE - VAUGHN MONROE

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RED SKELTON - HELEN HAYES - REED HAYDEN
PHILIP MARLOWE - GANG BUSTERS - DINAH SHORE
PHILIP MARLOWE - GANG BUSTERS - DINAH SHORE
HIT THE JACKPOT - THE PEOPLE - VAUGHN MONROE

Rand Building, Buffalo 3, N. Y.
National Representatives: Free & Peters, Inc.

October 3, 1949 • Page 41
How The Friendly Voice Makes Listeners Loy

Nestled in the great Ohio River Valley in the hills of West Virginia, WWVA sends its 50,000 watt beam into the prosperous steel mill belt of Pennsylvania, into the coal mining areas of Ohio and into the tobacco and cotton sections of North Carolina, and in and around and about the Blue Ridge Mountains of Virginia. (BMB says so.) That's a lot of territory and a lot of listeners! In fact, 8,338,180 people live and work in the 230 counties of this 11-state area WWVA reaches. And they set their dials at 1170 because they like
the homey local programs and the top-flight shows that WWVA sends their way. Proof? Last year—1948—more than a half-million pieces of mail came from WWVA listeners, and WWVA artists played to nearly one-half million people in personal appearances!

We're proud of WWVA, and we're equally proud of all Fort Industry stations because each, in its area, commands the same listener loyalty and responsiveness. Why? Because Fort Industry, since its inception 22 years ago, has reinvested over 73% of its profits in better facilities and service for the benefit of the people in the seven vital markets it serves.

THE FORT INDUSTRY COMPANY

WSPD, Toledo, O. • WWVA, Wheeling, W. Va. • WMMN, Fairmont, W. Va.
WLOK, Lima, O. • WAGA, Atlanta, Ga. • WGBS, Miami, Fla. • WJBK, Detroit, Mich.
WSPD-TV, Toledo, O. • WJBK-TV, Detroit, Mich. • WAGA-TV, Atlanta, Ga.

National Sales Headquarters: 527 Lexington Ave., New York 17, Eldorado 5-2455
Editorial

Freedom or Hokum?

FOR MANY months it has been an open secret in radio regulatory circles that something would pop up on the so-called issue of "monopoly in public opinion". It erupted violently with the filing of an antitrust suit against the Dept. of Justice against the Lorain (Ohio) Journal, and it was founded largely on alleged coercive practices against WEOL-AM-FM Elyria-Lorain.

The Department, of course, at this stage merely alleges conspiracy to monopolize the dissemination of news. The individual principals of the newspaper upon inquiry of this journal, denied the charges on all counts. The stations are maintaining silence.

If the Lorain Journal in fact has tried to acquire ownership of the stations and of a competitive Sunday newspaper by refusing to accept the business of companies which have used these other media then it has perpetrated an unfair trade practice of a most reprehensible nature. And the laws should be invoked.

It is usual in such proceedings to haul out the First Amendment and to haul up the freedom of speech pennant. For 18 years Broadcasting has never failed to call its shots as it sees them whenever freedom of the media of expression has been impinged upon ever so lightly.

But it is another matter to attempt to monopolize by coercion. When the privilege of press freedom, or for that matter of radio freedom, is abused to the extent of introducing unfair trade practices, we think the issue transcends the guarantees of the First Amendment.

This case also may possibly compass the refusal of some newspapers to publish the logs of their own stations while denying space to others.

For these reasons, we applaud the action of the Attorney General in the Lorain case which now is necessarily inquisitorial. If the newspaper is innocent of the charges, the courts will so decree. If the reverse is true, then those responsible should be enjoined forthwith.

Railroading the Railers

THOSE who are exposed to the spirited (and oft-times spiritual) declarations of competing media, know immediately that the American listener is a monor or, at best, an individual of lowly intellectual estate.

The favorite pastime is to berate the tuner-in as a lowbrow, a moron, a free-rider, a production drama and of jazz. He is portrayed as a sad prospect who might inadvertently hear a commercial and then not understand it.

Let the space super-salesman take pause. Let him, for example, take the case of The Railroad Hour. Railroad men are hard-bitten businessmen. They have faced a competitive battle in the transportation field. After careful study they decided to address the public by radio.

The results: The Monday evening program of operettas and musical comedies, according to the railroad's own scientific survey, is heard by "unusually intelligent people." It isn't an audience merely of lovers of better music. It comprises business and professional people, students, ministers, public officials, workers and perhaps even an occasional politician. The many railroad workers have pride in the program and an improved esprit de corps has resulted.

This is another saga in the success stories that belong to the pages of theseBuffet million listeners are of that species of 13-year olds the space salesmen shudder about, let them make the most of it. And then let them malign no more.

An Editorial

PROP. MITCHELL V. CHARNLEY, of the U. of Minnesota, comes forward (see OPEN Mike, page 14) with an eminently sensible suggestion. It is, that a station expressing its views over the air for no startling descriptive purposes, can call itself: "Editorials." He points to the dignity which the word has attained through the efforts of thousands of zealous editors during the centuries since Gutenberg invented movable type.

Let us use this to play a great deal, as said for Prof. Charnley's suggestion. Radio, we have long contended, is simply a swifter and more all-encompassing journalism. It is audible journalism. What better name then for spot announcements?

Prof. Charnley, you may advance to the head of the class.

NARBA Snarl (Mex.)

ON ANOTHER page in this issue appears a single-column advertisement of XER, a Mexican border station. The ad proclaims that the clear channel licensed to operate with 150,000 w, drew more than one million letters from American listeners. It claims that the station blankets the U.S.

XER doubtless is a good station technically. It occupies one of Mexico's eight I-A (entirely clear) clear channels. Its authorized power is three times that allowed in the United States or Canada. Its transmitter is at Villa Acuna, just across the border from Del Rio, Tex., and it uses the latter location as its "mail address."

The facilities essentially are those formerly assigned to the earlier notorious Dr. John R. Brinkley, whose goat-gland rejuvenations and prescriptions by remote control were known wherever the signals of his XER were heard. Dr. Brinkley was thrown off the U. S. air and took refuge in Mexico. That was the onset of the big-time border radio rush.

Paradoxically, this XER advertisement (one of a scheduled series) is placed as the quinquennial NARBA conference is off to a gloomy start in Mexico. Mexico is XER's only American-recognized station. Chances for negotiation of an acceptable and effective treaty are regarded as dim because of Mexico's supposedly premeditated nonexistent border station.

The "border station" problem is high on the Montreal agenda. The very essence of NARBA, since the first treaty was drawn in 1927, been that facilities are allocated to serve the nation as a whole as far as possible. And the border is an all-important consideration. Border crossings are among the busiest in the world, and radio outlets are used in Mexico for commerce and to disseminate news of a very vital nature.

The United States has dealt in good faith with Mexico and other Latin nations in keeping with our Good Neighbor policy. Mexico, it seems to us, is using this "charm offensive" by abasing itself from the Montreal Sessions, indicating lack of courage and fortitude to meet the border station and other important radio problems head-on. Without Mexico—or any other North American nation—there can be no radio Monroe Doctrine.

Our Respects To—

PAUL BURNHAM MOWREY

ALTHOUGH his grandfather put in the first street lighting in London, Paul Mowrey concedes that it had nothing to do with his early interest in lighting.

But the fact remains that this interest led him to high school and college theatricals, and these two sources of lighting experience provided Mr. Mowrey with the necessary springboard to television in the summer of 1938. Today he bears the title of ABC national director of television.

A native of Dayton, Ohio, Paul Burnham Mowrey was born February 29, 1912. One year later the family moved to Montclair, N. J., where he attended Montclair High School, graduating in 1935.

While in high school, Young Mowrey became aware of the extensive little theatre activity in the community and recognized the potentialities of a lighting business. Buying a piece of equipment here and another there, he soon began to evolve a highly successful rental business. With profits he was able to enlarge his equipment availability. Soon he was lighting and maintaining five Board of Education stages in Montclair.

After graduation from high school he entered Ithaca College in Ithaca, N. Y. There he found an even greater potential for a lighting business, what with a number of colleges in the area that required equipment for dances and outdoor spectacles as well as for dramatic purposes. He also found customers among the community's businesses. By his junior year, the future TV executive employed 15 men.

With his B.S. degree gained by June 1939, and a successful lighting business, which he sold, all behind him, Paul Mowrey moved on to television.

Following graduation he immediately went to work for CBS in New York as a lighting consultant. But he modestly recalls that this first job taught him the difference between stage lighting and that of television. Having mastered the intricacies of studio lighting he next turned to remotes as assistant director of remote operations for W2XAX, CBS New York TV outlet.

While on that assignment he surveyed a number of television remote locations which made him proficient in remote programs. Before long Mr. Mowrey acquired an intimate knowledge of slightly more than 100 such locations. With this background plus numerous on-the-spot experiences, he was named manager of remotes.

In 1940, he went back into the studios, this (Continued on page 48)

BROADCASTING • Teletcasting
The Collegiate Game of the Week

Bob Elson and "Red" Grange, America's most authoritative football broadcasting team, will air the "Game of the Week" each Saturday afternoon for the Nash Dealers of Chicago. Elson's accurate call of the play-by-play and Grange's technical analysis of the game and strategy, plus his wealth of football anecdotes add up to the most informative and colorful football broadcasts in the nation.

On

WJJ D

Chicago

50,000 Watts

A Marshall Field Station Represented Nationally by Avery-Knode
MARGARET TRUMAN talks about her scheduled appearance Dec. 20 as guest soloist on the Carnegie Hall program, ABC series. Grouped about her are (1 to r.) James A. Davidson, her clearance manager; Charles A. Daniel, ABC president, American Oil Co., sponsor of the series; and Robert Giles Swan, radio director, Joseph Katz Co., agency for American Oil. Miss Truman will make the professional singing appearance at Carnegie Hall in New York.

ADVERTISING—"More glamorous is the most misunderstood because of mouth-to-mouth fables, Fairfax Cone, chairman of the board of Foote, Cone & Belding, asserted at the opening session of the Chicago Federation Advertising Club's workshop in Chicago last Monday.

Addressing advertising workshop enrollees, Mr. Cone explained that misconceptions are largely responsible for more than 90% of college and university graduates without professional degrees preferring advertising as a career. "Advertising is a matter of bright ideas and pictures, as so many graduates believe, but is a part of the business of selling, and has many sides. It is mostly a business of very hard work," Mr. Cone emphasized. "The glamour in radio and television is all on the entertainment or the-atrical, rather than the advertising, side. The advertising part of a radio or TV show is the two and one-half minutes of commercial time that has to pay off."

Although advertising starts with the advertiser, it centers—in product and service advertising—in the agency, he explained. The modern agency, Mr. Cone said, "is a fairly complex, highly organized opera-tion and service—representation of the 1948 Sugar Bowl game. For these and other accomplishments in television, his efforts have not gone unrewarded. In 1947 as well as 1946, he was the recipient of awards from the American Television Society. Nor have the many miles of travel gone unrewarded. Sent to Cincinnati on business in early 1945, Mr. Mowrey met Hazel Kerns, then assistant promotion manager of WCKY. On Oct. 13 of that year they were married and established their legal residence in Monclair, N. J.—a residence they have mostly been away from since August 1948. Mr. Mowrey became busied with the supervision and production side of launching the five new television stations. When time permits, Mr. Mowrey hobbies with motor-boats than any other modern business"—time almost nothing is left to chance.

"Just as the best advertising that can be devised must always fail to sell and resell a poor product, so poor advertising helps very little in promotion of even an excellent one. Marketing and mer-chandising work less than words and pictures, are part of the agency job," he observed.

Mr. Cone outlined agency structure, along with each departmental function. Although straight radio commercials are usually written by agency people, radio and TV entertainment "invariably is written and produced by outside, independent contractors." Show planning, with performer negotiations and actual production, is part of the agency obligation, he noted, and this department is usually one of the largest and busiest in any advertising company."

Mr. Cone suggested that would-be advertising personnel seeking jobs outside actual ad departments and agencies, look into media (selling, research, promotion, merchandising), production (art, radio, television, merchandising), or research (product, media, sales).

"The opportunities in advertising are many, varied and endlessly exciting. There is a thrill of new products, competition—and, television, coming up like thunder across the sea," he concluded.
Des Moines Registration

John Alexander, KODY; Mahlon Aldridge, KPRU; Charles R. Blythe, KCMO; Kenneth H. Baker, KMB; Harold Baker, KIGA; Kenneth J. KICD; Lawrence H. Butler, KXIC; Robert J. Burton, BMI; Mark W. Bullock, KFDF; Ben H. Bennett, KMB; Harry Burke, KFAB; Jim Bormann, KDKX; John Blackburn-Bennett, KDKX; Clarence E. Breaseal, KCMO; Wendell E. Breaseal, KMIC; K. L. Cater, KICD; Paul Clark, RCA; Wm. J. Croker, KDEC; W. H. Clark, KFSB; Lyde D. Delworth, WOW; R. Doherty, NAB; Robert Dillon, KNTT; J. D. Daly, KDMO; Jacob E. Mood, KDOC; Frank Eells, KDAG; Fred Ebener, WOW; Jim Eells, KGLO; Paul Elliott, KRTN; R. W. Evans, KCMO; Harold Fulsom, WHO; Charles Freberg, WOC; J. Noland Frantz, KMCB-KFPL; Eugene F. Gerler, KMBC; G. E. Griewe, KFEG; Kenneth Gfeller, WHO; Hugh M. Grauer, World Beige System; K. S. Gordon, Dubuque.

H. F. Holm, KSO; H. R. Holmes, KAYL; Kolin Hager, SESAC; Austin A. Harrison, KWSM; Ray V. Hamilton, Blackbur-Hamilton; Bert Horswell, C. F. MacGregor; Gus Hansen, Standard Radio; E. J. Hubel, KTRX; L. L. Hilliard, KOLT; Harold W. Higby, Boone Bennett, B. Hook, KGLD; Emmett Hasselt Jr., KROS; Robert G. Irving, KCMO; E. E. Jones, KICD; Frank P. Kendall, KBUR; John Kerri- gian, WHO; K. Moist, KCMO; Chas. Kooper, KMB; John Langlois, Longworth; Bert Lown, Associated Program Service; Maury Long, Broadcasting, Griswold, KPEF; Kenneth Gfeller, WHO; Hugh M. Grauer, World Beige System; K. S. Gordon, Dubuque.

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Check these advantages—

- Compact—requires minimum mounting space. Six pre-amplifiers or 4 program/amplifiers mounted in 7-inch rack space.
- Simple Maintenance—plug-in construction permits easy removal for servicing. Tubes and parts readily accessible.
- Electrical performance far exceeds FCC requirements for FM and TV.
- Plug and receptacles have gold-plated pins and sockets for noise-free contacts. Sturdy, long-lasting components.
- Convenient push-buttons on front chassis permit rapid tube checking.

G-E PROGRAM/MONITOR AMPLIFIER

A single unit serves as either program or monitor amplifier. Eight watts output. Four of these amplifiers mount in shelf shown above.

NAB MEETINGS

Dists. 2, 3 Change Dates

Two NAB district meetings—Districts 2 and 3—have been assigned new dates due to conflicts in hotel arrangements. District 3 (Pa., Md., Del.) will meet Oct. 25-27 at Skytop Lodge, Skytop, Pa., instead of Oct. 25-28.

The District 2 (N. Y., N. J.) meeting will be held Nov. 3-4 at the Berkeley-Carteret Hotel, Asbury Park, N. J., instead of Oct. 27-28. New registration and hotel reservation forms have been sent to stations in the two districts.

EMERSON RADIO & Phonograph Corp., New York, has declared regular quarterly dividend of 50% per share on 800,000 shares of stock outstanding, payable on Oct. 15, 1949, to stockholders of record at close of business Oct. 6.

October 3, 1949 • Page 47
By RUFUS CRATER

(Also see page 28 and page 4)

FLARING TEMPERS and implicit accusations of industry stalling marked last week's opening sessions of the long-awaited FCC hearing to stake out the immediate future of color television.

Goaded principally by Comrs. Robert F. Jones and Frieda B. Hennock on their pleas for a cautious approach to color, industry spokesmen underwent more than three days of critical and often caustic questioning before the hearing's first color-system sponsor, RCA, reached the stand to unveil its case late Thursday and Friday.

RCA testimony revealed the company's own estimates of the costs of color sets and converters for its "completely compatible," all-electronic 6-me system, including the possibility of a low-price receiver employing two colors instead of three. The new-set estimates ranged from around $400 for the two-color receiver to $1,000 for a deluxe projection set with a picture 15 by 20 inches.

Their own estimates on receiver and conversion costs for the respective systems of CBS and Color Television Inc. were expected to be produced later in the hearing. Earlier, over the protests of CBS, RCA had presented a table showing manufacturers' estimates that a 10-inch color-monochrome set on CBS standards would cost to 155% more than a comparable present-day black-and-white receiver.

Meanwhile, as both RCA and CBS commenced extensive testing of their respective systems in Washington, a tentative time-table was worked out calling for side-by-side comparisons of these two systems and black-and-white television during the week of Nov. 14, with Allen B. DuMont, an advocate of delay on color, handling the black-and-white. Comparative transmissions via coaxial cable also will be made over a special loop between Washington and Baltimore. In- doory originations will be from NBC's WNBW Washington studios since RCA has no portable equipment available, while CBS and DuMont plan to compare color and black-and-white telecasting of a football game. Comparative transmissions of films may be made by DuMont and RCA in Washington, and DuMont and CBS in New York.

RCA, CBS Tests

While RCA and CBS were testing their respective techniques in Washington, Color Television Inc. was engaged in similar tests in San Francisco and plans were on foot for a demonstration to FCC there in late November. RCA meanwhile offered to demonstrate principles of the CTI system in Washington—saying, however, that it recommended against adoptions of either this or the CBS system.

The first week of the hearing also disclosed that FCC laboratory engineers, under E. W. Chapin, have converted standard black-and-white receivers to operate under the CBS system at costs (for parts) ranging from $4.61 to $12.01 each. Industry engineers were pressing for a demonstration of these along with the comparative showings by RCA, CBS, and DuMont.

DuMont meanwhile was awaiting FCC action on a petition asking that "the initial demonstrations of color systems be required to include comparable demonstrations of black-and-white commercial systems under conditions controlled by the Commission." The initial color demonstrations for the FCC's color freeze are slated for Thursday and Friday (Oct. 6-7) in the case of the CBS system and next Monday (Oct. 10) for RCA's.

The CBS system, requiring modification of existing sets to permit reception of color signals in black-and-white, was handed a setback early in the hearing when manufacturers, through RMA, went on record for adoption of a completely compatible system—one that requires no receiver modifications for reception in monochrome. Both RCA and CTI claim complete compatibility for their respective systems.

RMA's Reversal

The RMA stand, a reversal of its earlier endorsement of FCC's position permitting "relatively minor modifications," aroused prompt protest from CBS and was the subject of frequent probing from the Commission and FCC counsel.

The hearing dragged far behind advance forecasts as witnesses were kept on the stand for questioning of a duration and aggressiveness which no one apparently had anticipated. Observers thought it clear that the Commission, itself under intense Capitol Hill pressure on the color question, meant to build up as complete a record as possible.

At the end of three days three witnesses had been heard—some of them incompletely, although cross-examination by the participants won't begin until all direct testimony has been completed. FCC's original estimate of three weeks for the color phase of the hearing—which is only one part of the far-reaching UHF-VHF proceeding—seems likely to only 50% accurate unless the pace is quickened sharply.

Most of the interrogation was handled by Comr. Jones, the Commission's most outspoken advocate of color, and Comr. Hennock. They hammered the witnesses persistently with demands for an explanation of manufacturers' advocacy of delay on color, for reasons why color shouldn't be authorized now, for an account of the industry's role in promoting color, and for reasons why it hasn't done more. There were indications that FCC counsel, at any rate, are toying with the idea of maintaining the year-old VHF freeze until color is standardized. Assistant General Counsel Harry M. Plotkin wanted to know whether witnesses thought this would hasten the development of color. The witnesses did not.

Speed Freeze

One of them, Philco Vice President D. B. Smith, appearing for RMA, felt that color would be speeded by lifting the freeze. Then, he said, manufacturers would sell more sets and have more money to spend on color research. Another, RMA President R. C. Converse, thought lifting the freeze might have no effect on color progress.

RMA, which felt that color is not yet ready, came out for creation of an industry committee comparable to the old National Television Systems Committee, to

(Continued on page 50)
Color Television Inc.'s George E. Sleeper Jr., vice president and chief engineer.

RCA Lab's E. V. Engstrom (l), vice president in charge of research, C. B. Jolliffe, exec. vice pres.

CBS counsel included (l to r) Richard Salant, former Judge Samuel Rosenman and Ralph F. Colin.

Color Television Inc.'s counsel Carl I. Wheat (l) and Samuel B. Smith, with CTI Pres. Arthur Matthews (r).

RMA Pres. R. C. Cosgrove (r) with E. K. Wheeler, RMA counsel.

RCA's Glen McDaniel, attorney (l), and former Sen. Burton K. Wheeler, RMA counsel.

DuMont's Thad H. Brown Jr. (l), attorney, and (l to r) Engineer Jesse Haines, Research Director T. T. Goldsmith Jr., and Richard Tingley, engineer in charge of color research.

Philco Vice President D. B. Smith (r) with Henry Weaver, Philco counsel.

FCC counsel included (l to r) Attorney Joseph Nelson; Benedict P. Cottone; Assistant General Counsel Harry John McCoy, chief of TV legal section; General Counsel M. Platkin; TV Engineering Chief Curtis B. Plummer.

CBS' Peter Goldmark (l), Wm. B. Lodge, vice pres. chg. gen. engrg.
FCC’s Schedule Load

DESPITE concentration on the color television hearing, FCC is squeezing meetings into its schedule whenever possible in an effort to keep other Commission activities moving. One such session was held last Wednesday afternoon. Another is scheduled this day, since this week’s TV sessions don’t start until Tuesday. The next meeting is scheduled for Oct. 19-20, after which the Commission hopes to return to its regular schedule of meetings every Wednesday.

TV Hearing
(Continued from page 48)
work up recommended standards—perhaps on a collaborative basis, with the deadline to be set by the Commission.

The Joint Technical Advisory Committee, through President Donald Fink, wanted establishment of UHF-VHF allocations as “Step 1,” with at least six months’ public testing to precede the standardization of a color system if a “suitable” one is found to be available.

Manufacturers, said RMA President Cosgrove, want color “at the earliest practicable date consistent with the establishment of sound standards,” but feel that adequate field and practical home tests have not been made to establish the soundness of standards. The association favors no particular system other than one that is wholly compatible with existing black-and-white standards, he declared.

RMA recommended immediate lifting of the VHF freeze and opening of the UHF band, arguing that these actions are necessary “before we can have a nation-wide television service.”

RCA, through E. W. Engstrom, vice president in charge of research for RCA Labs, also recommended that FCC lift the freeze immediately and proceed with UHF allocations.

The company asked the Commission to specify compatibility as a requirement for color, to “encourage prompt and thorough color television field tests,” and to “establish a time schedule for the industry to recommend standards to the FCC for color television broadcasting.”

Dr. Engstrom said field tests of the RCA system currently in progress in Washington would provide “the extensive data and the assurance through experience needed to crystallize the service. We shall press forward . . . to obtain this information . . . so as to permit planning for the beginning of regular television service. We welcome others to join in the observations and tests.” The RCA system, he said, will be demonstrated to the industry next Tuesday, the day after the official demonstration for the Commission.

RCA Plans

When Dr. Engstrom noted that RCA plans to make data on its color circuits available to the industry and that “other manufacturers may, if they desire, make sets and test them,” Comms. Engstrom said that Dr. Engstrom wanted to know how long this would take. Dr. Engstrom said bulletin boards would be issued periodically between “now and January.”

Comms. Engstrom suggested that photographs of each step in the circuit operation be made and presented to FCC and the industry. Dr. Engstrom said he thought this could be done in a relatively short time.

Dr. Engstrom disclosed that network color programs under RCA’s system would come off A-line present coaxial cable as monochrome. He pointed out that “for networking color television programs, the relay facility . . . must pass a frequency band 4 mc wide.”

The telephone company’s present cable accommodates a bandwidth of about 2.8 mc, though AT&T says much greater bandwidths will be provided in the future.

On a 2.8 mc cable, Dr. Engstrom said, “programs from the RCA color system will be available for rebroadcast in black-and-white.” They also will “pass over existing 4-mc band radio relays and over new 4-mc band radio relays and coaxial cables and will be available for rebroadcast in color,” he declared.

RCA, RCA, and JTAC all took exception to FCC’s definition of “compatible” as permitting all systems which would require “relatively minor modifications” before existing sets could receive color in black-and-white. They contended that a system which requires modifications is “adaptable.”

Compatibility, said Dr. Engstrom, is important to the present set owner and even more fundamental to the “economics of a color television broadcasting service.”

RMA took a similar position, contending that adoption of a non-compatible system would obsolete existing sets or require major modification, which would undermine public confidence in the industry and the Commission, and would mean that the stations now on the air will be forced out of business.”

RMA President Cosgrove predicted three million sets in use by the end of the year, representing a public investment of $1 billion, and said it has been proven that “converters, adapters, etc. are not purchased by many receiver owners.”

Dr. Engstrom told the Commission that adoption of a completely compatible system would aid in the transition from monochrome to color, permitting the broadcaster to change at will from one to the other with no resultant loss of audience.

RCA, he said, believes that with appropriate production design new color receivers can be made available at reasonable cost, practical to install and simple to operate. In support of this claim he released the following engineering estimates of probable market prices of new RCA color-system receivers, pointing out that specific designs and
THE much discussed CBS designed and constructed color converter, which, with a simple adapter built into the set, enables a black-and-white television set also to pick up the color broadcasts of the CBS sequential color TV system, is examined by a viewer. Converter is mounted on the front of the set. When viewer wants to see color television, he merely slides it in front of his screen. If he wants to see the broadcast in black-and-white, he slides the converter aside.

Dr. Engstrom said existing monochrome sets may be converted to receive RCA color by any one of three methods: (1) A separate converter containing appropriate electronic gear and picture-tube viewing arrangement, giving a picture of 10-inch diameter; (2) a new projection unit to be substituted for the cathode ray tube in the black-and-white set; or (3) a converter which adds a second cathode ray tube to the black-and-white set, providing for viewing of the two cathode-ray-tube combinations. The latter, he said, may be built for 10-inch table models at a cost of $125 to $175 for the set owner, plus an extra $29 for installation. He also reported that RCA has started work on a field type color camera and associated equipment which is slated for field tests next spring. A mock-up of this camera will be on display at the demonstration, he said.

Cost Estimates

Manufacturers' estimates on the cost of converting existing sets to the CBS system, and of manufacturing new black-and-white and color receivers, were accepted by the Commission over the protests of CBS, with the observation that they will be used "on a basis of recompense to the manufacturers who are working with CBS, indicated many of the estimated costs are not enough to cover the cost of converting sets" (General Electric). Mr. Smith, however, pointed out that CBS authorities had a chance to suggest the names of additional manufacturers for inclusion in the survey.

Individual manufacturer's estimates on the cost of converting a 10-inch set to receive CBS color in black-and-white ranged from $20 (Admiral) to $100 to $130 (Stewart-Warner, Stromberg-Carlson, DuMont), with one company (Farnsworth) counting the cost of a new cabinet alone at $241. Estimates for converting the set to CBS color ranged from $130 (Colonial) to $460 (General Electric), with four firms commenting merely "not practical" (Admiral, Hazelton, Magnavox, Stromberg-Carlson). Three other companies gave estimates and also reported conversion to color "not practical" (Philco, DuMont, RCA). Cost of a new 10-inch color set, compared with a $250 present-day receiver, was estimated from 100% (Colonial) to 205% (General Electric).

Mr. Smith explained that the survey produced figures only on the CBS system since it was felt that not enough data were available to permit estimates on those of RCA and CTI. One company, Admiral, put probable cost of a combination black-and-white and color receiver using RCA standards at "between $700 and $800."

Another committee, headed by Virgil M. Graham of Sylvania Electric Products, submitted a report of manufacturers' estimates on probable time needed to produce equipment for the CBS, RCA, and CTI systems, respectively (see table page 50). CBS protested this on grounds similar to its objections to the cost data.

Thomas T. Goldsmith Jr., research director of DuMont, outlined 30 field test subjects compiled by an RMA committee under his direction. The committee, he said, felt these tests must precede standardization of color. They included tests to determine whether color television is more susceptible to co-channel interference than black-and-white; operation of sets (several hundred if practical) by laymen in their own homes; conversion of a wide variety of sets; performance of color telecommunication, and overall performance of pickup equipment under operating conditions.

Under questioning Mr. Goldsmith said he felt it would take a year or two of field testing to insure safe standardization.

More Data Asked

After a heated exchange, the report was sent back to RMA for clarification and for additional information.

A fourth RMA study, undertaking to "grade" the various color systems, was presented at the outset of the hearing by JTAC President Fink, head of the RMA committee which conducted it. FCC Counsel Plotkin brought out that the study represents "ultimate performance" based on the assumption that necessary conversion equipment can be built for the various systems.

Comr. Jones chided Mr. Fink for
header game was telecast and 77.9% of the sets were in use—highest afternoon sets in use for the week. Sets were on for an average of 2.97 hours with 4.38 viewers per set—a high for the week.

Although the number of viewers per set was fairly high on Saturday night, 4.30, it had fewer sets in use, 88.4%, than any other night. Hours of use on Saturday night was also at the bottom of the list, recording 2.46 hours for that night. Monday afternoon was the low spot in viewing with an average of 66.5% of the sets on for only 1.86 hours. There were three viewers per set, only slightly better than the low of 2.95 recorded on Wednesday afternoon.

Included among the questions was: “What type of television program does your family prefer?” Results were tabulated for men, women and children and 13 principal types of programs were listed. Respondents were asked to list their first, second and third choice. Top honors among men televiewers went to sports, with 31.5% indicating it as first choice. In the second and third choice column, variety programs predominated. Runner-up to sports among men went to variety programs with 19.5%. Runner-up in the second choice column went to dramatic shows with 21.9% of the men. The same held true of third choice indicating 16% of the men indicated dramatic programs.

Dramatic programs are tops with the women, according to the survey, with 43.8% of the respondents indicating this as their favorite type of video entertainment. Second choice honors went to variety programs and drama led in the third choice column. In second place for women was the variety program with a following of 26.8%. Dramatic programs ran second in the second and third choice columns.

Children’s programs were tops among the youngsters, with 49% indicating them as first choice. Second choice was the Western sports telecast, while children cast their top vote for wrestling—indicating football, however, as second choice. Crusade in Europe was listed under “other programs” and led classification in the favor of men and women. Children, however, gave the nod to Wild West Theatre, putting Crusade in Europe in third place.

Having determined preferences by classification, Milwaukee televiewers were next asked to list their three favorite programs. Given a free rein in their selection, men rated Milton Berle as their favorite TV show. Football and boxing were in second and third places with Fred Waring indicated as number three. Many also selected Milton Berle as tops in television, rating Kraft Theatre in second place. Fred Waring placed third and Arthur Godfrey fourth in the estimation of the women. Children indicated their preference for Kukla, Fran and Ollie, with Wild West Theatre, Milton Berle and Hoody Doody following in that order.

After indicating their preference in present video programs, Milwaukee viewers were then asked to state what programs not now on the air they would like to see. This question, of course, produced a multitude of varied replies, including those shown at left.

Another interesting aspect of the survey was a question on sponsor identification. Twelve representative popular programs were listed, both local and national, and respondents were asked to list as many sponsors of the programs as came to mind. Arthur Godfrey topped the list with 90% giving correct identification. Of the list given, a children’s program had the lowest percentage of correct answers. The sponsor, however, still was identified as correct by 50% of the respondents.

As to the size of tube, 74.6% of the respondents owned sets with a 10 inch picture. Replacement of the present set was contemplated by only 14% of the set owners with 85.5% of those wanting a larger picture.

**TABLE II TELEVISION PREFERENCE BY TYPE OF PROGRAM (Total of all choices)**

<table>
<thead>
<tr>
<th>Program Types</th>
<th>Men</th>
<th>Women</th>
</tr>
</thead>
<tbody>
<tr>
<td>1. Sports</td>
<td>79.5%</td>
<td>25.9%</td>
</tr>
<tr>
<td>2. Variety</td>
<td>10.4%</td>
<td>32.3%</td>
</tr>
<tr>
<td>3. Dramatic</td>
<td>34.3%</td>
<td>30.0%</td>
</tr>
<tr>
<td>4. Children’s</td>
<td>5.0%</td>
<td>16.1%</td>
</tr>
<tr>
<td>5. Mystery</td>
<td>20.9%</td>
<td>23.4%</td>
</tr>
<tr>
<td>6. Musical</td>
<td>6.1%</td>
<td>30.3%</td>
</tr>
<tr>
<td>7. Western</td>
<td>5.8%</td>
<td>27.3%</td>
</tr>
<tr>
<td>8. Travel</td>
<td>9.7%</td>
<td>6.2%</td>
</tr>
<tr>
<td>9. Children’s</td>
<td>11.1%</td>
<td>25.0%</td>
</tr>
<tr>
<td>10. Discussion</td>
<td>5.0%</td>
<td>4.0%</td>
</tr>
<tr>
<td>11. Children’s</td>
<td>1.1%</td>
<td>2.5%</td>
</tr>
</tbody>
</table>

**TABLE I USE OF TELEVISION SETS IN MILWAUKEE**

<table>
<thead>
<tr>
<th>Sets in Use</th>
<th>Hours in Use</th>
<th>Viewers per set</th>
</tr>
</thead>
<tbody>
<tr>
<td>Afternoon</td>
<td>Evening</td>
<td>Afternoon</td>
</tr>
<tr>
<td>Monday</td>
<td>66.5%</td>
<td>94.9%</td>
</tr>
<tr>
<td>Tuesday</td>
<td>65.4%</td>
<td>93.7%</td>
</tr>
<tr>
<td>Wednesday</td>
<td>68.3%</td>
<td>94.7%</td>
</tr>
<tr>
<td>Thursday</td>
<td>67.3%</td>
<td>94.4%</td>
</tr>
<tr>
<td>Friday</td>
<td>67.6%</td>
<td>92.4%</td>
</tr>
<tr>
<td>Saturday</td>
<td>76.8%</td>
<td>92.4%</td>
</tr>
<tr>
<td>Sunday</td>
<td>76.6%</td>
<td>92.4%</td>
</tr>
</tbody>
</table>
In Maryland it's WMAR-TV for—
Wait a minute! Who reads this ad?

Our Commercial Manager says clients and agencies do.

Well then, let's remind them WMAR-TV in Baltimore is in the 6th richest market in the United States—that WMAR-TV had 63% more advertisers, 286% more commercial hours and 236% more commercial announcements in August 1949 than in August 1948—that on September 1, 1949 there were 76,059 television sets in Baltimore—a number which is exceeded only in five much larger cities.

Our Program Director says program people do.

Then let's tell them about the Sports Parade—three hours of late sports results and variety entertainment every weekday starting at 3:00 P.M.—about the coverage of the "away" Colts football games—about the races from Pimlico and Laurel—about "Your Family Doctor," "Sunpapers Television News" and "A Year Ago Tonight," all screened in the tradition of service to the public.

Our Director of Radio says everybody interested in TV does.

They would like to know, we are sure, that a solid schedule of entertainment, sports and late news is available to them on WMAR-TV's Channel Two in Baltimore.

Oh yes, and before we leave we would like to finish that sentence we started above. In Maryland, it's WMAR-TV for top-flight programming and commercial impact.
TV Hearing

(JOHN T. WILNER, engineer-in-charge of CBS TV transmitter development, will continue "on loan" with the network in order that he may assist CBS engineers at FCC color TV hearings which started last week. This was announced jointly by Frank Stampfl and Cmrd. Tom A. Brooks, general manager of Hearst stations. Mr. Wilner was to have assumed his duties as engineering director of WBAL and WBAL-TV, Hearst outlets in Baltimore, on Oct. 1 [BROADCASTING, Sept. 5]. A pioneer in the development of both color and ultra-high frequency equipment, he starts in the new post when FCC completes its hearings.

DONALD FINK, chairman of the Joint Technical Advisory Committee, testifies at FCC's television hearings which opened last week. Mr. Fink is editor of Electronics magazine.

WILNER ON LOAN

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TV at Exposition

THE Scranton, Pa., Times, licensee of WGIJ of Scranton and commercial TV applicant, last week received permission from FCC to use its experimental video station KG2XAF to relay television programs originating in New York and Philadelphia to the State Armory in Scranton for viewing by the public Oct. 3-17.

HAND CONVERTER

For Color TV—CBS

A HAND color converter, which eventually may sell for as little as $5, was disclosed by CBS last week while the color TV hearing got into full swing before the FCC in Washington.

An invention of Dr. Peter C. Goldmark of CBS research and engineering development and who fathered the CBS color television system, the device allows the viewer to see black-and-white TV in full color. The receiver must be "adapted" to receive the CBS color signal in monochrome, however.

The device is described as resembling a lady's hand mirror in shape although thicker and weighing maybe a show. The hand converter will have a 4½ in. in diameter and contains 1¼ in. lens, a small electric motor and tiny color disc of the three primary colors. The disc is synchronized with the color signal as broadcast.

NEW WORD

CBS Says 'Simulcolorcasting'

CBS CLAIMED a new word and a new achievement—"simulcolorcasting"—as it launched its series of color television tests in Washington last week. The word and the achievement stemmed from Columbia's color telecast of one of the network's AM shows, Capitol Clockroom, which featured Sen. Robert Paterson, of New Jersey.

The "simulcolorcast" came Wednesday night.

The first, Monday night, was a variety show, The Hag, with the program hosted by Paul Winchell, CBS-TV star.

A color pickup of a local high school football team in action, hailed by CBS spokesmen as the first public demonstration of color television on color TV, was slated for Wednesday afternoon but was curtailed when rain shortened the team's practice. CBS spokesmen, reporting excellent reception, said the colorcast showed the team in calisthenics and walking through formations, and a band on parade. CBS is using the transmitter of WOIC (TV) Washington.

RCA meanwhile is testing its own "completely compatible" color system via RCA-NBC's WNBW Washington but plans no demonstrations until after the official showing to FCC next Monday. An industry showing is slated the following week.

Grid TV Network

NETWORK of 10 TV stations outside of Philadelphia will be used to carry the Penn-Cornell football game. The service will be provided by both of the American Tobacco Co. Network includes WBNT-TV New York; WBZ-TV Boston; WBAL-TV Baltimore; WDEL-TV Wilmington; WPTV-Lexington; WJAR-TV Providence, R.I.; WNBC-TV New Haven; WRGB-TV Schenectady, N.Y.; WNBW-TV Washington, and WTVF (TV) Richfield, Va. WPTZ-TV Philadelphia will telemcast the game for the Atlantic Refining Co., which also will sponsor a radio broadcast of the contest over an eastern network of 44 stations from Boston in the north to Richmond in the south.

tested that he had put no time limit on it. At another point Comr. Jones asked him whether he was "just a press release man" for RMA.

Former Senator Burton K. Wheeler, special counsel for RMA, broke into the questioning to accuse Comr. Jones of "trying to brow- nish the Agency and of having it entirely unfair" by posing technical questions to a non-engineer. Comr. Jones countered that Mr. Cosgrove was presenting "information of which he has no personal knowl- edge" and that FCC apparently was supposed to find out who did the work.

"You are not an engineer yourself, yet you and the Commission make decisions based on engineering advice," Sen. Wheeler asserted.

"I never laid an egg," Comr. Jones retorted, "but I can make you a fine omelet."

"I'm not so sure of that," Mr. Wheeler replied, taking his seat.

All Commissioners are sitting for the hearing except Rosel H. Hyde, who is attending the NARBA conference in Canada. Chairman Wayne Coy announced today that, Comr. Hyde plans to read the record and will participate in the Commission's decision.

The hearing will resume tomorrow (Tuesday). No session is planned today.

ROLLER DERBY TV

Blatz Signs for Segment

BLATZ BREWING Co., Milwaukee, through Kaster, Farrell, Co., and Ford Inc., New York, is sponsoring the Thursday 10:30 p.m. to conclusion segment of the ABC telecasts of the Roller Derby on an 11-station video network. The 52-week contract, on behalf of Blatz beer, became effective Sept. 29.

Cheesbrough Mfg. Co., for Vase- line, hair-tonic, is sponsoring two 10:30-10:30 p.m. segment of the tele- casts through McCann-Erickson, New York, while Chevrolet Dealers Assn. also is sponsoring the same night 11 p.m. to conclusion tele- casts through Campbell-Ewald, New York.

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POOR home reception of video spot commercials that show to advantage in screening rooms have agency film production people completely baffle Pittsburgh station WQW, television film production manager at BDIO, New York.

Speaking at the Thursday night dinner meeting of the Television Film Council, at New York’s Brass Rail Restaurant, Mr. Ols urged the group and television station film editors to work closely with the Society of Motion Picture Engineers toward a solution of the problem.

Melvin L. Gold, incumbent president of the group, and director of advertising and publicity for National Screen Service Corp., was unanimously re-elected at the meeting, which closed the organization's second quarterly forum, all day discussions held at the Hotel Astor. Other officers elected on an unopposed slate were: William S. Roach, attorney, secretary; and a member of the law firm of Weisman, Grant and Jaffe, vice president; Sally Perle, head of the Meal Organization, secretary; and Ed Evans, film relations director, WPIX (TV) New York, treasurer.

Announcement of elections followed a report by the outgoing treasurer, Robert Paskow, film director at WATV (TV) Newark. Mr. Paskow revealed that there are 80 members in the year-old group, which has a bank balance of $389.96.

Newly-elected members of the group’s board of directors are: Henry Albert, United World Films; Helen Buck, WCTA-TV Philadelphia; Jack Gottsch, March of Time; William Holland, Hyperion Films Inc.; Andy Jaeger, DuMont Laboratories; J. A. Maurer, J. A. Maurer Inc.; John Mitchell, United Artists Television; Henry Morely, Dynamic Films Inc.; Mr. Paskow, WATV (TV) Newark, Miss Phillips replaced John Balshein of Paramount Television, who declined the appointment.

Pricing Films

Discussion of proper methods of pricing films for television occupied most of the morning session of the Council’s second quarterly forum, held at the Hotel New York, New York, Bldg., 101 Chester Ct., Peoria, Ill.

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NCFC Studies Problem

NEED for group standards in pricing films for TV use was stressed by producers on cut-rate practices of some companies which are offering old films in bulk lots at prices as low as 50 cents. It has been a minute-and-a-half practice of new films cannot come close to matching. Andrew Jaeger of DuMont urged the film producers to more cooperation in efforts to control promotion practices, pointing out that many station program buyers look on films only as fillers to be used when live programs are not available. This belief, common, does not agree with TV program ratings, he said, which show that “good programs will get the 16mm film, and bad ones will not.”

Mr. Gold promised to present to the board of NTFC a suggestion that this organization act as a clearing house for information about films to stations.

Film Better Than Live

J. A. Maurer, president of J. A. Maurer Inc., manufacturer of 16mm film equipment, declared that the advent of color will “increase television’s dependency on film.” Pointing out that plenty of light is the clue to good color pickups, he said that with the improved projection equipment now being developed, films will be able to deliver better quality color signals than live programs, reversing the present situation with the improving better quality than film programs.

A silver sound track promised by film companies should solve the problem of editing for sound in color films, he said, promising that “sound quality will be ready before it is needed for color TV.”

Noting that 75% of present stations have only 16mm equipment, the producer answered criticisms of the quality of 16mm films by showing a print of a film of an RMA test pattern with the fine lines clearly distinguishable. He charged station sound engineers with cutting out the upper frequencies of film sound to eliminate noise on worn and dirty old films and then of “squeezing new films through the same wringer and making them sound almost as bad as the old ones.”

Mr. Maurer urged stations to get the test films issued by the Society of Motion Picture Engineers and to use them at least once a week to check their reproducing equipment. At the request of Mr. Gold, he agreed to present a list of film standards which NTFC will distribute to all TV stations to help them get the best out of the films they broadcast.

Final session of the all-day meeting was a station forum chair

maned by Ed Evans, film relations director, WPIX (TV) New York.

Mr. Evans reported that the first few words of TV film announcements are frequently lost and urged that 1 and ½ seconds of the film precede the sound on these spots. This will provide cue time for the director who will see the film coming up on an off-air monitor and switch it to the air, he explained. It would also be a good idea to follow the announcement with another 1 and ¼ seconds of silent film to allow for the switch to the next program, he added.

ABC TRANSmitter

N. Y. TV Move Sought

ABC filed an application Thursday with FCC for a construction permit covering the transfer of its New York television transmitter to Empire State Bldg., where it will share space on the world’s tallest building with NBC-TV. ABC’s present TV transmitter is atop Hotel Pierre, 5th Ave. and 61st St.

To provide improved service, ABC intends to install its transmitter in 5000 square feet on the Empire State Bldg’s 85th floor and to erect a TV antenna encircling the building’s apex. The antenna has been jointly designed by ABC engineering department and RCA, which will build it. The transfer is expected to be made without interrupting service.

GRID GAME

WKRC-TV There On Time

ADDING quick action to the progress of the coaxial cable, WKRC-TV Cincinnati reports a telecast milestone in bringing viewers in the area the first showing Sept. 25 of the professional football contest between the New York Giants and Pittsburgh Steelers. Game was shown over WKRC-TV at 1:55 p.m., Claude Root of WKRC-TV publicity department said, hours before other stations in the area made their presentations.

WKRC-TV took the telecast from Dayton by the transmitter route. Game was sent to Dayton along the cable from New York after it had been relayed from the originating point at Forbes Field in Pittsburgh.

The Dayton transmission was necessary, Mr. Root explained, because the relay station in the Cincinnati area had not yet been completed. In order to capture the first pictures of the headline sports attraction, WKRC-TV's engineering crew had to pick up direct from Dayton TV stations.

the building's apex. The antenna has been jointly designed by ABC engineering department and RCA, which will build it. The transfer is expected to be made without interrupting service.

A PROVEN PROMOTION FOR YOUR STATION!

IT COSTS YOU NOTHING!!

Here's why you should investigate:

- Colorful albums distributed free to your listeners, satisfying the public demand for pictures of station, talent, personnel, and community.
- Produces cash income for you two ways... (1) we buy time to publicize albums and means of obtaining them; (2) opens new commercial accounts for you.
- Increases listenership... builds good community relations... album is excellent promotional piece for your salesmen and national representatives.

We do the complete production... editing, printing, distributing, etc., at no cost to you. Our field editor lays out the album on location. Winter and spring schedules are being arranged now. Act TODAY for personal interview or information!
RADIO-TV SHOW
To Attract Half-Million

ALMOST half a million persons are expected to attend the second annual National Television and Electrical Living Show which opened at Chicago's Coliseum Sat-

The 10-day show, previewed for exhibitors and newsmen Friday evening, is highlighted by a revue starring Eddie Cantor and by General Electric's "House of Magic." Major radio, television and appliance manufacturers and distributors are showing their products in the main hall. Although the total number exceeds last year's by 20, almost 100% of radio and TV manufacturers are represented, according to Arthur Holland, owner of Malcolm-Howard Agency and show manager. More than 80% of the appliance industry is re-

THEATRE VIDEO

RCA Previews Special Show

SHOW said by RCA to be the first programmed specifically for theatre TV was previewed by RCA in Chicago Wednesday at the Stevens Hotel for Theatre Equipment and Supply Mfrs. Assn. and Theatre Equipment Dealers Assn. conventioners.

Program, a boxing match between Harry "Kid" Matthews and Joe Smith, was the first professional sporting event ever staged in a TV studio, RCA reports. Closed Circuit transmission to the hotel originated at NBC Chicago's video studios in the Merchandise Mart.

RCA termed the event "a sample of (1) the type of live entertainment that can now be shown instantaneously for theatre audiences, and (2) image quality that can be achieved on a theatre-size screen." More than 2,000 motion picture exhibitors and equipment manufacturers and dealers witnessed the match on a 20-by-16-foot projected screen.

Demonstration was the first mid-

TV SPOT IMPACT

Advertest Issues First Report

TO SUPPLY a basis for evaluating the impact of television spots, Advertest Research, New Brunswick, N. J., has released its first volume of Spots Ratings. The report is based on a test week of Sept. 5-11 and covers the New York area only. Similar information will be compiled monthly by the firm.

On the basis of the Advertest report, Bulova spots created the greatest impact on the New York viewing public during the week. Spots for Hi-V were rated second and Pall Mall placed third. During the week Bulova ran 78 spots on New York area stations; Hi-V backed 20, and Pall Mall sponsored 13 spots.

To determine the impact of a spot, respondents were asked if they had seen the spot the previous day; if they recalled the story; whether they remembered the time and whether they could describe the content, format or composition of the spot. Point values were as-

Erie station WICU (TV) to Buffalo and Rochester via coaxial &T's to Erie, which can be relayed through the TV RELAY Program of all sports events, can be blocked by the Erie station. Programs going to Buffalo and Rochester via the cable, must be relayed through the Erie station which can either accept or reject the shows as it sees fit.

Mr. Lamb replied to a feature story in the Sept. 29 Evening News which spoke critically of the situation and inferred an appeal might be taken to the FCC. He addressed his letter to the newspaper's editor. WICU (TV) is anxious to obtain more cable facilities, he said, as well as reversal facilities so more programs can be received from other stations and its own features fed to the cable.

First of all, however, WICU (TV) must exercise its best judgment in serving the Erie and tri-state area. Mr. Lamb said, even if its decisions are not pleasing to other stations along the cable.

VIDEO version of CBS' The People's Platform will be sponsored by Household Finance Corp. on CBS-TV network starting Oct. 7. Participants at contract-signing are (1 to r): George J. Arkedis, CBS western TV sales manager; Newell T. Schwin, Household Finance advertising director, and James G. Cominos, vice president and general manager of LeValley Inc., Chicago, Household agency.

From two to four spots were run daily throughout the seven days. Pall Mall, another seven day a week advertiser, placed from one to four spots a day, using one spot daily on each of its scheduled stations.

Although these three top rated sponsors placed a large amount of business, quantity should not be taken as the criteria for a successful television campaign, the report indicates. Benrus, for example, which placed 29 spots during the week, second only to Bulova, averaged eighth according to the Advertest impact evaluation. From two to six spots ran daily, using one to three stations.

Lucky Strike, which placed the fourth largest number of spots, 17, was fourth in the survey. The account used one to four spots daily, placing one on each of the scheduled stations.

Sun Oil Buys

SUN OIL Co. will sponsor the four Big Nine football games to be carried by WAAM (TV) Balti-

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'Life of Riley'

NBC, Pabst Preview TV Film

NBC and the Pabst Brewing Co., Milwaukee, previewed the first TV film in the new Life of Riley series Thursday at a luncheon-showing. The show's video debut tomorrow (Tuesday) from 8 to 8:30 p.m. CST on 21 NBC stations along the cable marks the first time in entertainment history that a program appears simultaneously in radio, TV and movies, the network claims. Contract was signed only weeks and calls for telecasts also on 16 non-intercon-

Meredith to WOR-TV

ROY MERRIDITH, formerly with WCAU-TV Philadelphia, has been appointed director of sports pro-

At WCAU-TV he was production manager and television cinematog-

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REACTIVE TV ADS
Starch Firm Issues Report for August

Lucky Strike, Bulova, Chesterfield, DuMont TV receivers and Admiral refrigerator video commercials were best remembered and best liked among people checked by the Starch Report on Television Commercials for August. The B. V. D. spot, while out of the top ten of those observed, was the favorite among those people who had seen it, the report said.

The report, containing results of interviews conducted in New York, Chicago, Philadelphia and Boston TV homes, scored as follows on the question, "Have you seen this commercial?":

Lucky Strike 92%, Bulova Watch 88%, Chesterfield 85%, DuMont Television 81%, Admiral refrigerator 79%, Philco radio 79%, Camels 69%, Auto-Lite spark plugs 66%, Gulfpride Motor Oil 64%, Kaiser-Traveler 62%.

Asked about their reactions to the commercials in degrees ranging from very favorable to very unfavorable, the leaders on the favorable side were:

B. V. D. underwear 84%, Ajax cleanser 81%, Lucky Strike 75%, Colgate 70%, Kool cigarettes 69%, Oldsmobile 69%, Bulova watches 67%, Peter Pan peanut butter 67%, Chesterfield 65%, Admiral refrigerator 59%.

A new viewer trick, reported by Daniel Starch & Staff, interviewer, is the tuning out of the sound portion of commercials for the duration of objectionable advertising. Most disliked is the commercial that runs over into or obscures the action on sports telecasts, the firm reported.

VIDEODEX
To Issue Network Reports

First monthly network summary Video dex report will be issued by Jay & Graham Research, Chicago, Nov. 1, and will cover 10 new major metropolitan areas along coaxial cable between Chicago and New York. Reports are now issued monthly for Chicago, New York and Los Angeles. The new cities, still unannounced, all will have populations of a quarter-million upwards, with possibly two exceptions. Portions of the new rating service will be available to non-subscribers.

Video dex ratings are compiled at Chicago headquarters from diaries placed in at least 1% of the TV homes in each area. Results are refined by coincidental telephone checks among non-panel members. New offices are located at 64 E. Jackson Blvd.

TV SET SALES
RMA Reports August High

OUTPUT of television receivers reached a new high in August, a five-week period, following the summer slack period. Member companies of a group of Am. Inc. reported production of 185,706 sets during the period, with total industry output estimated at more than 200,000 TV sets.

Pickup in production anticipates a brisk fall and winter trade, according to RMA. Previous high was 182,361 TV sets last March, also a five-week month.

FM-AM and FM-only production rose sharply in August, as did production of television receivers with FM audio reception facilities. In all, RMA companies turned out 64,178 FM-AM and FM-only sets, and another 38,760 TV receivers carrying FM tuners. This gives the FM total for the month to 103,969 sets. AM-only production also rose in August.

The weekly average TV set output in August was 87% above the July rate.

Month-by-month tabulation of RMA set production this year:

<table>
<thead>
<tr>
<th>Month</th>
<th>TV Sets</th>
</tr>
</thead>
<tbody>
<tr>
<td>January</td>
<td>131,208</td>
</tr>
<tr>
<td>February</td>
<td>118,928</td>
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<tr>
<td>March (five weeks)</td>
<td>182,043</td>
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<tr>
<td>April</td>
<td>164,526</td>
</tr>
<tr>
<td>May</td>
<td>165,362</td>
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<tr>
<td>June (five weeks)</td>
<td>160,736</td>
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<tr>
<td>July</td>
<td>98,932</td>
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<tr>
<td>August</td>
<td>182,706</td>
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<tr>
<td>TOTAL</td>
<td>1,179,308</td>
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ELECTRONICS MEET
TV Panel Dominates Monday

More than one third of 1,700 technicians attending the fifth National Electronics Conference in Chicago last week bypassed other Monday afternoon sessions to attend the television panel. Although video developments were heaped up in various discussions during the three-day conference (Sept. 26-28), the Monday afternoon session concerned TV entirely.

C. E. Torsch of General Electric Co.'s receiver division, who read the first technical paper, claimed "the public's demand for larger, brighter TV pictures at decreased receiver cost, will soon be supplied." He attributed this to development of a high voltage transformer, with new tubes and circuits, "which increase set reliability and at the same time reduce price of the receiver."

Other speakers during the television session included: R. B. James, R. E. Johnson and F. R. Handel, RCA; Myron F. Melvin, P. R. Mailey & Co.; D. Mackey and E. J. Bass, RCA; Dr. Kurt Schlesinger, Motorola; Marvin Camras, Armour Research Foundation of Illinois Institute of Technology. The conference is sponsored annually by the Illinois Institute of Technology, Northwestern U., U. of Illinois and Organizations of the American Institute of Engineers and Institute of Radio Engineers. The U. of Wisconsin participates also.

Schick TV Spots

Schick Inc., Stamford, Conn., has launched a spot campaign to promote its Schick Electric Shavers on 37 TV stations in 15 markets. One-minute and 20-second spots are being used. The spots feature the new theme "Your new Schick Electric Shaver Must Outshine Blade Razors or Your Money Back." The TV schedule is in addition to an AM campaign. BBDO, New York, is the agency.

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DuMONT PLANT

World's Largest TV Set Factory Opens

ATTENDING dedication ceremonies of new DuMont television assembly plant at East Paterson, N. J., last Monday, are (l to r) New Jersey Governor Alfred E. Driscoll; Leonard F. Cramer, DuMont vice president, and Dr. Allen B. DuMont, president of Allen B. DuMont Laboratories Inc.

DuMont PLANT

City College of New York has added courses in animation of cartoons for motion pictures and TV, and 12-week course in writing of radio scripts to its curriculum this fall.
IDEAL NOVELTY and Toy Co., New York, has purchased series of one-minute spots on WCBS- TV New York, through Atlantic Advertising Co., same city. Spots, immediately following World Series games, mark start of company's campaign to be launched over CBS and NBC stations in New York, Boston, Philadelphia and Washington. Campaign is expected to hit nationally by year's end. Items being featured are Toni Doll, Baby Coos family and Blue Willow dishes. ... Following success of first 13 TV film half-hours of Lone Ranger, General Mills has exercised option for last 39 episodes of property controlled by Trendle Enterprises, Detroit.

Hollywood Toy Television Corp., Chicago, has found answer to variety in TV commercials, which heretofore has been lacking because of prohibitive cost of today's spot commercials, according to Henry G. Saperstein, head of firm. Problem is solved by new TV animation projector. Projector, highly precise, adaptable expansion of firm's popular fast-selling toy animation projector, runs one-minute animated show on only two and a half inches film. More astounding, Mr. Saperstein said, is low price, $350 to $400, for one-minute spot. Normal type movie camera photographs action on screen of specialized unit so that sound track can be added to new film and complete reel run on any film projector (35 or 16mm) in TV station. Mr. Saperstein points out that total production time of one week for these low cost spots enables agency to keep up with current copy themes at all times. Production facilities located in Hollywood include many top cartoonists and animators. New York sales office will open shortly. Further information is available from G. C. H. Co., Hollywood Toy Television Corp., 1225 S. Talman Avenue, Chicago.

Stromberg-Carlson, planning national television spot campaign for their Baby Carriage, is making available a TV-only Star Productions, Hollywood. ... Roberts & Carr Productions, formerly Cincinnati, has opened offices in New York City at 216 East 49th St. Firm is headed by Bob Roberts, radio producer and director in midwest and south, and Paula Carr, former New York radio actress. ... United World Photos Inc., New York, producing six one-minute video films for Lux (Lever Bros.) through J. Walter Thompson Co., New York. Spots being produced at Universal-International studios, to be used on NBC-TV show, The Clock.


Second life at campus of U. of Miami will be filmed this semester for release in 1950. Picture will be available for nontheatrical and television use. Twenty-minute documentary motion picture will be photographed on 16 mm color film by faculty and student production unit under general supervision of Sydney W. Head, chairman of Radio and Television Dept. Prof. Grant Shepard of that department, who also teaches new course in film-making at University, will direct unit. Film will be strictly factual presenting undergraduate recreational activities unique to south Florida. Purpose will be to give well-rounded portrait of standard as well as unusual aspects of institution to high school students considering college education.

ASCAP-TV
Agree on Oct. 15 Deadline

THE American Society of Composers, Authors and Publishers (ASCAP) Thursday jointly agreed with the television industry to extend until Oct. 15 the period for determination of compensation to be paid ASCAP by television stations.

During recent weeks the industry and the society reached agreement on a blanket type of contract, retroactive to Jan. 1, 1949. The object of this latest time extension is to work out a definitive per-program agreement.

As a condition to this additional 15-day extension by ASCAP, members have not received any compensation thus far for use of their works on television, it was agreed that all television stations would immediately wire ASCAP at 30 Rockefeller Plaza, New York, their agreement to this extension, with the understanding that the terms of any wide range of years before Oct. 15 would be retroactive to Jan. 1.
SMPE MEET
TV Featured on Agenda

SOCIETY of Motion Picture Engineers, holding its 66th semi-annual convention, Oct. 10-14 at the Hollywood Roosevelt Hotel, will visit the TV transmitters atop Mount Wilson on Oct. 13. A joint meeting with the Society of Television Engineers is scheduled for that evening at Carnegie Assembly Hall of Mount Wilson Observatory.

Dr. Vladimir K. Zworykin, vice president and technical consultant of the RCA Labs, will address the joint session on recent developments in TV pickup cameras. Frederick C. Wolcott of Giffil Brothers will speak on “The Uniqueness of Television in the Los Angeles Area.”

Television also will be featured at the SMPE session the following morning (Oct. 14) when the Society’s Theatre Television Committee will make its report. In addition, session will include papers on “Perception of Television Random Noise” by Pierre Mertz, Bell Telephone Labs; "Theatre Television Transmission and Projection System by the Eidosoph Method” by E. Labin, Federal Telecommunications Labs; and “A Rooter for Video Signal” by B. M. Oliver, also Bell Labs.

LETTER of commendation from Los Angeles Sheriff’s Office received by KLAC-TV that city for its public service program, Wanted Persons.

Y EAR in and year out KECK is tops in West Texas. The Conlan Surveys prove it!

Covering KECK operating periods:

KECK...........35.1
Station A.........28.3
Station B.........28.4

KECK’s MV/M 0.5 reaches one-quarter million people throughout the rich Permian Basin.

WHY not find out more about the station MOST people listen to MOST in West Texas.

KECK,
Odessa, Texas

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TV CAMERA picks up broadcast of part of WDAY-TV Kansas City’s pre-vision show Sept. 26 at the Municipal Auditorium. WMB Kansas City-covered highlights of show, including interviews with WDAY-TV executives. WDAY-TV, opening officially Oct. 16 [Broadcasting, Sept. 26], telecast WHB’s broadcast for benefit of spectators. Facing camera are (1 to r): Kenneth Gillespie, Stromberg-Carlson distributor and chairman of Distributors Committee at the exhibition; Joe Flucker, chief engineer, and Bill Bates, program director of WDAY-TV; Dick Smith, WHB special events chief.

LIVE TV SPOTS
WTGT (TV) Effects New Policy

IN an effort to assure advertisers the choice of intimate “live” announcements, WTGT (TV) Washington, DuMont outlet, will offer sponsors studio facilities for live spots during weekdays at published rate with no additional charges, Walter Compton, general manager of the station, has announced.

The change becomes effective Oct. 3. Mr. Compton pointed out that WTGT originations of live spots in two participation shows in the past indicate the advantages of these to the advertiser. The live spot permits the advertiser to change video and audio copy as often as desired and expensive production can be avoided, Mr. Compton said. WTGT expects advertisers to absorb talent costs, however, and where extensive rehearsals are necessary, to provide a token fee. Mr. Compton added that the new policy is not intended to discount the effectiveness to many advertisers of film and slide commercials.

New Video Firm

MILTON H. BLACKSTONE, former television head of Robert Feldman Inc. and East Coast Casting Inc., both New York, has formed TV Attractions to produce and programs and commercials. New staff members of TV Attractions are Gene Starbecker, former director of WAVE-TV Louisville and WFBM-TV Indianapolis, and James P. McGuire, former contact representative for Van Car Productions and West Hooker Telecommunications, Inc., both New York.

THREE new 19-inch video receivers have been added to DuMont Labs line. They are: “Manfred” 35 tubes; “Westwood” 30 tubes, and “Fairfield” 30 tubes.

POLITICS TV-Wise

NEW YORK’S Republican Fusion Party, through J. Walter Thompson Co., has signed a contract with WNBT (TV) New York for what is believed to be the first purchase of a series of video shows as a campaign medium for a political candidate. Six 15-minute programs titled Campaign Issues will feature Oren Root, the party’s candidate for Borough President of Manhattan. The series starts today (Monday), 6:45 p.m., and is to continue weekly through Nov. 7.

CATHODE TUBES
Mark Increase in Sales

MARKED increase in sales of TV receiver cathode ray tubes occurred during the second quarter of 1948, according to Radio Mfrs. Assoc. Second quarter sales totaled 776,620, picked up 20% above first quarter $231,263,698 compared to 686,660 tubes valued at $21,971,869 in the first quarter of 1949.

RMA reported that 730,148 of the second quarter supply went to equipment manufacturers and 42,299 to users and distributors for renewal purposes. Sales to government groups totaled 30 tubes, with 4,577 going into export trade.

Sales of all types of cathode ray tubes, including oscillographs and camera pickup tubes, in the second quarter totaled 790,931 units valued at $24,920,041. Sales of picture tubes for the first six months of 1948 totaled 1,463,392 units valued at $45,081,038.

ALLOCATIONS to dealers and distributors of DuMont television receivers have been imposed because, despite increased production demand still exceeds supply, according to announcement of Allen B. DuMont Labs, Inc.

‘TV TIPS’
RMA-TBA Films Previewed

SERIES of 22 RMA-TBA sponsored 20-second and one-minute films titled “TV Tips” will shortly be seen on all television stations on the air and to others as they begin operation. Films will be supplied without charge but with the appropriate associations that the films be broadcast as often as is possible.

Pictures are designed to educate the viewing public in proper tuning and viewing procedures so that they may get the best technical reception, affording the maximum audience for the telecasters and reducing servicing many needful trips.

Films, utilizing both live and cartoon sequences, were previewed Sept. 22 at the Hotel Astor, New York. Robert C. Sprague, president, Sprague Electric Co., and chairman of the RMA Town Meeting Committee, introduced the series. Speaking for J. R. Poppele, TBA president, who was in Washington that day, Will Baltin, TBA secretary-treasurer, said that TBA was urging stations to give the series the widest use as “we broadcasters feel that fully 50% of the success of a television show is its proper reception”.

Films were created by Spectrolux Television Corp., New York, with research and production handled by Howard Browning, Philadelphia public relations consultant to the RMA subcommittee in charge of the project. Committee comprised A. T. Alexander, chairman; H. A. Ehrle and L. A. Goodwin Jr., with Walter Moran of ABC representing TBA as an ex-officio member.

AUG. TV-HOOPER
First to ‘Fireball Fun’
BUICK-sponsored program, Fireball Fun for All, on NBC-TV led the first five network Teleratings for August, according to the TV Network Coordinating Report released Aug. 25 by C. E. Hooper Inc., New York.

HOOPER’S FIRST FIVE NETWORK TELE RATINGS FOR AUGUST

1. Fireball Fun for All
2. The Morgan Life (ABC)
3. Arthur Godfrey and His Friends (CBS)
4. Original Amos ‘n Andy (DuMont TV cities)
5. Star of the West (15 NBC TV cities)

WCB-S TV-Boost
NEW antenna system atop the Chrysler Bldg. was placed in operation last week-end by WCB-S TV New York. The new four-layer, 16-element dipole system gives the station the maximum radiated power permissible under FCC regulations, representing better than a three-fold increase over the old 16-element dipole. It was designed and built for the station by the consulting engineering firm of Andrew Alford, New York.

BROADCASTING  •  Telecasting
**WCHS SALE**

**$650,000 Price Reported**

SALE of WCHS, Charleston, W. Va., by John A. Kennedy and associates for $650,000 to the Lewis C. Tierney family was reported in an application tendered last week for FCC approval. WCHS, CBS affiliate, operates on 930kc with 5 kw daytime.

Charleston Broadcasting Co., WCHS licensee, told the Commission that the principal stockholders have moved to San Diego and are unable to devote full time and attention to the affairs of the station. Mr. Kennedy is president and owner of 1,150 of total 2,670 shares in WCHS. His wife, Melva C. Tierney, is treasurer and 8.9% owner. An interest of 23.126% is held in trust for other members of the Tierney family who are not of age. Albert S. Kemper Jr., who also had been with the WBTB operation, is vice president.

Howard L. Chernoff, managing director of the West Virginia Network of which Mr. Kennedy also is president, is vice president and managing director of WCHS. His wife, Melva G. Chernoff, owns 50 shares in the station. John A. Block, a director, holds remaining 135 shares.

When Charleston Broadcasting acquired control of the San Diego Journal, from Clinton D. McKinnon who retained a minority interest and continued as publisher, it also purchased affiliated KSJJ San Diego and received FCC consent. However, this part of the deal was never consummated and KSJJ was later sold to Charles E. Salk [Broadcasting, Oct. 25, 1948].

**WGN 24 HOURS**

**Chicago Outlet Increases**

WGN, Chicago Tribune station, extended its operating schedule last Tuesday (Sept. 27) from 19 to 24 hours daily. Increased time of five hours features a hillbilly disc show from 1 to 6 a.m. CST, Tuesday through Saturday.

Erving Victor, who left KMOX, St. Louis where he originated the All Night Frolic, is emcee on the WGN show which follows the same format. Music is supplemented with hourly newscasts and weather reports. Station has operated on a 19-hour schedule since the war, when it broadcast for 24.

WGN has also contracted with the new Mail Order Network to offer the network's pre-approved items, Frank Schreiber, manager of the 50 kw station, reports.

**WCAR**

PROPOSED decision was reported by FCC Thursday to deny request to Detroit and increase power on Thursday, 1 kw nighttime, directional.

Greater need for WCAR's "meritorious service" at Pontiac, as the city's sole outlet, was cited by FCC in deciding to allow again adding a sixth fulltime station at Detroit.

The Commission also proposed to deny the competing bid of UA-WCIO Broadcasting Corp. of Michigan for a new AM station at Detroit on 1130 kc with 5 kw day, 2.5 kw night, directional fulltime. FCC held the latter's technical evidence was incomplete.

The proposed decision, sustaining the recommended ruling of Hearing Examiner James D. Cunningham as regarding the WCAR request, was passed by a 3-to-2 vote of the Commission. Comrs. Robert F. Jones and George E. Sterling dissented from the majority opinion on the WCAR action, voting to grant the requested switch. Chairman Wayne Coy and Comr. Rosel H. Hyde did not participate in the decision.

**WDXB DISPUTE**

**Forces Station Off Air**

A STRIKE by its engineers, members of the local IBEW unit, prevented WDXB Chattanooga from going on the air at sign-in time, 7 a.m., Sept. 26. Strikers protested the firing of two engineers, Albert Gela and Gene Lewis. Taylor Blair, WDOD Chattanooga control engineer and business agent of Local 662 IBEW, which set up picket lines at the station's studio and transmitter, said the walkout also involved management's refusal to sign a contract.

However, Joe V. Williams, Chattanooga attorney and owner of WDOD Broadcasting Co., charged the union with "feather-bedding" tactics in violation of the Taft-Hartley Law. Both Messrs. Williams and Blair indicated their willingness to resume negotiations. Engineers were still out at weekend, Mr. Williams reported.

An NLRB election held at the station Sept. 16 had directed the management to negotiate with the local union as bargaining agent for the engineers. Mr. Blair said the two WDXB engineers had been dismissed Sept. 14 and told the action was part of an economy measure to reduce staffing. He also declared that two announcers had been dismissed the previous week for the same reason but that he understood AFRA would file charges against WDXB because of the dismissal.

Both sides agreed the dispute dated back to the establishment of the 250 w station in July 1948 when the number of engineers and their duties at WDXB were under negotiation.

**FCC Would Deny Detroit Move And Power Increase**

by FCC Thursday to request to Detroit and increase power on Thursday, 1 kw nighttime, directional.

The hearing examiner and all of the participating Commissioners found that the "affirmative showing" made by UA-WCIO Broadcasting Corp. "is fatally defective, in that it does not establish the technical qualifications of the applicant."

The decision indicated that at the hearing UA-WCIO Broadcasting testified it had obtained an option on a transmitter site which would be used in lieu of that specified in the application. FCC stated the site given in the application and "contemplated in the issues, is not and apparently has never been available to the applicant." for the proposed station. The Commission further stated that no request to amend the application to show the change had been made and that the hearing examiner acted properly in sustaining objections to any change being made during the hearing.

The FCC majority found that although Pontiac is within the Detroit metropolitan district, two cities are 15 miles apart and Pontiac, with population of 66,000, must be classed as a large and thriving city with numerous and varied community and business interests which are not shown to be identified in any way with those of Detroit."

The majority said that for "approximately 10 years" WCAR has "supplied the city and its environs with a valuable public service. . . there is a definite public need for a continuation of this service, and any deprivation or diminution thereof, as the result of moving the station in the manner contemplated herein, would be contrary to the best interests of the Pontiac area and, indeed, contrary to the public interest."

Denies Auxiliary Plan

The decision also concluded that WCAR's plan to prevent any curtailment of local service through the use of an auxiliary station in Pontiac would not be possible to carry out.

The dissenting Commissioners stated they believed "that in proceedings such as this where an extensive area is proposed to be served, which includes communities of substantial size comprising integral parts of the same metropolitan district and where the operation proposed would provide service to the cities involved and to all or substantially all of the metropolitan district, with adequate provisions being made for local programming of the several communities therein, no distinction can be made as between the communities."

---

**The Answer to a Disc Jockey's Prayer**

**by Daven**

It is now possible to minimize the chance for human error in program control work. The Daven Company has once again pioneered in the field of audio communications controls, and developed a foolproof Miniature Switch. This type, SW-1000, is a notably compact, low voltage, low current control. It is a cam operated single pole double throw switch, with an OFF position in the center. An outstanding feature of the SW-1000 is that it may be obtained on standard Daven attenuators without increasing the overall dimensions.

This switch may be used to:

- Operate a relay which can start a turntable motor.
- Function as a cueing control.
- Control indicator lamps.

*PAT. PEND.*

Available on Daven LA-350 Series of 20 Step Ladder Attenuators

For further information write to Dept. BD-3

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**The Daven Co.**

161 Central Avenue
Newark, N. J.

October 3, 1949 • Page 61
PAY RAISES

LONG-PENDING legislation to raise salaries of FCC Commissioners above the present $10,000 won Congressional approval last Thursday in a compromise agreement which stirred lengthy and partisan discussion before the Senate finally proposal still must go to conference but it is understood that no substantial changes will be made.

Commissioners of FCC, FTC and other agencies won’t get the $16,000 originally provided in the House-passed version but urged by the Senate Post Office & Civil Service Committee. They will have to settle for $15,000—which represents a 50% boost—where they might have lost everything. FCC Commissioners it represents their first increase in over 22 years—since the Federal Radio Commission was first set up in 1927.

Prodled on by President Truman’s message earlier in the week, calling for immediate passage of the measure (HR 1689), the Senate proceeded slowly through a maze of amendments which threatened to wreck chance of passage at this session. As an alternative to recommittal to committee and as a method of reconciling differences over relative increases for executive personnel, a coalition of 30 Senators led by Sen. Edwin C. Johnson (D-Col.), pushed through a substitute amendment which scaled down salaries to $15,000.

Thus, FCC Commissioners will receive the same amount proposed in the McFarland-FCC reorganization bill, now before the House Interstate & Foreign Commerce Committee, on which the Johnson amendment has incurred frank opposition. With respect to the original HR 1689, there would be one other important change, however—FCC Chairman Wayne Coy, or any successor, will not be eligible for a proposed $18,000 which would have rested at the President’s discretion.

Increase to Allen

The legislation also provides a sizable increase for the Assistant Secretary of State for Public Affairs (now George Allen), charged with the task of writing the book, The Dept.’s Voice of America broadcasts. He would receive $15,000 instead of the present $10,330. FTC Commissioners also will draw $15,000 salaries.

Sen. Johnson pointed out that the executive bill, as reported out by Sen. Russell Long (D-La.), would mean FCC and other Commissioners would be paid higher salaries than those received by Congress—$15,000 as compared to $15,000—and felt that “to a great many of us, it would be very offensive to have the top officials of a creature of Congress receive more pay than they received by the members of the body which created it . . . ”

The Johnson amendment imposed an overall ceiling of 50% on raises. For the present this week is a classification measure (S 2379) which Congress and the President made plain must go hand in hand with the executive bill. Under that proposal the top grade under

FCC Members In Line
For $15,000

COMMUNICATIONS

Book Surveys Fields

MASS COMMUNICATIONS. Edited by Wilbur Schramm. Urbana-Champaign: U. of Illinois Press. $3.52 pp. $4.50.

PRESENTING an over-all survey of the mass communication fields is this volume compiled from readings used in the U. of Illinois Institute of Communications Research. Book was prepared at the request of students, teachers and research men who have urged the institute to supplement its first book, Communications in Modern Society (U. of J. Press, 1948).

Edited by Wilbur Schramm, director of the institute, the book gives an integrated introduction to mass communications for persons who would like to study them through the windows of the social sciences. It has been designed to meet part of the need for such an introduction.

Mass Communications, by bringing together anthropologists, psychologists, sociologists, political scientists, economists and media men, has attempted “to combine diversity of approach with a single target.” Book was published last week.

Among the 36 contributors to the book are Paul F. Lazarsfeld, director Bureau of Applied Social Research, Columbia U.; Kenneth Baker, director of research, NAB, and H. M. Beverl Jr., NBC director of research.
WHOM SESSIONS
Meets Agency, Newsmen

WHOM New York has inaugurated a series of monthly meetings of agency and news people to discuss various points of the foreign language broadcasting operations.

At the first meeting late last month, guests were introduced to the new general manager, Generoso Pope Jr., and were shown the station's new and impressive modern offices and studios.

U. S. Agency Data

A NEW editorial feature summarizing all important rulings, decisions, and orders by 43 government bureaus and agencies, including the FCC and FTC, is now published daily by the New York Journal of Commerce. The feature is called "Business Rulings by Federal Agencies" and is written in non-technical, digest style. The business paper reviews in the articles tax rulings, import-export controls, labor decisions and other vital Washington data.

FUND-RAISER
Grand Rapids Goes 'All Out'

FOUR MAJOR stations in Grand Rapids, Mich. — WFLR WOOD WJEF WLAV — did themselves proud last month when they threw their collective time and talent, and an aggregate of 200 years talent experience, behind the National Foundation for Infantile Paralysis.

Because of the unlimited cooperation, the fund was some $3,000 richer after seven hours of broadcasting.

Fund-raiser was the suggestion of WFUR, 1 kw independent, which enlisted the help of clients and personalities comprising most of Grand Rapids' radio industry. Special scripts and broadcast schedules were written, and production sheets were set up to help coordinate the activities of the seven-hour program. To make it official, Mayor Stanley H. Davis, in a radio speech, proclaimed the occasion Radio Day — and the parade of stars for polio victims was underway at 10 a.m.

Joining in were sportscasters, disc jockeys, foreign language broadcasters, gospel artists and others from WFLR WOOD WJEF and WLAV. Hundreds of requests and pledges rolled in and the moneys pyramided. Later a special plea by Gov. G. Mennen Williams, praising radio's efforts and extending further encouragement, set off another round of pledges. His message was aired by special telephone-recording. By 5 p.m. radio personnel were weak and weary but the Foundation was $3,000 to the good.

Low-cost operation and long trouble-free service are basic features of all RCA mercury-vapor rectifiers

- For your convenience, RCA tubes are available from your local RCA Tube Distributor or directly from RCA.

The Fountainhead of Modern Tube Development is RCA

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BROADCASTING • Telecasting

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THE SKY IS THE LIMIT

UNESCO MEET

U.S. Urges More Radio

NEED for expansion of mass communications plans, particularly in radio, directed toward a sharper appreciation of human rights, was reaffirmed again by the U.S. National Commission for UNESCO at the Paris conference fortnight ago, State Dept. reported.

The delegation, headed by George V. Allen, assistant secretary of State for Public Affairs, also reported to the conference, that the U.S. has signed the UNESCO audio-visual convention. The proposed pact is designed to remove duties and various restrictions on educational materials, and now goes to the U.S. Senate for ratification. It places the U.S. squarely on record as favoring a more comprehensive agreement which would include publications as well.

The Commission also had urged that all projects of UNESCO, including the radio field, be greatly stressed and that UNESCO seek to increase activities of national commissions so as to augur for a mass movement in all countries.

Secretary Allen described the task of developing international understanding as difficult but not impossible, and emphasized that UNESCO's first responsibility is "to tear down those barriers to communications, so people can know each other directly...." If radio broadcasts could carry the assurance of peace throughout the world people everywhere would "raise a great shout of simultaneous joy," he added.

IRE EXPANDS

Forms Quality Control Unit

FORMATION of a professional group on Quality Control in the field of radio, communication, television, electronics and allied subjects has been announced by the Institute of Radio Engineers. At the same time, the IRE's Administrative Committee, which held its initial meeting last month in New York, elected a new slate of officers.

Elected chairman of the committee is R. F. Rollman, Quality Control Section of Allen B. DuMont Labs., vice chairman, B. Hecht, manager of Quality Control Section of International Resistance Co., Philadelphia; secretary-treasurer, Dr. Victor Wouk, chief engineer of Beta Electric Corp., New York. The committee will sponsor a full session at the radio fall meeting at Syracuse, N.Y., on Oct. 31, Nov. 1-2 when three papers will be presented.

VOICE' FUNDS

Increased by Senate Group

STATE DEPT's revitalized campaign to win the "hot" propaganda war of words between Voice of America and Radio Moskow has drawn the unstinted support of the Senate Appropriations Committee which voted forthwith an extra $10,475,000. The measure (HR 6008), providing supplemental funds for the current fiscal year, was passed by the Senate and sent to a conference committee.

The bill allot $11,5000,000 for international information and educational activities—$330,000 under the budget estimate but the full amount passed by the House. It sets aside the $10,475,000 exclusively for purchase, construction and improvement of building and facilities, and the purchase and installation of necessary equipment for Voice of America broadcasts, including land acquired overseas.

Part of the whole sum also is allowed for retroactive salary increases.

The Senate committee did not call on State Dept. Voice officials to testify during subcommittee hearings, but earlier prominent U.S. radio and press officials had attested to a similar House committee to the urgency of the funds increase (BROADCASTING, Aug. 22). They cited need for funds to counteract Soviet jamming of Voice broadcasts, the necessities of psychological warfare "in the event of world emergency," and the information and propaganda aspects of the cold war in general.

Boston Engineers Meet

EIGHTY to 100 engineers and technicians from stations in Maine, New Hampshire, Massachusetts and Rhode Island attended the first meeting of the Boston Broadcast Engineers group of IRE in Boston Sept. 15. Highlight of the session was a paper concerning the new measurement requirements of the FCC, presented by Prof. Hobart Newell of Worcester Polytechnic Institute. Next tentative meeting date is Nov. 10.

Detroit's Most Effective Selling Team!

WEXL
1340 KC 250 Watts
WEXL-FM
104.3 MC 18,000 Watts
Royal Oak, Michigan
PRIMARY COVERAGE

More than half the total Radio Homes in Michigan, with a retail buying power (1948) of over $3½ billion.

OPERATING 24 HOURS DAILY

Member N.A.B.—M.A.B.

REPRESENTED NATIONALLY BY THE FRIEDENBERG AGENCY, INC.
TRIAL of Sam Smithwick, former deputy sheriff, for the murder of W. H. (Bill) Mason of KBKI Alice, Tex., has been set for Oct. 24 in district court at Belton. The case was ordered transferred from the south Texas town of Alice because of high feeling in the area.

A special Jim Wells County grand jury, which indicted Mr. Smithwick [Trial set for Oct. 19], was discharged Sept. 28 after 10 days' investigation into voting in last year's U. S. Senate primary, when Sen. Lyndon Johnson defeated former Gov. Coke Stevenson by the close margin of 87 votes in a 1,000,000-vote primary. The Senator's wife, Claudia Johnson, is president of KTEC Austin. The grand jury returned no indictment in the latter case.

Announcer Recruits

THE National Academy of Broadcasting, Washington, graduated 24 students Sept. 23. Three of the announcer graduates already had accepted professional positions before receiving diplomas—Robert Evans with WSBB Durham, N. C.; Charles Farkas with WAZF Yaxao, Miss., and Harry S. Baum, WHW Rutland, Vt. Commencement speaker was J. N. (Bill) Bailey, radio and newspaper consultant of Washington and Baltimore, who stressed high standards in programming. Mr. Bailey was executive director of the FM Assn. from 1947 to 1949.

Defense Series

ABOUT 300 stations currently are airing Defense Report, weekly news script presented by the Dept. of Defense, according to Charles E. Dillon, chief of the radio-television branch and editor of the series. Scripts summarize news about the armed forces in an informal and authoritative presentation and is available for placement by public information officers of all services. Response from stations indicates that circulation will be doubled shortly, Mr. Dillon said. Series was inaugurated Aug. 1.

FI F T E E N - M I N U T E , five-a-week radio news broadcast by Jerry Taylor on W2B3 Providence, R. I., has used 10,000 copies of copy for one program. Show specializes in local news and utilizes tape recordings as special feature. Over 60% of local news beats have been scooped by show over local papers, station reports. Program, Newport News Express, reportedly was among the first shows in Rhode Island to use editorials on local scene.

Salute to Civic Service

PROGRAMS were aired five times weekly for 15-minute period on KCBS San Francisco will salute different service organization each week. Called Oro-west Salute to Civic Service, shows are presented in cooperation with San Francisco Community Chest. Format is discussion of work of social service in Bay Area. Groups working with problem children, the blind, crippled, aged, mentally disturbed, or underprivileged will be honored.

Music for Youngsters

MUSICAL program aired on WTAG Worcester, Mass., features serious music for children in age group of five-to-ten years. Hour-long show, Make Friends Music, seeks to help children understand music by talking about it in simple terms. To aid in this, 8 1/2 by 11-inch musical diary can be obtained from WTAG. Diary devotes full page to each program which program notes and spaces for children to write in titles and composers of selections played. Additional, to be obtained in spring, may be inserted into loose-leaf binder by children.

Delayed Broadcasts

S A T U R D A Y evening delayed broadcasts of Northwestern U. and Evanston Township High football games will be aired over WSAW (FM) Evanston, Ill. Tape recordings will be unedited and contain all color associated with games. WEAU feels that its convenience will make it a popular feature in Chicago.

Constitution Reading

ATTEMPTING to promote better understanding of the Constitution, KGIF Hollywood has started new program of opening one of its regular newscasts with reading of a section of an article of Constitution. Reading started with preamble and will be carried through entire Constitution including all amendments, in consequent newscasts.

Sub Succeds

WHEN Brooke Johns, regular announcer for Morning in Maryland disc show on WBCC Bethesda, Md., was called away suddenly, his 17-year-old daughter, Joanne, took over show. Lack of experience notwithstanding, she interviewed representatives of Junior Chamber of Commerce, spun discs and chatted so well that station has offered her show of her own.

‘NORONIC’ TALE

RADIO and TV stations jumped into action Saturday, Sept. 17, the day of the Noronic disaster in Toronto harbor. Tale of charred victims and the burning ship was relayed to listeners and viewers in record time. First stations reporting activities included CHUM Toronto; WCUO (FM); WIMO (TV); WQAR WEWS (TV), all Cleveland; WFMJ (FM) Youngstown, Ohio, and WCOP Boston.

CHUM recorded interviews with survivors, supplying the recordings to NBC for national broadcast and also newswreel film for NBC-TV use. Station's staff aided in task of bringing together families separated by fire. Rolly Ford, station manager, reports coverage was hailed for its public service and news job. WFMJ (FM) flew Robert Makai, program director, to the scene for tape recordings of witness accounts by Youngstown survivors.

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Heads-up coverage from as far away as Boston was reported. Alan Barnett, friend of WCOP Newsmen Borne Kamonsko, who was in Toronto that week-end, phoned station and offered on-the-spot description. WCOP recorded the details by telephone recorder and thus had an exclusive on-the-air that same night.

FIFTEEN-MINUTE, five-a-week radio news broadcast by Jerry Taylor on W2B3 Providence, R. I., has used 10,000 copies of copy for one program. Show specializes in local news and utilizes tape recordings as special feature. Over 60% of local news beats have been scooped by show over local papers, station reports. Program, Newport News Express, reportedly was among the first shows in Rhode Island to use editorials on local scene.

Salute to Civic Service

PROGRAMS were aired five times weekly for 15-minute period on KCBS San Francisco will salute different service organization each week. Called Oro-west Salute to Civic Service, shows are presented in cooperation with San Francisco Community Chest. Format is discussion of work of social service in Bay Area. Groups working with problem children, the blind, crippled, aged, mentally disturbed, or underprivileged will be honored.

Music for Youngsters

MUSICAL program aired on WTAG Worcester, Mass., features serious music for children in age group of five-to-ten years. Hour-long show, Make Friends Music, seeks to help children understand music by talking about it in simple terms. To aid in this, 8 1/2 by 11-inch musical diary can be obtained from WTAG. Diary devotes full page to each program which program notes and spaces for children to write in titles and composers of selections played. Additional, to be obtained in spring, may be inserted into loose-leaf binder by children.

Delayed Broadcasts

S A T U R D A Y evening delayed broadcasts of Northwestern U. and Evanston Township High football games will be aired over WSAW (FM) Evanston, Ill. Tape recordings will be unedited and contain all color associated with games. WEAU feels that its convenience will make it a popular feature in Chicago.

Constitution Reading

ATTEMPTING to promote better understanding of the Constitution, KGIF Hollywood has started new program of opening one of its regular newscasts with reading of a section of an article of Constitution. Reading started with preamble and will be carried through entire Constitution including all amendments, in consequent newscasts.

Sub Succeds

WHEN Brooke Johns, regular announcer for Morning in Maryland disc show on WBCC Bethesda, Md., was called away suddenly, his 17-year-old daughter, Joanne, took over show. Lack of experience notwithstanding, she interviewed representatives of Junior Chamber of Commerce, spun discs and chatted so well that station has offered her show of her own.

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GEOEGET DIETRICH, former eastern sales manager of Radiotime Inc., has joined the service listing program schedules and time availables, named general manager of the corporation. He will head New in company's Chicago office and will be in charge of sales, distribution and production of publication. He previously was member of Talon Inc. sales staff.

PROCKER RADIO PRODUCTIONS Inc. announces removal of offices to 293 West 57th St., New York. Phone: J udson 6-4860.


KILLINGSWORTH TV PRODUCTIONS Inc., New York, moves to new quarters at 125 West 49th St., and expands its staff. New Personnel includes JOHN T. MATTHEWS, formerly with Visual Science and Research, sales manager, and IRVING G. GORDON, attorney. Firm has completed package situation-comedy musical, featuring Landr Tito, which is offered for telecast.

CONTRACT renewals and extensions for World Broadcasting System, New York, transcribed library service, signed last week by five Georgia stations: WALB Albany, WMVG Milledgeville, WGAA Cedartown, WBLX West Point and WTC Savannah.

HAL TATE, owner of Hal Tate Radio Productions, Chicago, is father of a girl, Marilyn Jean.

TEXAS JIM LEWIS, Deca recording artist, signs with Broadcasting Corp. of America's Western Network to do his western show 5:30-8 p.m. Mon., Thurs. and Fri. on KPRO Riverside; KREO Indio; KROP Brawley; KYOR Blythe; KPOR San Bernardino, all California.

Equipment

EDWARD T. O'TOOLE, newspaper and radio freelancer in New York and New England, appointed assistant general manager of the Vidcraft Tele-

NIELSEN

Issues 'Extra Week' Ratings

NIELSEN ratings will be issued henceforth on programs during four weeks of the month rather than two, it was announced last week by A. C. Nielsen, president of the Chicago market research firm.

Subscribers to Nielsen's Radio Index, who have been getting red-covered reports for all network shows two weeks each month, will now receive the blue-covered "extra-week ratings" covering all evening and week-end programs for the other two weeks "for a small optional surcharge." D a y t i m e multi-weekly ratings for the extra weeks will be available on special order, Mr. Nielsen said.

The doubled service is an outgrowth of subscriber demand, Mr. Nielsen reported, and is expected to make possible "sooner decisions, by availability of twice as much information; earlier decision regarding success of a program, and appraisal of guest stars and other special features almost irrespective of the date of the broadcast."

Mr. Nielsen pointed out that extra-week ratings, similar to all other features of the National Nielsen Radio Index Service, are determined from a national sample of radio homes, with ratings expressed in number of homes reached as well as in percentages.

Canada Radio Week


Radio Guild

Asks 15% Pay Raise at CBS

DEMANDS for a 15% or $7.50 wage increase, whichever is larger, have been presented CBS by Radio Guild, United Office and Professional Workers, CIO, in negotiations for a new contract to replace the present agreement expiring Nov. 30.

Also among the demands are: Two weeks notice of layoff or dismissal; more severance pay; no layoffs unless work is actually curtailed; company-wide seniority to take precedence over job classification seniority. Represented by the Radio Guild are 600 employees in New York, most of them white collar workers.

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, Pa.
LOBBYING PROBE

Committee Blocks Plans

CONGRESSIONAL plans to launch a far-reaching probe of lobbying in this session struck a roadblock last week when the House Administration Committee temporarily turned thumbs down on proposed funds for an investigation which could encompass activities of the radio industry, FCC, FTC and other independent agencies.

The committee heard an appeal from Rep. Frank Buchanan (D-Pa.), author of legislation (H Res 298), for $50,000 to conduct the probe under a proposed seven-man Select Committee, to be chosen by House Speaker Sam Rayburn (D-Tex.). Authorities said the action was not final and the committee simply decided "not to report out" the resolution at this time. They indicated, however, little likelihood funds would be approved this session with adjournment drawing near.

The House decided to push its investigation last July following its passage of a measure to compose a Joint Senate-House group. The concurrent resolution (H Con Res 62) is on the Senate calendar. Senate and House legislators had disagreed on the number of members for the joint unit [Broadcasting, Aug. 1]. Meanwhile Speaker Rayburn reportedly has been awaiting Senate action before naming select committee personnel.

All proposals would authorize and direct a study and probe of lobbying activities designed to "influence, encourage, promote, or retard legislation," including those of federal agencies. Radio stations and networks with Washington representatives also would fall under the scrutiny of legislators.

Charles Mencher

CHARLES MENCHER, 49, senior clerk at the New York office of FCC, died at his Brooklyn home Sept. 26 from a heart ailment. He had been a clerk with FCC for 29 years. His wife, Mrs. Grace Mencher, and twin daughters, Audrey and Bernice, 17, survive.

B. GEORGE BARBER Jr., formerly promotion manager for WCOS Columbia, S. C., and commercial manager of WKIX and WNOF same city, and most recently general manager of WJAY Mullins, S. C., becomes commercial manager of WPTI Winston, N. C.

HERBERT S. BENNETT joins sales staff of WCFL Chicago. He formerly worked at Chicago Sun-Times as advertising service manager, for Philadelphia Inquirer in Chicago and Nowadays, newspaper supplement.

DAVE GOLDEN, former director of publicity and promotion of WPAT Paterson, N. J., joins WTYY Coral Gables, Fla., as sales manager.

DEMont Television Network opens Chicago sales office at 123 S. LaSalle St., headed by GIL BERRY, former sales manager of ABC's Central Div. He will represent DuMont for stations-WABD (TV) New York, WDTV (TV) Pittsburgh and WTGG (TV) Washington.

LEON P. GORMAN, former sales and promotion manager for WPDR Portland, Me., appointed to similar position at WABI Bangor, Me.

E. N. BEARD Jr., now to radio, joins sales staff of WCOC Greensboro, N. C.

BILL SHAH, former promotion director and time salesman of WLAC Nashville, Tenn., joins sales staff of WCSC KORK (FM) Cedar Rapids, Iowa.

W. J. WILLIS, formerly with Public Relations Publications of Columbus, Ohio, joins sales staff of WKY-TV Oklahoma City.

HENRY Z. UNGAR resigns from sales staff of WMPS Memphis, Tenn., to become vice president in charge of sales for National Products Co., Memphis.

ARmand TERL, formerly commercial manager of WBDU Baltimore, appointed account executive for WPDR Portland, Me.

WILLIAM N. DAVIDSON, account executive in ABC station relations department, resigns to join Free & Peters Inc., New York, station representative, as account executive.

BEN B. BAYLOR Jr., assistant general manager and director of sales for WMAL-AM-TV Washington, has left for Chicago, Detroit and Pittsburgh where he will consult with sales departments of ABC and agency officials.

GEORGE E. TURPIN resigns as commercial representative of WANS Andrews, S. C. He plans to return to promotional field, selling and producing regional sales campaigns through new organization, George E. Turpin & Associates, Fort Worth, Tex.

DON PONTIUS, for past three years on Chicago sales staff of Weed & Co., station representative, appointed manager of Chicago office of Robert Weil er Assoc. Inc., station representative. Veteran of 20 years in midwestern radio, he served on sales staffs of WGN Chicago and WBBM Chicago, before entering service during World War II. Upon return to civilian life, he became timebuyer for Hill Blackett Agency before joining Weed & Co.

KNAK Salt Lake City and KTBZ Tacoma, Wash., appoint Independent Metropolitan Sales, New York, as national representative. KATH Houston, Tex., appoints same representative, effective Oct. 15.

KSSA Santa Maria, Calif., appoints Lee O'Connell, Los Angeles, as national advertising representative.

Cecil C. Fogarty

CECIL CLEMENT FOGARTY, 72, president of C. C. Fogarty Agency, Chicago, died Sept. 21 after an illness of three years. Funeral services were conducted Sept. 24 at Memorial Park Cemetery, Evanston, Ill. Mr. Fogarty was a partner in Matteson, Fogarty, Jordan, which was organized in Chicago in 1919. In July 1945 he established his own firm, with himself as president and a son, John G., as partner. Also surviving is a daughter, Elizabeth G. Fenc.
KPIK TRANSFER
Carries Out FCC Approval

COMPLETE reorganization of KPIK San Luis Obispo, Calif., was announced by the station last week with the effecting of transfer to new owners as approved by FCC [Broadcasting, Aug. 22]. Call also has been switched to KMNS. New licensee, Pacific Broadcasting Co., acquired the station from San Luis Obispo Broadcasting Co. for $20,000. Pacific Broadcasting is owned equally by Marc H. Spinnelli, former director for WGBK (TV) Sheldon and supervisor of the radio-television department at Woodbury College, Los Angeles, who becomes general manager of KMNS; Mary Di Pritter, 29%; Richard R. and Stanley Primanti, Pittsburgh restaurateurs. Sellers were S. H. Frewen, Aram S. Rejeian and Emma Widman. KMNS is assigned 250 w on 1340 kc.

Herriette Dunbar, former women's program director at WNNY Watertown, N.Y., and continuity manager at WWWA Wheeling, W. Va., has been named assistant to Mr. Spinnelli. Mrs. Esther Wright, only member of the former KPIK staff retained, becomes station manager of KMNS. Announcers are Ken Earl Snyder, Stan Coleman and Paul McElroy. Chief engineer in Rod Meyers. Ed Wyman has been named commercial representative. Ed Caywood is chief accountant.

Programming emphasis will be on local public service and sports, the station announced, with Deke Thresh, local Ford dealer, having purchased all broadcasts of the home and away football games of California State Polytechnic College.

Don Lee Programs

DON LEE Broadcasting System reports it has 52.8% of the 36 regionally-rated sponsored shows for the second successive month. Ward Ingrin, vice president in charge of sales, disclosed to Broadcasting that Don Lee has 19 programs among those rated on the four coast networks, more than the combined three other networks.

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KRAM LAS VEGAS
In New Home, Joins MBS

KRAM Las Vegas started broadcasting yesterday (Oct. 2) from its new studios at the Hotel Flamingo [Broadcasting, Aug. 29]. Ed Jansen, president of Desert Broadcasters and co-owner of the station, reports. At the same time, KRAM joined MBS.

Open house was held at the studios for people of Clark County 4-6 p.m. to inspect the new facilities. The hotel allotted glassed-in quarters facing the Flamingo patio for main studios and additional space for offices. Administrative staff will utilize space on the main floor and mezzanine. KRAM, formerly daytime only, decided on the shift in quarters following the FCC's decision to allow it 24 hours a day programming. Station reports the Flamingo management plans to originate network shows via KRAM.

KWK Tours

KWK St. Louis' Globe-Democrat Tower studios have played host to nearly 15,000 visitors since conducted tours of the building were started 14 weeks ago. The newspaper ran a series of promotions to different studios and personnel who greet an average of 1,000 sightseers a week. Shown in the spread are newsroomers, disc jockeys, engineers, etc., as well as studios, control and reception areas. Tours will continue as long as there is demand, according to Ray E. Dady, KWK vice president and station director.

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IOWA NEWSMEN
Elect McCuen President

IOWA RADIO NEWS Assn. elected a new slate of officers at its fall meeting at Des Moines which was attended by 50 delegates. Charles McCuen, KRNT Des Moines newscaster, is IRNA's new president, succeeding Charles Hill, KGLO Mason City.

Also named were Robert Reden, WOC Davenport, vice president; Prof. Arthur Barnes, U. of Iowa School of Journalism, secretary-treasurer; Art Smith, WNNX Yankton-Siouxfall, and Ken Kew, KGLO Mason City, board members. Speakers included George Yates, chief photographer of the Des Moines Register-Register-Tribune, who explained the news cameraman's tie-in with TV; W. Earl Hall, Mason City Globe-Gazette managing editor, giving a newspaper center-color-gravure of his paper; and Iowa Gov. William E. Beardsley, who praised radio newsmen for keeping the public informed.

THORNBURGH
Splits WCAU-AM, TV Sales

SALES STAFF of WCAU-AM & TV Philadelphia has been divided into separate units for AM and television, Donald W. Thornburgh, new president and general manager of WCAU Inc, has announced. Mr. Thornburgh made the announcement during a recent lunchen at Philadelphia's Ritz-Carlton Hotel, his formal introduction to local newsmen.

Where before there were a sales manager and three salesmen for both TV and AM, Mr. Thornburgh now has four salesmen on AM and five on TV, with a sales service man on each side. Alex Rosenman, vice president in charge of sales, is in charge of both units. Mr. Thornburgh, aiming to achieve one of the largest advertising jobs ever done by the station, feels the new alignment will offer better service promotion-wise.

Successor to Dr. Leon Levy, who retired as president, Mr. Thornburgh, former vice president in charge of sales, is in charge of the Western Div., evinced high satisfaction with the general TV situation.

"I am much more optimistic about the break-even point of television than six months ago," he said. "Television has come along infinitely faster than expected. The networks are providing more programs for stations to select." The caseman tells me that we will have only four station-breach announcements available at Oct. 1 for the period from 6 to 10 p.m. TV is suffering from rates that are too low. They will have to be increased on all stations in the near future and I hope CBS will follow NBC in this. TV should arrive at the break-even point next year."

WBS Adds Five

WORLD BROADCASTING SYSTEM has announced the signing of new contracts for use of its transcribed library service with five stations and renewal and extension of contracts with five others. The new outlets contracting with WBS are WHZ Zanesville, Ohio; WCEN Mt. Pleasant, Mich.; WOHI East Liverpool, Ohio; WHDL Olean, N. Y. and WCHV Charlottesville, Va. Those renewing and extending contracts are WBIZ Eau Claire, Wis.; WZIP Covington, Ky.; WSWN Belle Glade, Fl.; WJZM Florence, S. C. and KSWM Joplin, Mo.
Promotion

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I like this page because it contains interesting information about radio and television promotions. The text mentions various radio stations, advertisements, and promotions related to different radio and television programs.

Broadcast Tickets

BUFF-COLORED card distributed by WBOB-AM Terre Haute, Ind., calls attention to football broadcasts by Bob Ferguson sponsored by Downtown Chevrolet, that city. Back of card has dates and times of games, while front, besides featuring above information, has stub end reading, "Seattle-Living Room at Home: Row-In Front of Your Radio: Seat-Favorite Chair. Season Tickets." Card comes in envelope marked, "Here are your football broadcast tickets from Bob Ferguson!"

Statistics Mailing

FOLDER featuring detailed map of coverage of KSUM-FM Fairmont, Minn., has been issued by station, giving summary of Conian Radio Report and statistics of station's primary area. Cover contends: "Most Powerful... Most Popular fulltime voice of Southwestern Minnesota... Northwestern Iowa... KSUM." Back of folder has Class A and B rate card information.

Like Digging a Well

PROMOTION sheet from O'Brien & Dorrance Inc., New York, shows picture of well and points out that promotional activities require same kind of "know-how" as well-digging. Advertisers must know where and how to dig for best results. Folder concludes, "Little job, big job—we're available."

Football Promotion

ON mallpiece showing West Point Cadets in formation at Philadelphia Municipal Stadium during Army-Navy football game. On WGEN Philadelphia remarks: "Do You Know How to score a direct increase in sales in the Philadelphia market? Place your advertising schedule on WGEN—the station that sold $1,500 worth of television sets in just one three-hour program."

Pictured Folder

LIBERALLY illustrated folder distributed to trade proclamers, "CBS and Smart loco programming give WBKB (Youngstown, Ohio) Hoopers like these..." List of high Hooperatings for 18 programs follow. Inside of folder has listing of comparative local and national Hooperatings for 53 shows and statement pointing out that these 53 shows, "are 22 have a WKBH rating that was better than national aver-

Butler Cooperation

TO KEEP Youngsters in Butler, Pa., happy, when they were kept home from school an extra few weeks because of polo in the county, WBUT and WISR cooperated to send their facilities to the city's Recreation Board for a series of children's programs. Called Radio Playground, the experimental show consisted of four daily programs simultaneously carried by the stations but alternated as to origin points. When the program originated at WBUT, WISR picked up the broadcast on its FM receiver and rebroadcast over its AM facility.
NETWORK WRITERS

To Have Security Clause

STAFF writers at ABC, CBS and NBC will have a union security clause for the first time in the agreement the networks and Radio Writers Guild are negotiating for the coming year, it was learned after a meeting Wednesday morning between the networks and the RWG.

The security clause, however, will be conditioned on the union's being certified as bargaining agent in proceedings now before the NLRB.

The networks turned down demands by the union for the right to arbitrate all layoffs and for a revision of their policy on television rights. On the latter point, the networks own television scripts that staffers write on their own time. The RWG wanted to revise the contract to permit staff men to free lance on their own time.

The two sides will meet again Thursday.

NEW NOVEL

Penneled by 'Portia' Writer


Mona Kent, $52,000-a-year writer of the popular daytime serial Portia Faces Life, now displays another facet of her writing talents with this new novel published last month.

The novel concerns a woman who not only wrote "cliff-hangers," but on the surface lived by their precepts. And in her story, Miss Kent reveals to the average reader both the serious workers and the phonies in the radio serial field.

Thomas' Injuries

LOWELL THOMAS, CBS radio commentator, reported to have broken a leg when thrown by a horse in the Himalaya Mountains near Lhasa, Tibet [N.B. C. WANG, Sept. 26], suffered merely a bruised thigh and wrenched leg, it was learned last week. The newsman was treated by a British military surgeon and was expected last Wednesday to depart soon on a 16-day litter journey out of Tibet.

TONY LANE's Airplane Trio cut its 161st Lang-Worth transcription series last week.

NEW WIS HOME
Set To Open in Mid-November

WIS-AM-FM Columbia, S. C., will be housed in a new studio-office building next month. Building is unique in that its exterior preserves the tradition of Southern architecture while its interior emphasizes the new and modern.

Official opening is tentatively scheduled for the middle of November but moving operations from the present studio location in the wing of the Jefferson Bldg. start in about two weeks, according to Steven P. Libby, manager of WIS promotion-publicity. New location is at the southwest corner of Gervais and Bull Sts., two blocks from the state capitol building.

The two-story building is constructed in hand-made Colonial brick, its Southern flavor high-marked with beautiful white columns at the main entrance. The interior is modernistic and Mr. Libby says it is one of the most modern and complete broadcasting plants in the nation. Control room equipment was specially constructed for the station by Collins Radio Co., Cedar Rapids, Iowa, and is said to be "the ultimate in fine control room facilities."

Plans for accommodating TV in the structure have not been made. But Mr. Libby comments: "This will doubtless come sometime in the not too distant future." WIS is owned and operated by Surety Life Insurance Co. and has been on the air since July 10, 1930. WIS was chosen as NBC affiliate since 1932. Station is 5 kw and operates day and night on 560 mc. G. Richard (Dick) Shafto is general manager of WIS-AM-FM.

Sponsor ABC Football

THE ABC Game of the Week, featuring play-by-plays of leading college gridiron clashes, again will be sponsored Saturday afternoons by the U. S. Army and U. S. Air Force Recruiting Service, starting Oct. 1. ABC has been an NBC affiliate since 1932. Station is 5 kw and operates day and night on 560 mc.

45.0 "HOOPER" *
(proves the best buy in WBTM)

5kw ABC 1kw (a) (a)

Rep: HOLLINGBERRY
PAT MURPHY, formerly of ABC Chicago production staff, joins NBC's Central Div. program staff as production manager. He replaces MELVIN WAMBOLDT, recently transferred to NBC New York. Mr. Murphy was a radio announcer in Chicago for several years before the war.

TED POLLACK appointed chief copywriter for WLAN Lancaster, Pa. He formerly was on faculty of the National Academy ofBroadcasting in Washington and was also chief copywriter at WEED Rocky Mount, N. C.

JACK GUINAN, veteran of 13 years experience as a sportscaster, joins WSGR Scranton, Pa., as executive producer.

MELVIN WAMBOLDT, who was a writer for ABC and NBC for many years before the war, was a preferred candidate for the job.

BRUCE PETEYAN, announcer-engineer for WWJ/Mulholland, L. C., Oct. 5 becomes program director for WFTC Kinston, N.C.

JOHN QUINN, former program director of WKBZ Muskogee, Mich., joins announcing staff of KCRG CBK (FM) Cedar Rapids, Iowa.

BEVILLE JR., formerly program director and announcer for Midwest Network and WCSI FM (Columbus, Ind.), joins announcing staff on disc hockey for WKNA-AM-FM Charleston, W. Va.

EDWARD L. MARION, recent graduate of Catholic U's dramatics Institute, joins WCAU-TV Philadelphia programming department.

OUIS LEWYN, former movie film producer, joins KLAQ-TV Los Angeles production supervisor.

RICHARD GOTTLIEB joins research staff of NBC This Is Your Life.

TARIQ SEXTON, former Mary Lee 'taylor alternate, and director of women's activities for WOL Washington, appointed director of women's activities for WTAD Quincy, Ill.

GLEN JAMESON, formerly of CKYV Anchorage, joins announcing staff of CKOV Kelowna, B. C.

BOB GRANT joins announcing staff at WBHM Chicago after working at KVAZ (FM) and WXHT (FM), both Chicago.

HOWARD E. MACKEY, formerly announcer with THE W. E. MARK, Scranton, Pa., joins announcing staff of KHMO Hannibal, Mo.

BERNARD HERRMANN, permanent producer of the opera at KRON-TV (San Francisco), announced for three year term in his present post. He will sail for England at conclusion of the CBS symphony's 1949 Sunday concert series Oct. 9, to conduct six concerts of BBC symphony in London in series of broadcasts featuring American music.

TOM MOORE, who resigned recently as m.c. of ABC's Ladies Be Seated, is featured in Ladies' Quiz, on Mutual from Chicago, five times weekly, 1:30-2 p.m.

DICK LIESDENHAUL, director of remote broadcasts at WKBK (TV) Chicago for three years, joins WGN-TV Chicago as a director on remote crew.

RED BLANCHARD, former disc hockey announcer for KPRD TV and radio, Calif., becomes program director for station.

PATRICK H. CRAFTON, former program director for WEWS-TV Cleveland, joined the program staff of KRON-TV San Francisco, appointed program director of KRON-TV.

CHARLES BAXTER, announcer for WEJ/Toledo, Ohio, and Ann Hayen have announced their marriage.

DAVID E. BIGNEL, program director of WJOL Florence, Ala., appointed Lauderdale county commander, of American Cancer Society.

R. M. BEVILLE JR., NBC research director, will speak on "The True Meaning of the Radio and "Radio Target Audience" Oct. 26 at eighth annual luncheon of Pulse Inc., to be held at Baltimore Hotel, New York.

BONNIE PROCTOR, actress and receptionist at WGN Chicago, and John McGowan have announced their marriage.

JACOB OLSON, program manager of WDBC Hartford, Conn., is author of an article on treatment of tuberculosis appearing in Hartford Courant.

BILLY JENNER of This Is New York show on WCBS New York, is the father of a boy, Nicholas Dacre.

DICK NEEDING, announcer at WWL Woodsie, L. L., and Lilian Saunders have announced their marriage. Mr. Needing plans to resign from WWL to rejoin announcing staff of WKNY Kingston, N.Y.

BILLY HART, WCAU Philadelphia staff announcer and conductor of WCAU-TV's On Chestnut Street show, is the father of a boy, William, 3d.

IRA MARION, ABC script writer, is the father of a boy, Kenneth Philip, in the rank of captain in military intelligence. He has been active in television as budget officer and administrative assistant since April of this year. For several months he has been assisting in the establishment of KGO-TV San Francisco and KECA-TV Hollywood.

Mr. Felch entered radio in 1928 as an announcer of KFRC San Francisco and in 1937 he became auditor and personnel manager of the combined KFI-KECA station operations in Los Angeles. Next he joined ABC western division in August 1944 as auditor.

NBS Report

NATIONAL BUREAU of Standards has published a summary of its 1948 activities in electronics, radio propagation and other fields in a 272-page illustrated booklet now available at the U. S. Government Printing Office. Activities were covered by 14 divisions comprising nearly 100 sections within the bureau. Annual report contains 39 half-tone illustrations and costs 25¢ a copy.

EMPHASIZING the importance of Hollywood in ABC operations, two new appointments have been announced by Robert E. Kintner, network executive vice president.

Richard A. Moore has been named assistant general manager and director of television operations and Ernest Felix assistant treasurer of the Western Div. Both report to Frank Samuels, western vice president.

In making the appointments, Mr. Kintner said, "The West Coast, because of business and industry which is as major importance to ABC, and, therefore, demands increased executive personnel."

Mr. Moore joined the network as an attorney after separation from the Army where he served...
Here's how the **NEW** Series 300 AMPEX MAGNETIC TAPE RECORDER adds profit to your operation!

**CONSOLE MODEL 300**........ $1,575.75
**PORTABLE Model 300**....... $1,595.41
**RACK MOUNTED**.............. $1,491.75


---

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

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

**SPECIFICATIONS**

- **Frequency Response:** At 15" ± 2 db. 50-15,000 cycles At 1.5" ± 2 db. 50-7,500 cycles
- **Signal-To-Noise Ratio:** The overall unweighted system noise is 70 db. below tape saturation, and over 60 db. below 3% total harmonic distortion at 400 cycles.

**Starting Time:** Instantaneous. (When starting in the Normal Play mode of operation, the tape is up to full speed in less than 1 second.) Flutter and WOW: At 15 inches per second, well under 0.05%; motoring all flutter components from 0 to 300 cycles, using a tone of 3000 cycles. At 2.5 inches, under 0.5%.

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**SERVICES DIRECTORY**

- **Custom-Built Equipment**
  - **U. S. RECORDING CO.**
    - 1113 Vermont Ave., Wash., D. C., 20036
  - **Commercial Radio Monitoring Co.**
    - Successor of COMMERCIAL RADIO EQUIP. CO.
    - Monitoring Division
    - PRECISION FREQUENCY MEASUREMENTS
      - Engineer On Duty All Night Every Night
    - PHONE LOGAN 8821
      - Porter Bldg., Kansas City, Mo.
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<td>Laboratory: 114 Northgate Rd.</td>
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FCC Actions
(Continued from page 78)

Decisions Cont.

WULS Florence, S. C.—Granted li-
cense to change station call sign to WULS, and change in vertical antenna size, total change made by WULS, Inc.

WINX Washington, D. C.—Granted license to install new tower and two synch. ampls. to be operated with main trans.

Banks Independent Bestg. Co., Gar-
den City, Va.—Granted license new de-
veloping community.

Gulf Coast Bestg. Co., Area Corpus Christi, Tex.—Granted license for new remote pickup KCA-3834.

American Colonial Bestg. Corp., Arecibo, P. R.—Granted license new remote operation.

KRMAN Manhattan, Kan.—Granted mod. CP for approval of anc. and trans. location and specific studio location.

WLAA Columbus, Ga.—Granted mod. CP change trans. location.

KWAT Watertown, S. D.—Granted mod. CP for extension of completion date to October 18-49.

American Colonial Bestg. Corp., Area Arecibo, P. R.—Granted WVKN for extension of completion date to December 21-49.

WFIG Bristol, Va.—Granted assign-
ment of license to Sherrin Bestg. Co. to Bristol Bestg. Co. Inc.

WLDA Miami Beach, Fla.—Granted license new FM station, Channel 280 (93.9 mc) 13 kw, 172 ft.

American Colonial Bestg. Corp., Inc. Los Angeles—Granted license new exp. license.


White Rabbit, Inc., York Pa.—Same for KIA-96.

WGWR Asbeto, N. C.—Granted CP

Booklet Gives New Information on Food Outlets in Midwest

Agencies with food accounts and manufacturers of grocery-store-sold products interested in finding new figures in the Midwest market, just released by radio station WLS, Chicago. These figures appear in a new sales presentation booklets on WLS Feature Foods, the 15-year-old women's part-
ticipation program conducted by Martha Crane and Helen Joyce.

Included are population and food store sales by wholesale areas, the di-
vision of trade between chains and in-
dependents; the number of chain units and who they are.

The booklet also shows what it takes to make a grocer stock and push a product, explains the continuing mer-
chandising calls on 1250 grocers; regu-
lar reports on Feature Foods adver-
tised products as compared with com-
petitors' and how advertisers use the reports.

Everyone with a product sold in Midwestern grocery stores should see
this booklet. Just write WLS . . . or ask your John Blair man.

WLS Chicago 7

Represented by John Blair & Company

Page 74 • October 3, 1949

FCC Corrections

ON REPORT of Sept. 22 re issuance of CP for WNOE New Orleans, assign-
ment should be for 1000 kc 5 kw D, 5 kw N, NA-N units.

mount FM Ant. on top of AM tower, Bureau General determined KUAS, Dallas—Granted new STL KAA-97.

Following were granted mod. CP for extension of completion date as shown: KOB-TV Albuquerque to 1-19-65; WLC, Columbia Mo., to 9-28-68; WMIT Charlotte, N. C., to 4-14-64; WIZE Minneapolis, Minn.—Granted CP for new FM station on 1400 mc.

KFVS-Cape Girardeau, Mo., to 9-22-65; WGIS—FM Miami, Fla., to 1-22-65; WMLZ—FM San Antonio, Tex., to 1-21-65 on cond. construction be completed or interim operation permitted by that date.

KDEM Napa, Calif.—Granted assign-
ment of license from partnership to newly formed corporation. Sherry Co., Inc.; outstanding capital stock, except for 100 shares, was assigned to partnership in same proportion as actual investment in it. No monetary consideration.

WWSF Warsaw, Ind.—Granted new FM station new station. Chan. 267, 1050 kc, 5 kw, 480 ft.

KFGL Mason City, Iowa—Granted license for extension of license. Chan. 226 (101.1 mc) 18 kw, 230 ft.

WXOR Des Moines, Ia.—Granted license new FM station. Chan. 270 (101.9 mc) 1 kw.

KPGW Video Pioneers, Area Signal Hill, Calif.—Granted CP KMMXAZ license change of power from 50 kw to 28 kw.

KWLM Clayton, N. M.—Granted mod. CP for extension of completion date to Oct. 18-49.

WKNE Keene, N. H.—Granted CP for extension of completion date to Oct. 10-49.

WPAW Watertuck, R. I.—Granted mod. CP for extension of completion date to 12-30-49.

RENEWALS OF MOTIONS

(Comissioner Webster)

Allen B. DuMont Labs Inc., American Telephone and Telegraph Co., on motion. Upon completion Commission extended time for filing exceptions to CP mod. CP for station which expired in the August 26-49. Application of Commission contained a motion to dismiss without prejudice its application.

El Camino Bestg. Co., San Fernando, Calif.—Application for renewal of CP for AM station.

FCC General Counsel—Granted peti-
tion to include Channel 2 in its filing exceptions to initial decision in proceeding of Sleepy Shepherd Center, Tex.


FCC General Counsel—Granted peti-
tion for extension of license and changes in exceptions to initial decision in re application of WMEX Chicago, Ill.

FCC General Counsel—Granted peti-
tion for extension of license, Channel 4 in which to file reply and opposition to extension of license, and CP for re application of WTVT New Orleans.

(By Examiner Blum)

Charles Wilbur Lamar Jr. et al, Morgan City, La.—Continued endor-
dated hearing from Oct. 3 to Oct. 4 in New Orleans.

Supreme Bestg. Co., Inc., New Orleans—Granted petition for leave to amend application to specify and revised program data.

(Examiner Cunningham)

FCC General Counsel—Granted peti-

(Examiner Litvin)

Hart L. Goin (Assignee), Station KXJL (Assignee), Nampa, Idaho—Granted petition of assignee-applicant to accept filing of petition for re-application for assignment of license of KXJL.

(Examiner Cooper)

Lakeland Bestg. Co., Lakeland, Fla., Wis.— Granted motion for continuance of hearing in proceeding in Matter of Station WEOC in Washington, D. C. in its application and that of John R. Thomas, and hearing will be indefinitely continued.

(Examiner Johnson)

WJW Jackson, Tenn.—Granted peti-
tion for leave to amend its application to correct small error in computation of homestead plan. Amendment was accepted, associated with application and the record closed.

Terrell Broadcast Corp., Terrell, Texas—Granted petition for indefinite continuation of hearing presently scheduled for Sept. 26 in re application.

September 27 Applications . . .

ACCEPTED FOR FILING

License for CP

KPHO Phoenix—License to cover CP changes in station.

KVOB-FM Alexandria, La.—License to cover CP new FM station for indefinite continuance of hearing presently scheduled for Sept. 26 in re application.

September 28 Applications . . .

ACCEPTED FOR FILING

Assignment of License

KINF-FM Corpus Christi, Tex.—Same.

KMU-N Fort Worth, Tex.—Granted license to cover CP new AM station.

KWAL-FM Lancaster, Pa.—Same.

WJW-TV Cleveland—Mod. CP

KXOA-FM Sacramento, Calif.—Same.

KBIG-FM Des Moines—Mod. CP new FM station for extension of completion date.

KASK-FM Tulsa, Okla.—Same.

WARD-FM Johnstown, Pa.—Same.

WFLK-FM Wilkes Barre, Pa.—Same.

WCBY-TV New York.—Mod. CP for extension of completion date to 1-10-60.

KFMB-TV San Diego, Calif.—Mod. CP new commercial TV station for extension of completion date to 5-1-60.

WCTW (FM) New Castle, Ind.—Li-
cense to cover CP changes in existing station.

TENDERED FOR FILING

WDOV Dover, Del.—OA to file for permission to go on air 1400 kc with 1 kw for 6 mo.

WIKY Evansville, Ind.—CP change

OLD TIMER

WWJ-Tyson Team 26 Years

WHEN the familiar voice of Edwin Lloyd (Ty) Tyson sent his “Good afternoon, football fans, this is Ty Tyson” signal to your home in high school days, who could have predicted it would mean so much to you in Ann Arbor” in the WWJ Detroit microphone Sept. 13, it marked one of the oldest sports relationships in the history of radio. The kick-off of Michigan-Michigan State game began the 26th consecutive year that Ty Tyson and WWJ have brought the U. of Michigan games to the radios of listeners.

The luxuries of the modern broadcasting booths are a source of great joy to Mr. Tyson, who points out that when he began broadcasting the Michigan games in 1924, he had to sit in the stands, with the rain and snow—and the fans—in his hair. Now he holds forth behind the glass, enclosed broad-

(Continued on page 80)

for a better-than-ever BUY

IN OHIO'S THIRD MARKET

NOW UNDER CONSTRUCTION

5,000 w AM 50,000 w FM

1890 kc

105.1 mc

BROADCASTING • Telecasting

WWMJ

BASIC ABC FOR YOUNGSTOWN

ASK HEADLEY REED

2200 w AM 25,000 w FM

1540 kc

105.1 mc
Lyman to DuMont

F. A. LYMAN, former advertising promotional manager of Leo Myenberg Co., Los Angeles, has been appointed assistant national sales manager of the Allen B. DuMont Laboratories receiver sales division, Mr. Lyman will assist Walter L. Stickel, national sales manager, concentrating on aiding distributors and dealers with their merchandising activities and problems.

RADIO SCHOOL

Sioux Falls Outlets Teach

PRACTICAL radio will be taught this year at South Dakota State College and the U. of South Dakota in a joint undertaking with the cooperation of the four Sioux Falls, S. D., stations—KSDO KELO KIHO KISD.

The stations will send their key personnel to the schools to conduct classes in the various phases of radio. Opening class, concentrating on radio management and sales, will be at South Dakota State on Oct. 5. The same course will be taught at the U. of South Dakota during the second semester beginning in January.

Courses in radio instruction were set up by Alphus Christiansen and Mrs. Glen Avery, of the Speech Dept. at South Dakota College. Orzin Melton, KSQ news director, acts in an advisory capacity and represents the Sioux Falls stations.

Milestones

FIRST anniversary of WDOD Chatanooga’s weekday women’s program, Party Line, sponsored by Pioneer Bank of that city, was celebrated last month. Participating in cake-cutting ceremonies are (l to r) Norman Thomas, WDOD co-owner; Women’s Commentator Dru Smith; Bryan J. Bush, commercial manager, and George Clark, president of Pioneer Bank. Over 400 guests have appeared on the show in the past year, during which Miss Smith has chosen 52 “Women of the Week” [Broadcasting, June 13].

* * *

- WMAL-TV Washington today celebrates completion of two years on the air. Station was among the first in the country to announce a seven night a week schedule and make extensive use of films.
- Ten years of telecasting U. of Pennsylvania football games was observed with telecast of U. of Penn.-Dartmouth game Oct. 1 by WFTZ (TV) Philadelphia.
- Jack Mangan last week celebrated the 100th broadcast of his Ship’s Reporter program on WJZ-TV New York.
- Fifteenth anniversary of the Esso Reporter newscasts on WJZ New York will occur on Oct. 7.
- Creighton Stewart has started his sixth year as conductor of WCAU Philadelphia’s For Women Only broadcasts, daily at 11:30 a.m. and 3:30 p.m.
- Larry Lazarus has completed 20 years as a staff member of CBS. Head of the accounting department at WBGM Chicago since 1926, he formerly worked at CBS-New York.
- Tenth anniversary broadcast of national award-winning weekly safety education program, So It Can’t Happen To You, was aired fortieth year ago over KXOK St. Louis. Show started as experiment with Sgt. Roland J. Schumacher of Traffic Education Div. of St. Louis Police Dept. as conductor. Program’s success made station decide to incorporate it as regular feature. Mr. Schumacher, now a lieutenant, is still with show.
- KXOK St. Louis celebrated its 11th year of broadcasting service Sept. 19. Station first went on the air with 1 kW on 1950 kc. In 1940, power was increased to 5 kw and frequency changed to 630 kc. Station has installed facsimile equipment at U. of Missouri School of Journalism and more than doubled its personnel since its opening.
- First anniversary of Mark Adams program over WWJ Detroit was observed Sept. 27.
- Pat Bishop, KFI Los Angeles newscaster, has celebrated his 15th

TIME HAVOC

Standard Shift Hits Seattle

THE WEEK of Sept. 25-Oct. 1 was a rough one for Seattle’s stations, schedule-wise. While the rest of the nation returned to Standard Time at 2 a.m. Sunday, Sept. 25, portions of Washington State had done so even earlier, while other communities never left it, Seattle remained on Daylight Saving Time until Oct. 1.

The resulting inconvenience to travelers and others affected by two conflicting time-zones was as nothing compared with the difficulties of broadcasters in Seattle’s “island” of Daylight Time. Aside from the network-affiliates special problems of scheduling programs coming from the East or from California, all stations had to watch time announcements and program plugs concerning shows set for later in the day.

Some grasped both horns of the dilemma by announcing both standard and Daylight times; others stuck by the Seattle clock and hoped for the best. The situation resulted from a voters’ mandate in last year’s election.

SECOND series of new RCA Victor Bluebird releases feature Ralph Flanagan, Ella Logan, Cab Calloway, the Main Street String Band and Jesse Rogers anniversary with the station. During this time Mr. Bishop has broadcast from five to eight newscasts daily.

| Inside | Broadcast Newsletter | October 3, 1949 | Page 75 |
Help Wanted

Managerial

Station manager to invest $7500 in new Iowa station. Write details. Box 730c, BROADCASTING.

Salesmen

Sales representative. Well-known network station in small New England market opening. Commission, established accounts, State qualifications. Box 594c, BROADCASTING.

Experienced commercial man for network station in large, fast-growing southwestern city. Ability to sell and maintain large accounts necessary. Splendid opportunity and permanency. Strong personal sales ability required. Box 731c, BROADCASTING.

Experienced salesman, Texas ABC sta-

tion. Good territory, requiring good safety and personal appearance. Must have

drive. Send full particulars. Box 732c, BROADCASTING.

Salesman for 5 kw. Independent. If you are experienced, can sell radio intelligently and have a good personal appearance. Send full information to: Allan Curnutt, KJAY, Topeka, Kan.

Salesman, Real opportunity for aggressive hard working man in progressive market. Big opportunity for right man. State background, references. WGDA, Georgia.

Announcers

Disc Jockey. Experienced, able to build and hold a well-rated audience. Must have proven past performance in similar market and have ability, stability and highest character references. Box 733c, BROADCASTING.

Announcer. Quality man. Experience necessary. Versatile, No work. Must have 3 years experience, starting salary $300 a week. Box 734c, BROADCASTING.

Announcement for 50 kw. earliest possible. Operate console in one of the most important major market. Lucrative salary available. Box 735c, BROADCASTING.

Technical

Combination man, first phone. Station near metropolitan area in Virginia. Pick-up, must be in New York, write Box 736c, BROADCASTING.

Wanted—Combination engineer-an-
nouncer. Must be experienced, must be

able to fill personal in first letter, including salary expected, picture and any references. Box 737c, BROADCASTING.

Transmitter operator with or without experience—3 months monthly plus quarters at transmitter building. WRH Station. ENA, Aiken, S. C.

Need 2 engineers immediately for ex-
nected operation or emergency pm con-

nections. Contact Manager, WVPD, Vidalia, Georgia. Telephone 231.

Production-Programming, others

News director. The man we want is someone who is well acquainted with the news job, in production in a metropolitan sta-

tion, doing an outstanding news story. He is looking for a chance to better his present station. Must be a first-rate newcomer, thoroughly experienced in all phases of news work, and able to manage a news department. Box 656c, BROADCASTING.

Help Wanted

Managerial

Station manager to invest $7500 in new Iowa station. Write details. Box 730c, BROADCASTING.

Salesmen

Sales representative. Well-known network station in small New England market has opening. Commission, established accounts, State qualifications. Box 594c, BROADCASTING.

Experienced commercial man for network station in large, fast-growing southwestern city. Ability to sell and maintain large accounts necessary. Splendid opportunity and permanency. Strong personal sales ability required. Box 731c, BROADCASTING.

Experienced salesman, Texas ABC sta-
tion. Good territory, requiring good safety and personal appearance. Must have drive. Send full particulars. Box 732c, BROADCASTING.

Salesman for 5 kw. Independent. If you are experienced, can sell radio intelligently and have a good personal appearance. Send full information to: Allan Curnutt, KJAY, Topeka, Kan.

Salesman, Real opportunity for aggressive hard working man in progressive market. Big opportunity for right man. State background, references. WGDA, Georgia.

Announcers

Disc Jockey. Experienced, able to build and hold a well-rated audience. Must have proven past performance in similar market and have ability, stability and highest character references. Box 733c, BROADCASTING.

Announcer. Quality man. Experience necessary. Versatile, No work. Must have 3 years experience, starting salary $300 a week. Box 734c, BROADCASTING.

Announcement for 50 kw. earliest possible. Operate console in one of the most important major market. Lucrative salary available. Box 735c, BROADCASTING.

Technical

Combination man, first phone. Station near metropolitan area in Virginia. Pick-up, must be in New York, write Box 736c, BROADCASTING.

Wanted—Combination engineer-an-
nouncer. Must be experienced, must be able to fill personal in first letter, including salary expected, picture and any references. Box 737c, BROADCASTING.

Transmitter operator with or without experience—3 months monthly plus quarters at transmitter building. WRH Station. ENA, Aiken, S. C.

Need 2 engineers immediately for ex-
nected operation or emergency pm con-

nections. Contact Manager, WVPD, Vidalia, Georgia. Telephone 231.

Production-Programming, others

News director. The man we want is someone who is well acquainted with the news job, in production in a metropolitan sta-

tion, doing an outstanding news story. He is looking for a chance to better his present station. Must be a first-rate newcomer, thoroughly experienced in all phases of news work, and able to manage a news department. Box 656c, BROADCASTING.
Situations Wanted (Cont'd)

First phone. Six months experience. Would like transmitter position in sta- tion under coming construction. Box 786c, BROADCASTING.

Transmitter engineer first phone license AM or FM employment. Immediately available. Venango, Pa. Box 710c, BROADCASTING.

Rager beaver radio operator 1st phone. Amateur and television experience. Good knowledge of equipment. Short notice. Desires opportunity AM, FM or TV. Good class C ticket. Box 726c, BROADCASTING.

Young, first phone, married, ERTI graduate desires any engineering or com- munication work. Box 714c, BROADCASTING.

First phone, second telegraph. Six years marine and airline experience. Desires line or control position. Box 722c, BROADCASTING.

Engineer, first phone, second telegraph, class A amateur SSR, licensed AM and FM transmitters, remote, recording, installation and directional arrays. 45¢ week. Available at once. Box 728c, BROADCASTING.

First phone, young, married, reliable. To gain experience major objective. Will consider any location, any phase. Box 731c, BROADCASTING.

Control engineer with 6 months experience. Single, capable, responsible, any go anywhere, also have first class license with 6 months experience with remotes, recording and installation. Will consider any phase, any job anywhere. Box 737c, BROADCASTING.

Engineer, 1st phone. Graduate AM-FM-TV leading technical school, excel- lent electrical engineering. Desires line position. Box 742c, BROADCASTING.

Engineer, first phone, graduate leading school, AM-FM-TV. Desires job in field. Six months experience. To travel. Box 745c, BROADCASTING.

Experienced chief engineer-announcer, emphasis on engineering,-single. Pennsylvania, New Jersey, permanent position in midwest or south-west. Box 751c, BROADCASTING.

Holder of first class telephone license. Young, vet, married. Any offer will be considered. Box 756c, BROADCASTING.

Engineer, first phone, inexperienced. IL, single, location unimportant, ex- cellent references. Box 760c, BROADCASTING.

Engineer-announcer. First phone class (also class A amateur) and MA in English. Will work anywhere. Excellent formal experience but capable. Box 764c, BROADCASTING.

College graduate with Degree of Elec- trical Engineering, 26, single. Two years engineering, single veteran, 23, radar experience. Desires any job related to engineering anywhere. Box 772c, BROADCASTING.

Available immediately, salary secon- dary. Excellent knowledge of electrical engineering. Five years, single, without previous experience. Box 775c, BROADCASTING.


Television

Managerial

Mr. Television Station Manager: You probably wish to know my background and experience, built up over several years in broadcasting and media. Truth be known, I am young, not old. But I bring to TV the qualities of a mature person — maturity, outstanding sales record, valua- ble contacts and a desire to be at the top retailers in this country. In this I offer at least a relatively small compensa- tion. I know the advertising sales approaches. I know national advertisers, their representatives. Box 779c, BROADCASTING.

Salesman

Wanted to Buy

Stations

Stations or CP in Piedmont section of south, price and terms subject to share with management arrangement. Box 780c, BROADCASTING.

Would buy at right price broadcasting station located in growing community. Must be within 100 miles radius. Will want to make a quick deal. Box 781c, BROADCASTING.

If you are interested in selling your regional or local station I am interested in buying. Price must be fair and full information furnished. Box 785c, BROADCASTING.

Production-Programming, others

Producer-director. Over two years ex- perience in network engineering. Studio, remote, film, traffic, network coordination. All sports productions. granite, flexible, professional in peo- paning. Top talent. Box 786c, BROADCASTING.

Floor manager or assistant, six months experience Broadway shows on TV. Top contact. Box 788c, BROADCASTING.

Situations Wanted (Cont'd)

Top newscaster. Age 39. 3 years experi- ence. Particulars on request. Box 589c, BROADCASTING.

To report, write, broadcast. 250 experience in career. Good contact. Box 581c, BROADCASTING.

Young woman director, college gradu- ate, major in English and education, energetic, talented, ex- perience in radio or television. Would consider work of any nature. Will consider any go anywhere. Box 590c, BROADCASTING.

Fed up with ad agency work: want back into creative broadcasting, tele- vision. Inexperienced but have experience with producing, salary not high now. If you have a must. Box 711c, BROADCASTING.

What do you need? Program director, newscaster, copy writer, salesman. Experienced in all phases, married, 28. Live in or near Box 736c, BROADCASTING.

College graduate, BA radio, 22, in- terested in radio-acting. Box 741c, BROADCASTING.

Womens program editor. Disc jockey- writer-announcer, transcription on re- quest. Box 746c, BROADCASTING.

Program director. Desires immediate opportunity with AM station, capable, versatile. Will consider any location. Box 749c, BROADCASTING.

Continuity writer, radio school gradu- ate, 21. Desires writing job. Commercial copy. Box 751c, BROADCASTING.

Writer-announcer, AB Swarthmore Col- lege, experienced, desiring tele- vision, acting experience. Desire any phase in radio or television. Small commercial progressive station will go anywhere. Details and disc upon request. Box 755c, BROADCASTING.

Program director—Knows program production, administration. Can deliver these plus excellent newscasts and a program service. College degree. Experienced and trained. Box 1004c, BROADCASTING.

Wanted by Wanted

Stations

Stations or CP in Piedmont section of south, price and terms subject to share with management arrangement. Box 780c, BROADCASTING.

Would buy at right price broadcasting station located in growing community. Must be within 100 miles radius. Will want to make a quick deal. Box 781c, BROADCASTING.

If you are interested in selling your regional or local station I am interested in buying. Price must be fair and full information furnished. Box 785c, BROADCASTING.

Production-Programming, others

Producer-director. Over two years ex- perience in network engineering. Studio, remote, film, traffic, network coordination. All sports productions. granite, flexible, professional in peo- paning. Top talent. Box 786c, BROADCASTING.

Floor manager or assistant, six months experience Broadway shows on TV. Top contact. Box 788c, BROADCASTING.

Situations Wanted (Cont'd)

Writer, producer, fully experienced in all phases of TV wishes position in New York area. Desires job of any kind. Will perform any secondary duties or responsibility. Box 772c, BROADCASTING.

Oh, come on! Some alert program manager wants this big assignment. Super- nius, this promising young director with TV and other production background. Glowing recommendations. Will work for any low ad. For- wise investment write Box 777c, BROADCASTING.

For Sale

Equipment

FM station equipment for sale. One complete unit with broadcast and record rack complete with monitors. Just like new. Write Box 452c, BROADCASTING.

New Aceco photo copying machine with complete associates equipment. Used once. Cost $175. Better offer takes it. Box 774c, BROADCASTING.

63 A turntable #2836c in 3 cabinet, no. On group, #200, 250 feet $10. Andrew #2737, complete new model, condition, $50. 1. Gates console, good condition, $400. Used model V Pronto recorder. Good condition, $300. Write KLO, Ogden, Utah.


Western Electric 250 watt transmitter Model 2010A, newly rebuilt. Guled, insulated tower 5' tubular steel, new. New dish 10 feet of TV, 1000 watts. Location will be removed. Box 757c, BROADCASTING.

Western Electric 250 watt transmitter Model 2010A, newly rebuilt. Guyed, insulated tower 5' tubular steel, new. New dish 10 feet of TV, 1000 watts. Location will be removed. Box 757c, BROADCASTING.

The Times

Michigan + Indians + Ohio

MANAGER TO PLUS SALESPEOPLE INVEST

MANAGER—EMPLOYED BY YOU OR NOT—I WILL ENJOY INTERVIEW, SALESPEOPLE—TRAINED BY ME FOR HARD HITTIN POST WAR SALES. INVESTMENT $30,000-52,000.00

ANNOUNCER

Box 725c, BROADCASTING.

Production-Programming, others

I'ITCHING TO SWITCH To a job where you can participate fully in the wonderful world of broadcasting for plenty of pep and polish. New renewal and special events back- ground. Established reputation, fine references. Box 725c, BROADCASTING.

For Sale

Stations

TEXAS

The finest small radio station in the Lone Star State is for sale.

250 WATTS

see it ... listen to it... you'll agree it's a model operation.

100,000 POPULATION

is the figure for its trade ter- ritory.

Write Box 680c, Broadcasting (Continued on next page)

Stations

Situations Wanted

Managerial

Help Wanted

Programming

Employment Service

Looking for a better job? Let experts help you. Apply the professional way with a clever brochure on yourself. Fees reasonable. American Personnel Services, Box 1468, Bakersfield, California.

Sweeping up in this season with more job openings of every type RBB— Radio, Televis- ion or Broadcasting Bureau, Box 413, Philadelphia, Pa.
CROSLEY CONTEST

175 Stations Will Each Carry 40 Spots

APPROXIMATELY 175 stations in 105 cities throughout the country will carry 40 announcements of the Crosley contest in a three-week period starting Oct. 16. Sponsored by the Crosley Division of AVCO through How Benton & Bowles, New York, the spots will inform the public of a $2,000,000 contest which AVCO officials call "the world's biggest giveaway."

Contest was announced Wednesday by W. A. Blees, AVCO vice president and Crosley general sales manager, at a news preview of the company's 1950 line of radio and video sets, refrigerators and other kitchen equipment, at the Commodore Hotel, New York. The new models will go on sale Oct. 16, he said, and the contest will start on the date, continuing through Nov. 30. Some 6500 dealers are participating with the company in the contest, he explained, boosting the total awards to more than $2,000,000, chiefly in merchandise.

Crosley started up the fall campaign with a $1,500,000 advertising and promotion campaign, Mr. Blees declared. This money will be divided roughly into three parts, for contest promotion, for the new Shelvador refrigerators and for the 1950 TV sets, it was explained. Transcribed spots promoting the contest and the Crosley products are being made available to dealers for cooperative advertising.

Mr. Blees estimated that the combined company and dealer advertising expenditure would total between $2 and $3 million for the fall campaign, bringing the year's total advertising for the Crosley line to $10 million. In 1949 the combined company and dealer promotion and advertising should total $12 to $14 million, he stated.

Crosley is sponsoring two network TV programs this fall, "Who Said That?" on NBC-TV and Inside Show Business on CBS-TV, in addition to its radio spot campaign.

Declaring that "Crosley now has more complete product lines than any other manufacturer specializing in the appliance field," John W. Craig, AVCO vice president and general manager of the Crosley Division, said that this major expansion is based on confidence in the industry's ability and the outlook for the future business economy of the country. He foresees continuing expansion for the American public—and by public he means all the millions of purchasers of practically all economic levels, who buy the goods and serve America's business.

In addition to the major appliance expansion, Crosley now has one of the most complete TV receiver lines in the industry, Mr. Craig said. He added: "And this line, too, is slated for future growth. We are developing new models to increase further our ability to provide an appropriate model for every purchaser in picture tube size and styles and combinations with radio and photographic service."

"Although still young, the television industry has demonstrated its vigor by the way sales have again started to skyrocket with the opening of the fall season. Television receiver sales are climbing rapidly in all areas served by TV stations and the industry now experiences greater stability and strength than ever before."

"Our retail sales outlets are also encouraged by the fact that the public is beginning to learn the true situation with regard to UHF television. Retail sales experiences are now indicating, with very few exceptions, that prospective purchasers realize that UHF and color are by no means just around the corner and that if and when they come, there will be inexpensive adapters for attachment to existing sets. The cooperating dealers, therefore, can go on with their regular sales work, so that any fear of set obsolescence is groundless. Those who are still waiting, dealers can only say that they are modestly denying themselves and their families years of television entertainment in their homes."

Allied's Actor

IT'S a switch when an advertising agency man becomes talent instead of buying talent. Several months ago Bill Welsh, general manager of Allied Adv., Los Angeles, began doing an interview show as well as sports via KTTLA (TV) in that city. As a result, he was approached by an agent who has seen him on TV. The agent said he thought he could do something for Mr. Welsh and he has. Bill Welsh will now be seen as an actor for Warner Bros. as he leases its After Nightfall.

NED IRISH

Seeks Garden Sale

MADISON Square Garden is now in negotiations to sell telecasting rights to its events other than boxing either to a sponsor or station according to Ned Irish, executive vice president. NBC and CBS split the boxing rights.

Mr. Irish would not reveal with whom negotiations were being carried on nor would he confirm reports that college basketball rights were being held at $150,000, professional basketball rights at $70,000, six track meets at $25,000, the horse show at $10,000 and the dog show at $4,000.

The garden events began with a new sponsorship when CBS decided last spring not to renew its contract. Mr. Irish said only a one-year contract would be concluded with WMGM New York has the radio rights to garden events for the coming season.

Controlling Interest in Profitable Network Station

This property is one of the well established and consistently profitable network stations located in an important south central market having ideal living conditions. The purchaser will head up a well organized operation and control a very valuable broadcast facility. Price unusually low in relation to splendid earnings. Cost for 75% interest—$5,000,000.

CONTACT THE NEAREST OFFICE OF THE EXCLUSIVE REPRESENTATIVES

BLACKBURN-HAMILTON COMPANY, INC.

BROADCASTING Telecasting

Page 78 * October 3, 1949
McFARLAND BILL
Committee Delays Action

FURTHER delay in consideration of the McFarland-FCC reorganization bill was foreseen on Capitol Hill last week as an executive session of the House Interstate & Foreign Commerce Committee failed to materialize according to scheduled plans.

Neither Chairman Robert Cros- er (R-Ohio) of the Commerce Committee nor Rep. George Sa- dowski (D-Mich.), head of the communications subcommittee, was present, though both are slated to return to Washington this week. Rep. Crosser, who has been in Europe, is expected to confer with House Speaker Sam Rayburn on the general House agenda upon his return from Europe this week [BROADCASTING, Sept. 19].

Observers felt that the communica- tions measure (S 1702), auth- orized by Sen. Ernest McFarland (D-Ariz.), may get little more than scant attention, with Congress shooting at an Oct. 15 or Oct. 22 adjournment. In any event no definitive action will be taken this session, they are convinced, in view of current opposition to legisla- tion as passed by the Senate.

Senate action last week on the executive pay raise bill alone has a nullifying effect, it was pointed out, on a comparable section in the McFarland measure which singles out FCC commissioners each for $5,000 increases—from $10,000 to $15,000. The provision has incurred the open opposition of the Civil Service Commission [BROADCASTING, Sept. 12, 19].

Waltham Shopping

WALTHAM Watch, through the Hirschon-Garfield Agency, New York, is understood to be shopping for a half-hour network show. It was incorrectly reported in BROADCASTING, Sept. 19 [CLOSED CIRCUIT] that the company was Hamilton Watch Co. Hamilton is represented by BBDO and is not bidding for such a show.

Rails Sing to Success
(Continued from page 5)

what are the railroads doing with it?
A potential solution, the com- mercial messages are informative, non-commercial, and generally effective, acci- dentally, they're mimeographed and sent in advance to railroad public relations officials.

Typical are the commercials used in the AAR summer series on ABC, titled "The Story Behind the Music." This series, just com- completed, carried commercials with the following examples: Railroad role in national life and advantages of private ownership; improved fa- cilities; block signals; safety re- cord; mass transportation and pay- rolls; railroad employment; $3 million in purchases in 1948; $1 billion in tax payments; your stake in a $28 billion industry; effects of higher freight rates and 40-hour week; back-to-school travel.

Here is the commercial heard on the Sept. 19 broadcast:

We are listening to The Rail- Road Hour. One of its goals is to be working for us in many ways. Let's see why. This is a story of what they are doing during the 30 minutes we are enjoying.

RADIO STATUS
Theme of Alabama Meet

RADIO's present status and its immediate, future growth is the theme of the annual fall meeting of the Alabama Broadcasters Assn. to be held Thursday and Friday of this week on the U. of Alabama campus in Tuscaloosa. Convention will include business sessions, featured speakers, luncheons and banquets both days, and the Ala- bama-Dupontue football game Fri- day night.

Easton C. Woolley, NBC director of stations department, will speak "Radio 1940 and in the '50s" Thursday afternoon at 3:00, with a welcome speech by Dr. John Galla- lee, president of the university. Afternoon business sessions high- light a discussion on "Selling Radio in a Buyer's Market" with Howard E. Pili, WSFA Montgomery and president of ABA, presiding.

A skit, "The Miracle of Radio," will be presented by University of Alabama students of the Dept. of Radio Thursday evening and an address will be given by Charles A. Fell, managing editor of Birmingham News-Age-Herald on "Radio and the News."

Friday's activities are topped by an address on "Radio Has Grown Up" by Frank M. Headley of Headley-Reed Co., president of the National Assn. of Radio Station Representatives. In the morning session is scheduled on good programming with the afternoon reserved for NAB, BMR and ABA reports on activities. The NAB film "How to Turn People Into Customers" will be shown that afternoon. Meetings end with a reception and buffet supper at Tuscaloosa Country Club and the football game at Denny Stadium.

VA. AP MEET
Fishburn Lauds Organization

JUINUS P. FISHBURN, owner of WDBJ Roanoke and publisher of the Roanoke Times and Roanoke World News, last Monday cited the Virginia Association of Broad- casters as an organization of "one of the best state news services in the nation." He told the group it had been built on member coopera- tion.

"As members of the Associated Press you are not buying a news service but joining an organization which does what you want it to do," he said. Mr. Fishburn spoke informally at the associa- tion's semi-annual meeting, at which Jack Weldon, general man-ager of WWOD Lynchburg and president of the group, presided.

Resolutions were adopted by the radio men reaffirming their al- legiance to the AP's principles of news services, objectivity and mutual cooperation, and pledged themselves to full cooperation with each other and with newspaper members.

Contributing to the AP Virginia news reports were 31 Virginia daily newspapers and 28 stations.

Those attending the meeting included:


For the First Time
NEGRO RADIO PROMOTIONAL AND COUNSELING SERVICES
ENGINEERING ADVERTISING
FINANCIAL SALES
PROMOTION ADMINISTRATION

For the First Time NEGRO RADIO PROMOTIONAL AND COUNSELING SERVICES

Mr. Robert B. Joines, Jr.
Director of Radio Station WHIT
Peoria, Illinois
Direct Address Mr. Joines:
—The Palmer Sales Clinic was a complete success, and has proved very valuable to us. No matter the cost, it's worth it.

Cordially yours,
RADIO COLUMBUS, INC.
Allee H. Weln, Pres.

THE Fred A. PALMER Co.
Columbus, Ohio

Radio Consultants on Management and Operation
(20 years experience)

Post Office Box 108, Worthington, Ohio
Telephone—Worthington 2-7346

October 3, 1949 • Page 79
**FCC ROUNDP**

**New Grants, Transfers, Changes, Applications**

**Box Score**

**SUMMARY TO SEPTEMBER 29**

**FCC Actions**

(Continued from page 74)

**September 29 Decisions . . .**

**BY COMMISSION EN BANC**

**Hearing Designated**

KMPK, The Mountainaires, Inc. Los Angeles, WJIR Detroit and WRCV Cleveland.—Designated for consolidated hearing. The applications are of G. A. Richards for renewal of license of WJIR, of WRCV, and for transfer of control of those stations to WJIR, to E. Lawlor, F. Fisher and John A. Hannah. Con- sented to, subject to the filing of a petition to be processed in and as supplements Comment Period after completion of the proceeding for renewal of license of WRCV. Hearing to be held in accordance with order of Nov. 12, 1948. At same time licenses to KMPK and WJIR were extended on temporary, subject to Dec. 1.

**STA Granted**

The Saraton Times, Saraton, Pa.—Granted STA to operate exp. station to pick up TV network programs origi- nating at New London, Conn. 1948 kc 250 w unlim. AMENDED to change name to Chilton Times. (Extra-station.)

**Modification of CP**


**FCC Correction**

Item in report of actions dated Sept. 22, referring to renewal of KXPA Hops., Ark. is corrected to read: Present license extended to Dec. 1 for an additional 2 years from determination upon application for renewal.

**ARK. TAX CASE**

Appeal Filed in SCOTUS

APEAL from the Arkansas Su- preme Court's decision upholding the tax on local city tax radio stations [BROADCASTING, May 30], was filed last week in U. S. Supreme Court and placed on the docket. The court convenes in October. In the case, the "Richard V. Vin- sonhauler," is based on the contention that radio is an interstate business and not subject to such a tax in accordance with long-established Supreme Court precedent.

**WTNW NOW WJB* New Owner Reorganizes**

REORGANIZATION of WTNW Augusta, Ga., under new ownership and call letters, WJB, was an- nounced last week by J. B. Fuqua, who said the outlet was approved by FCC last night before [BROADCASTING, Sept. 19]. WJB is on 1230 kc with 250 w fulltime.

Mr. Fuqua, who vice president and general manager of WGAC Augusta for nine years, purchased WJB for $78,000 from Edgar W. Teasley and Walter J. Hulsey, principals of the three of their associates. Mr. Fuqua is president of WDBT Spartanburg, S. C. FCC approval was conditional upon Mr. Fuqua's relinquishing his 10% interest in WGAC.

Besides Mr. Fuqua as president and general manager, the new WJB staff includes Donald M. Kelly as executive vice president and station manager. Mr. Kelly was WGAC commercial manager. Steve Manderson, WJB, local sales manager, becomes WJB commercial manager, and John B. Vance, former WGAC production manager, is named program direc- tor at WJB. Thomas Henry and Hugh Allison also former WGAC staff members, join the WJB program staff. Promotion manager is Frank Hunde, formerly with an Augustus advertising agency. Ollie James, veteran Augusta radio salesman, joins the WJB staff.

The change of call letters and ownership was publicized by an ex- tensive promotion campaign which included car cards, movie trailers, taxi signs, painted walls and a number of street stunts in the downtown shopping district. Brief dedication ceremonies on Sept. 25 included greetings from local dignitaries and transcribed greetings from network talent.

**TV APPLICATION**

Beaumont, Tex.—Louise Mae Harrison and John A. Kennedy, proprietors of the KFBE Television Co., Channel 6 (180-186 mc), 2,000 kw, 1,000 ft.; estimated cost of construction $76,000, revenue $76,000. Mrs. Harrison has extensive interest in the station and is 50% owner of applicant. Mr. Smith is head of A. W. Smith Co., Boston investment firm. He holds 25% in applicant. Filed Sept. 28.

**TRANSFER REQUEST**

WCHS Charleston, W. Va.—Assign- ment of WCHS, Charleston, W. Va. to The Tierney Co. for $650,000. Charleston Broadcasting is chiefly owned by John A. Kennedy and his wife who now reside in San Diego, Calif. Mr. Kennedy is a long-time resident of WSBT Williamstown, W. Va., direct executive control of the station is held by Tierney family.

**KAGH and KARS(FM) Pasadena, Calif.—Transfer of control from Andrew G. Haley, Washington radio at- torney, for $90,000 to WKBW, KWBV and WWKB, WKBW owners, Marshall S. Neal, Paul Buhl, E. T. Foley and Edwin Earl, partners, of WHWD group, KWBW, for $100,000, on 1300 kc, 1 kw fulltime. Filed Sept. 25.
It's Series Time
(Continued from page 33)

Puff, Mutual's director of research, some 75 million adults could hear the World Series, to the networks' needs in this country.

Intensive promotion is being done by Mutual, which for two weeks has been billing itself as "The World Series Network" at every station break.

Special broadcasts, including yesterday's "The Babe Ruth Symphony" with Sportscaster Bill Slater as narrator, are being programmed daily. The Bob Boole show, Monday 8-9 p.m. will feature a round table discussion of series possibilities by moppet experts, members of the Knothole Gang of America.

In addition, the network has mailed its "biggest pitch of the year," a promotion kit on the series to all its member stations. The kit contains suggestions for radio spots, promotion, advertisements, publicity stunts, etc., and each is outlined with every possible outcome of the respective promotions; rates taken into consideration. More than 90% of the kits reportedly are utilized by stations, according to F. Carleton McFarish, Mutual's manager of audience promotion.

A successful stunt, originated by MBS-affiliated-WSCS Charleston, S.C., in 1947, and imitated by others subsequently, is now suggested in the kit. A donkey, hired by the station to parade the street, wore a bold sign proclaiming that "Only a Jackass Wouldn't Listen to the World Series Over (—station), and Wouldn't Shave with Gillette Blue Blades."

TV Details
At DuMont Television Network, the World Series coordinator for television, Bill James, and his assistants, Tom Gallery, Trevor Adams and Harry Coyle, were working out the details of what would be television's biggest show of the year to date.

Among the details were the placing of cameras. Mr. Coyle, DuMont's director of sportscasting, said that during broadcasts, was experimenting with extra cameras in the bull pen, and other unconventional points to bring better out-field views. His experiments were being conducted at the Yankee Stadium and decisions were not expected until completion of television.

The 49 television stations committed to carry the games included all but four of 58 stations which could be reached in the table.

Prior to last week WMAL-TV Washington, WTMJ-TV Milwaukee and WMAQ-TV Baltimore had refused the games. Last week, WTVT (TV) St. Petersburg joined their ranks and gave as reason the fact the games had to be taken on a "no pay, no charge" basis [Broadcasting, Sept. 19].

Mr. Hogan's announcement said such a basis "would establish a precedent which would serve no useful purpose to the television broadcast industry."

BROADCASTING • Telecasting

WALTER J. DAMM announcing the games would be carried as a public service. He said Harry Stuhldreher, U. of Wisconsin athletic director, and First Wisconsin National Bank President Charles McLaughlin would guarantee $25,000 to WTMJ-TV from a contract to carry a football game.

A further television development during the week was the announcement that Pilgrim Theatre in Boston had closed a deal to bring the games to its movie audiences. The deal was arranged by radio baseball, MBS and the Fabian Fox Theatre in Brooklyn [Broadcasting, Sept. 12]. Report has it that the Fox Theatre, meanwhile, announced that its prices would be $1.20 per person on the mornings and afternoons of the series days that in WBOC it is all games, double features would be billed.

Where Go Radio's Losses
(Continued from page 33)

TWHAT interests use space media, many of them very successfully. To such advertisers, radio promotion which seeks to belittle space media sounds as awfully silly. Such advertiser, by inference, a criticism of those who use space media. As such it is likely to be resented, especially and most justly by those who use space media well and successfully—the same smart advertisers who are using or can use radio well and successfully.

Finally, anti-newspaper promotion can only lead to recrimination. Granted, some newspapers are already indulging in anti-radio propaganda. We believe it is hurtful to them as anti-newspaper promotion is to radio. If they are gaining revenue it is despite such promotion.

But in any event, "he hit me first" is a small boys' argument. Regardless of who started it, when the other shoe is dropped about newspapers from radio and about radio from newspapers—none of it good—the end result will be reduced radio advertising, followed by a general reduction of advertising appropriations.

And dividends are not paid out of competitors' losses.

Advertising is very much like the insurance business. Both deal with intangibles. The policy holder pays his premiums in advance of any claim, trusting that claims will be paid even though he may not be alive to make sure that they were. Advertising pays for advertising in advance of creating sales, and, for that matter, without any guarantee that he will. He takes an educated guess at confidence.

Insurance companies are every bit as competitive as advertising media. Yet they learned many years ago—learned the hard way—that to knock a competitor is to reduce confidence in all insurance, including the knocker. When the keystone crumbles every stone in the arch falls.

It is high time radio learned that no medium is bigger than advertising. Newspapers and magazines, please copy.

Handicapped
WHBC Helps Their Cause

Pinoining its programming around National Employment Week, physically handicapped Week, WHBC Canton, Ohio, opened a drive of its own this week. Initial promotion consisted of recorded interviews by Announcer Jim Roberts with physically handicapped persons working at the Timken Roller Bearing Co.'s Canton and Columbus plants.

The recordings were broadcast on Timken's Music America Loves program yesterday (Oct. 2) 2-3 p.m., originating at WHBC and fed to WHKC Columbus. Mr. Roberts

Mr. Roberts interviews a blind worker.

EMPLOYMENT
BLS Finds Trend Upward

EMPLOYMENT took a turn for the better as summer ended, with a rise of nearly half a million new employees reported in nonagricultural industries. According to a report released last week by the Bureau of Labor Statistics, mid-August nonagricultural employment rose to a total of 43 million. This is the first significant rise in employment since the end of last year, the bureau reports. Expansion of industrial activity on a seasonal basis was credited with a substantial part of the gain.

Manufacturing industries accounted for much of the gain with the increase in employment over last year in the nonagricultural food and kindred products and rubber product industries and the durable goods and electric and electronic equipment industries. The durable goods increase accounted for 305,000 new jobs. Employment in durable goods increased in wholesale and retail trade, entertainment and amusement services, and other industries.

But the services industries, which have been adding workers during the month. Hotel and restaurant employment increased 15,000, government up 13,000, and transportation, communication and public utilities added 11,000.

Manufacturing and durable goods industries also added workers during the month. The durable goods industries, of course, added 500,000 workers, reversing a trend of downward employment in this field started last October. These industries had, however, displaced over a million workers in that 10 month period. Employment was especially strong between July and August declined below 400,000, according to the Census Bureau. Most of this decline reflected the layoff of adult workers.

Voice' Unit
Hogan Succeeds Sitrick

JOHN F. HOGAN, Washington radio correspondent, has assumed duties in the State Dept's International Broadcasting Div. as special events chief for Washington Voice of America coverage. He succeeds Joseph M. Sitrick, who was transferred to International Press & Information Div., chief of Congressional news coverage [Broadcasting, Sept. 19].

Mr. Hogan, a member of the board of the National Assn. of Radio News Directors which he founded in 1946, has been serving as Washington radio correspondent for a group of Maine stations: WPOR Portland, WIDE Biddeford, WACM Presque Isle, WABI Bangor and WTVL Waterville. He was NARN's first president. Since then, through this past May, Mr. Hogan was news and special events director for three stations comprising the Maine Broadcasting System: WRDO Augusta, WLBZ Bangor and WCHS Portland.

Folsom Elected

RCA PRESIDENT Frank M. Folsom was elected chairman of the board of the National Security Industrial Assn. at the group's sixth annual meeting held Thursday at New York's Waldorf-Astoria.

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SALE OF WINS NEW YORK CONSUMMATED FRIDAY

SALE of WINS New York by Crosley Broadcasting Corp. to Il Progresso Italo Americano, Italian language newspaper, consummated Friday. Il Progresso, which must divest itself of present ownership of WHOM New York, paid $512,000 and would [BROADCASTING, Sept. 26].

Generoso Pope, owner of Il Progresso and of Atlantic Broadcasting Corp., which is license holder for WHOM, reportedly negotiating with two prospective buyers of WHOM. Mr. Pope understood to be hopeful FCC will permit transfer of WHOM call letters to new facilities.

WINS, 50 kw on 1010 kc, was bought by Crosley, subsidiary of Avco Mfg. Corp., from Hearst Radio in 1946 for $1,700,000. WHOM is 5 kw on 1480 kc.

WLBI NEW YORK PLANS CHANGE IN PROGRAM APPEAL

WLBI New York under its new owners will start programming to English-speaking Americans of Jewish descent and to Negroes in the New York metropolitan area, according to M. S. Novik, radio consultant, who heads the group which has bought the station from Dorothy Schiff.

Mr. Novik said the station will open studios in Harlem. He estimated there were a million Negroes in the New York area who would be reached by such programming. He put the English-speaking Jews within the reach of WLBI at 2 million.

Formal transfer of the station took place Friday. The Novik group, operating under the name, The New Broadcasting Co., is made up of the following: Harry Novik, brother of M. S. Novik and a Stamford, Conn., merchant, 44% stockholder; M. S. Novik, New York, 21%; Samuel H. Hains, certified public accountant, Stamford, 20%; Norman B. Furman, of Furman, Feiner & Co., New York agency, 15%.

COMM. WAKEFIELD TRIBUTE

RESOLUTION expressing "deep sorrow" at death of Ray C. Wakefield, FCC Commissioner 1934-47-26, and paying tribute to his public service was adopted by FCC Friday. "We feel his loss deeply," Commission said. "His valuable service on this Commission was but one phase of a life unfailingly devoted to the public service."

Cuban Plan Threat to U. S. Regions

FEAR that NABRA conference will accede to Cuban plan to set 250 w lower limit on power on regional channels, which would reduce regional stations to "glorified locals" was expressed Friday by disturbed observers in Montreal (see early NABRA story, page 29).

Conference reached white heat during week, and by Friday long-distance lines were burning with calls from regional operators in U. S. to urge no action be taken until plan could be appraised in light of possible dire consequences. Present minimum limit on Class III (regional) channels is 500 w while Class IV (local) channels use 250 w maximum.

Engineering observers felt U. S. delegation might concede on Cuban proposal with limitations, but pointed out this would permit spotting of 250 watts on all our regions.

Attitude was that our regions—biggest group of metropolitan stations in U. S.—would be "sold down the river" under Cuban plan.

American delegation, headed by FCC Comr. Rosel H. Hyde, was represented as being forced by conference that would have taken position on 250 w regional limit "internationally" but retain engineering standards "nationally" through FCC regulation. It was argued, however, that power reductions in other nations, pressure to drop in U. S. would be irresistible, with many newcomer stations in economic straits. Cuban proposal was based on economics and its tight geographical area which doesn't need regional power for coverage.

There were signs that old regional group might be quickly revitalized to cope with threat of further degradation of their channels.

RONSON POST TO LANE

HOWARD LANE, staff member since 1947 of advanced department, Press & Ronson Art Metal Works Inc., Newark, appointed advertising manager of firm, sponsor of MBS program, Twenty Questions.

SERIES IN ALBANY HOTELS

TRI-STATE DISTRIBUTORS, Albany, N. Y. (Admiral), spot buyer on WRGB (TV) Schenectady, has installed television receivers in lobbies of leading hotels in that city for World Series.

RASHBAUM NAMED

CHRIS RASHBAUM, previously assistant representative for five radio and sales office, appointed eastern sales representative of Paramount TV stations KTLA Los Angeles and WBKB Chicago.

Closed Circuit

(Continued from page 4)

McDermott, station manager, and E. C. Cad; for approximately $21,000.

GOODYEAR RUBBER Co. expected to make decision early this week on television plans. Young & Rubicam has submitted TV program featuring Paul Whitman while Kudner Agency has also submitted one.

PAUL B. MOWREY, currently ABC national director of television operations, due to be named national director of television program sales. Robert E. Klaiber, executive vice president, expected to make announcement within fortnight.

ESTABLISHMENT of policy-level public relations chief for NBC one specific proposal in report of management consultants Boos, Allen & Hutton. and in detail to top echelon of RCA and NBC last week. Changes expected to develop soon on reorganization plan of company into radio and television operational structures [BROADCASTING, Sept. 12].

WCAU PHILADELPHIA will soon close New York sales office, leaving all national sales in hands of Radio Sales, CBS station representative organization, which has represented station elsewhere for past year.

GENERAL MILLS retaining time but switching to other products in 21 markets formerly advertising seasonal Wheaties. Lowry H. Crites, West Coast executive, made survey in top 55 markets cancelled as "natural seasonal adjustment."

SMITH DAVIS CORP., old-line newspaper and station investment firm, is undergoing top-side reorganization. Smith Davis, founder, is operating head, with Howard Stark, vice president, to direct charge of radio.

LEVEL BROTHERS (Blue Bonnet Margarine) through WOR, New York, planning half-hour network show in Canada. Format will probably be quiz show.


BUCHANAN & Co., Los Angeles, planning radio and television spot campaign in California markets for Bob Hope's Quality Television Corp., that city, California distributor of DuMont television.

BROADCASTING  •  Telecasing
Plenty of
VITAMIN "SEE"
in Cincinnati
(Dayton & Columbus, too!)

Yes, the "eyes have it" in Cincinnati. It's a RED HOT television town. Take a look at these figures reported in the six-city Telepulse for August, 1949:

Average ½ Hour TV Sets-In-Use (12 Noon—12 Midnight)

<table>
<thead>
<tr>
<th>City</th>
<th>August 1-7</th>
<th>July</th>
</tr>
</thead>
<tbody>
<tr>
<td>CINCINNATI</td>
<td>23.7%</td>
<td>23.7%</td>
</tr>
<tr>
<td>New York</td>
<td>20.8</td>
<td>20.8</td>
</tr>
<tr>
<td>Philadelphia</td>
<td>19.5</td>
<td>19.5</td>
</tr>
<tr>
<td>Chicago</td>
<td>18.9</td>
<td>18.9</td>
</tr>
</tbody>
</table>

Now, another shot of vitamins has been added in the three cities with all new star-studded daytime programs, starting at 11:30 AM daily and featuring the million dollar WLW-Television talent staff.

More vitamins: All three Crosley TV stations—WLW-T, Cincinnati; WLW-D, Dayton; and WLW-C, Columbus—also began carrying the full NBC television network schedule on September 25th—LIVE—via cable and our own microwave facilities.

For a healthy sales prescription, contact your nearest WLW Sales Office.

*RUTH LYONS Mid-West's Greatest Showwoman
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 JA, RCA Engineering Products, Camden, N. J.

*The BTA-1L uses no blowers or a-c contactors.