More people watched the Brooklyn Dodger night games on WOR-tv, channel 9, during the September period covered by Pulse, Inc.'s television report, than those who watched the games on any other New York television station.

In fact, during the time when all three major television stations carried the games, WOR-tv averaged a 9.4 rating; the other two stations — an 8.8 and a 4.0.

THE POINT? Do you, sir, have some television shows on which you'd like to graft bumper ratings? We can talk to you now and televise your shows beginning October 11th.

our address is WOR and WOR-tv

at 1440 Broadway, in New York
an early spring?

Very early! It seems to be right on top of us—and all because we've been hot-housing new program ideas all summer. Eight new shows are scheduled to make their appearance.

For advertisers who want fresh ideas for selling we suggest an early call to WINS. Let our sales staff show you how these sparkling new shows can deliver big audiences at a consistently low cost per thousand.

CHILDREN'S HOUR, 9-10 a.m. Saturday. Tales of fancy and adventure for children.

HOLLYWOOD BROWN DERBY, 12:15-12:30 p.m. Mon.-Fri. Joy Hodges interviews celebrities from the Film Capitol.

BUSHELS OF FUN, 12:30-1:00 p.m. Mon.-Fri. Quiz show with Jack Lacy as m.c. Also P. B. Williams Orchestra.

WISHBONE PARTY, 12:30-1:00 p.m. Saturday. From Johnny Victor Theatre. Jack Lacy, m.c.

SONG PARADE, 2-4 p.m. Mon.-Fri. Top recordings with Geoff Davis as m.c.

VINCENT FLAIR AMATEUR HOUR, 10:30 Monday.

WEEK-END SKI REPORT, 10:45-11:00 p.m. Thursday. Geoff Davis reporting.

WINS GRIDIRON ROUND-UP, 5:45-6:00 Saturday. Also with Geoff Davis at the mike.
YOU MIGHT GET A 1600-LB. BULL MOOSE* —

BUT...

YOU WON'T BAG MUCH IN WESTERN MICHIGAN WITHOUT WKZO-WJEF!

WKZO, Kalamazoo, and WJEF, Grand Rapids, are doing the best radio job in Western Michigan, and we can prove it.

(1) These two CBS stations have an unusually high BMB audience throughout the prosperous Western Michigan area. (2) They both get top Hoopers in their home cities—a 58.4% Share of Audience for WKZO, Kalamazoo, and 26.8% for WJEF, Grand Rapids (Total Radio Periods, Mar.-Apr. '49). (3) By projection, you can figure that this means about 41.5% more urban listeners than the next-best two-station combination in these two cities. Yet you get this great bonus audience at a 20% saving over the next-best combination!

Write to us or ask your Avery-Knodel man for any specific information you need.

F. D. Fetherston and D. G. MacDonald got one this size on the Magnassippi River, Quebec, in 1889.
Closed Circuit

PRESTONE anti-freeze through William East scheduling spot campaign in about 150 markets and Nutro anti-freeze through Wiley, Frasee & Davenport also planning spot coverage.

NOW THAT top echelon pay bill, which includes increases in pay for FCC members from $10,000 to $15,000 annually, is all but law, few if any changes in makeup of that agency are foreseeable. Chairman Wayne Coy intends to stay, and Comm. Frieda B. Hennen, who has been reported as gyrating from Junior Cabinet post to Ambassador to Denmark to Federal bench in New York, has no plans other than to sit tight here.

KENYON & ECKHARDT, New York, recommending spot announcement campaign for Borden's Instant Coffee this week.

REVERE CAMERA Co., Chicago, planning to pick up tab on Date With Judy early next month for airing full ABC network Thursday, 9:30-10 p.m. (CST). Name the Movie, Revere's current ABC show, will be dropped Nov. 3.

SET MAKERS concerned over Revenue Bracey proposal to apply 10% excise tax to TV sets tuning FM broadcast band. Average tax on TV set with FM tuner would jump from around $1.25 to $10 or more. One leading maker threatens to avoid tax by adding 15-cent switch so present tuner will no longer bring in FM band between upper and lower TV channels.

RAY OF hope observed among NARBA delegates at Montreal, who have set Nov. 1 as tentative target date for accord on allocations. Likelihood of recess dwindling as feeling develops that conference job can be finished by Christmas.

FOURTEEN of 70 new stations joining NAB last week gave as their reason for joining the active campaign for new radio business currently being staged by Maurice Mitchell and BAB.

NAB PRESIDENT Justin Miller will propose to next meeting of board in November that it reconsider its ruling reducing number of standing committees from 17 to 15. Judge Miller feels strong representative committee structure is essential to proper conduct of NAB affairs.

IS FCC quietly launching another inquiry into gambling going beyond broadcast of horseracing result information? That question was posed last week after reports had been received that FCC attorney investigators were operating in western areas and practically rifling station files to ascertain whether announcements tying into legal gambling (Continued on page 78)

Upcoming

Oct. 10-12: Assn. of National Advertisers Convention, Waldorf-Astoria Hotel, N. Y.
Oct. 13-14: NAB Dist. 5, Roosevelt, Jacksonville, Fla.
Oct. 17-18: NAB Dist. 4, Carolina Inn, Pinehurst, N. C.

(Bulletins)

JUDGE Michael L. Igoe, in Federal Court in Chicago Friday, continued until next April 17 suit of Radio Features Inc. contesting the government's ban on giveaways. Reason given as desire to await outcome of networks' case in New York court.

SUIT by Donald Flamm, former owner of WMCA New York, against Edward J. Noble, chairman of ABC board, reported settled Friday on eve of retrial in New York Supreme Court. In first trial, which was reversed, Mr. Flamm won $350,000 verdict on charges Mr. Noble used force and duress in causing Mr. Flamm to sell WMCA to Mr. Noble for $800,000. Mr. Flamm and his lawyer, Philip Handelman, acknowledged settlement but said they consented with Mr. Noble not to disclose terms. Mr. Noble could not be reached Friday.

STATE DEPT. PROTESTS ALLEGED PROGRAM PIRATING
U. S. STATE Dept. has made representations to Mexican government protesting alleged pirating of World Series broadcasts by XEHP Nogales, Sonora, from KNOD Nogales, Ariz. Similar protests made earlier in year by State Dept. on complaint of KNOD [BROADCASTING, July 11]. XEHP, just across border in Mexico, allegedly recording Series from KNOD and then translating into Spanish.

SURPRISE!
OPENING NBC closed circuit talk Friday afternoon, Niles Trammell said he had three surprises. First, story hadn't leaked out of NBC. Second, affiliates were hearing about action before reading it in press. Third, he was becoming NBC board chairman with Joseph H. McConnell becoming president (story, page 23).
Mr. Trammell said he first suggested this setup to David Sarnoff, RCA and then NBC board chairman, last December but didn't get approval until August because of RCA reluctance to let Mr. McConnell go. He predicted team of President McConnell and Executive Vice President Charles R. Denny would do "terrific job for affiliates."

Business Briefly

KELLOGG NAMES BURNETT • Kellogg Co., Battle Creek, Mich., names Leo Burnett Agency, Chicago, to handle advertising for its Cora Soya. Radio and TV considered. Cora Soya is one of Kellogg products advertised on Singing Lady, ABC Sunday telecast.

SCHLITZ READY • Schlitz Brewing Co., Milwaukee, about to sign Halla of Ivey, NBC series, with sponsor reported not satisfied with Fri., 8-8:30 p.m. period. Starting date likely to be in December. Agency, Young & Rubicam, N. Y.

GOP BUYS TIME • New York State Republican Party through Rutheff & Ryan placing spots and chain breaks for John Foster Dulles on New York State stations.

3 WEINTRAUB ACCOUNTS TO SPONSOR 'VANITY FAIR'
THREE William Weintraub Co., New York, accounts to sponsor segments of Vanity Fair on CBS-TV starting at close of World Series. Programs to be telecast Monday-Friday, 4:30-5:30 p.m.

Seeman Bros. (Airwick) and Maiden Form Brassieres each to sponsor 10-minute portions Monday, Wednesday and Friday. Robeson Cutlery Co., Perry, N. Y., contracting for segments Tuesday and Thursday. Telecasts to be aired in New York, Washington and Philadelphia.

NAB DISTRICT 6 URGES UNIFORM TIME STANDARDS
RESOLUTIONS adopted at closing session of NAB District 6 Friday evening (early story page 29) included: Support of President Justin Miller's leadership; support of Broadcast Advertising Bureau project under direction of Maurice Mitchell; commendation of BMB activity under direction of Kenneth Baker with proposal that membership consider advisability of establishing "some acceptable form of coverage research organized on a firm financial and scientific basis"; commendation of contribution of Richard P. Doherty and Employ-Employer Relations Dept.; advocacy of clearance at source and per program licensing rights from ASCAP and BMI for TV music; approval of NAB's reorganization plan; reiteration of importance of establishing uniform time standards because of economic problem presented by Daylight Saving Time; and commendation of service of Henry W. Slavick, District 6 director, who retires this year after four years stewardship.

TAYLOR JOINS FIRM
TELFORD TAYLOR, pre-war FCC general counsel, has become member of New York and Washington law firm of Paul, Weiss, Wharton & Garrison. He attained rank of brigadier general in war and was chief of counsel for war crimes at Nuremberg.

BROADCASTING • Telecasting
KCMO
Kansas City's ONE and ONLY
50,000 watt station
810kc
Programmed for Mid-America Audiences

National Representative — John E. Pearson Co.

One Does It—in Mid-America!

ONE Station
ONE Rate Card
ONE Spot on the Dial
ONE Set of Call Letters
IN THIS CROSS-SECTION OF INDIANA SHOPPERS

It's hard to do. Those who own and till farms in Indiana are among those who can best afford to look affluent because they have the cash! The farm yearly income in WFBM's CENTRAL INDIANA area totals over three hundred million dollars. And the agricultural income of the State in 1948 was 7th highest in the nation.

With their higher than average incomes, Indiana farmers buy the better cars, best furniture and the finest farm equipment. Their children receive all the benefits of higher education.

WFBM keeps more than 67,000 farmers informed at 6:25 A.M. daily with "Farm News," and the "Hoosier Farm Circle" Monday through Friday, 12:30 to 1:00 P.M., and entertains the entire family with top-notch local and network shows all day long. If you want to reap a bountiful harvest of results, sow your selling messages where the soil is richest—on WFBM, Indiana's only basic CBS station.

First IN INDIANA ANY WAY YOU JUDGE!
tomorrow's 1000 Watt
RADIO STATION WILL INSTALL THE
GATES AIR-CONDITIONED BCIF Transmitter
THE ONLY COMPLETELY NEW ONE KILOWATT
BROADCAST TRANSMITTER IN 1949

GATES MAIN OFFICE AND FACTORY—QUINCY, ILLINOIS
RADIO COMPANY
EASTERN ZONE OFFICE—WAGNER BUILDING, WASHINGTON, D.C.
EXPORT—ROCKE INTERNATIONAL, 13 E. 40th, NEW YORK, 16

BROADCASTING • Telecasting
Today these stations are reaching more people, with more money to spend for their spot advertisers' products and services than ever before.

Free & Peters, Inc.

Pioneer Radio and Television Station Representatives

Since 1932

Atlanta    Detroit    Ft. Worth    Hollywood    San Francisco

New York    Chicago
### EAST, SOUTHEAST

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<td>WGR</td>
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<td>ABC</td>
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<tr>
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### MOUNTAIN AND WEST

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<td>Honolulu-Hilo</td>
<td>CBS</td>
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<td>Portland, Ore.</td>
<td>ABC</td>
<td>50,000</td>
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<tr>
<td>KIRO</td>
<td>Seattle</td>
<td>CBS</td>
<td>50,000</td>
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*CP

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

James Mac Donald, former CBS and Toni Co. publicist, appointed to newly created post of manager of radio and television publicity for DeMunn & McGuiness Inc., New York. He formerly was director of radio of New York House Agency for Toni Co., Chicago. Prior to that he worked with Benjamin Sonnenberg Public Relations Agency on Toni Co. and Philip Morris Co. accounts.

Henry Berle, president of Campbell-Sanford Adv. Co., Cleveland, transfers headquarters to Chicago "To provide better service for western and midwestern accounts."

Edwin A. Hamala named New York regional account executive for Beau-mont & Hohman Agency to work with distributors and regional sales managers of Whirlpool Div., Nineteen Hundred Corp., in development of cooperative advertising campaigns. He was associated previously with Jack & Heintz Precision Industries, Cleveland, and Premier Vacuum Cleaner Div., General Electric.

S. G. Topping joins staff of Wright & Assoc., Chicago agency, as assistant to William E. Wright. He worked formerly at Schimmer & Scott, same city.

Frank Waldecker, announcer for Ronson Lighter's Twenty Questions, joins radio and television department of Grey Advertising, New York, in addition to his announcing duties.


Robert H. Schubert, formerly continuity director of KWDM Des Moines, Iowa, named radio-TV director of W. D. Lyon Co., Cedar Rapids, Iowa.

Lawrence D. Benedict, formerly with Tucker Wayne Agency, Atlanta, Ga., as account executive and vice president in charge of sales and merchandising, joins Compton Adv., New York, as account executive on Instant Chase & Sanborn Coffee account. Lloyd Durant, formerly with Trans Film and RKO Pathé, joins Compton radio department as producer of television commercials.

John Gratzj joins account staff of Simmonds & Simmonds, Chicago, after working as assistant account executive at Pensholt Co., same city.

Hal Steck, radio and copy chief of McCann-Erickson, New York, resigns to head his own radio and video writing service.

DeMunn & McGuiness Agency organized at 251 N. La Salle St., Chicago, by Mel DeMunn, former account executive at Campbell-Sanford, Chicago, and Donald McGuiness, former Chicago manager of same agency. Firm, which will specialize in advertising and promotion for farm-market products, opens with 17 accounts.

Chet Brouwer, former radio, publicity and television director at W. W. Ayer & Son, Hollywood, transfers to Chicago office as client contact man for Sealtest with Kuklo, Fran & Ollie, NBC-TV, five-a-week, 6-6:30 p.m. Mr. Brouwer, who has been with Ayer for four years, will also handle K F & O publicity.


Thomas Destelle, former copywriter with W. W. Garrison & Co., Chicago, joins Tim Morrow Adv., also Chicago, as copy chief.

James S. MacVikar, formerly with BBDO and Ruthrauff & Ryan, joins Benton & Bowles, New York, as an account executive.


New Addresses: S. Frederic Au Erbach Co., New York, moves to new quarters at 1819 Broadway. A. L. Atkins Co., San Francisco agency, moves to new offices at 65 Montgomery St. Tim Morrow Adv., Chicago, moves to larger quarters on 23rd floor at 78 E. Wacker Dr.
MEMO TO:

WORLD-AFFILIATES ONLY!

ANOTHER SENSATIONAL WORLD 1st WILL BE SENT YOU ON OCTOBER 15th!

HAVE YOUR SECRETARY BE ON THE LOOKOUT FOR THIS PACKAGE OF SALES DYNAMITE!

Here's WORLD'S LATEST SMASH-HIT! Another GIGANTIC DRAMATIC 1st that will help you do a SENSATIONAL SELLING JOB!
Minister Without Portfolio
Travels Light

He—and members of his staff—get around. They're looking for the low-down on what's going on. He says, "The only reason I have the listening audience I have is because over a period of years I have told the public the truth and they have known that I was telling them the truth, and subsequent events have proven that I was doing so."

He's a minister without portfolio, serving his loyal audience with alert and acute analyses of "the top of the news as it looks from here."

Currently sponsored on more than 300 stations, his broadcast—the Fulton Lewis, Jr. program—is the original news cooperative. It offers local advertisers network prestige at local time cost, with pro-rated talent cost.

Since there are more than 500 MBS stations, there may be an opening in your city. If you want a ready-made audience for a client (or yourself), investigate now. Check your Mutual outlet—or the Co-operative Program Department, Mutual Broadcasting System, 1440 Broadway, NYC 18 (or Tribune Tower, Chicago, 11).

New Business

ARON HEATING SERVICE, Chicago, names Wright & Assoc., same city to handle its advertising. Radio will continue to be used.


ARIZONA CANNING Co., Phoenix (Sun Vista products), starts for 13 weeks half-hour television audience-participation show Just for Fun on KFI-TV Los Angeles. Following test, market by market campaign will be used on Pacific coast. Agency: Rockett & Lauritzen, Los Angeles.

CALIFORNIA LIMA BEAN GROWERS Assn., Oxnard, Calif. (Seaside canned and celophane packed lima beans), starts 11-week spot campaign on 10 stations in that number of markets around country. Spots will run from two to seven weekly on following stations: WGL Fort Wayne; WAPI Birmingham; WTAM Cleveland; KDKA Pittsburgh; KTRH Houston; WFBC Green-ville, S. C.; KTW Philadelphia; WAVE Louisville; WFBN Baltimore; WSPD Toledo. Additional markets will be used later. Agency: Mogge-Privett Inc., Los Angeles.

PETER PAUL Inc., Naugatuck, Conn. (Mounds, Almond Joy candy bars), appoints Brisacher, Wheeler & Staff, San Francisco and New York, to direct national TV advertising campaign. Agency's San Francisco office already handles company's radio and other advertising in 11 western states.


CHEVROLET Dealers in Los Angeles and New York sponsoring Pantomime Quiz on KTTV (TV) Los Angeles and WCBS-TV New York, respectively. Program, which started live on KTTV Sept. 20, is repeated by kinescopic recording on WCBS-TV. Campbell-Ewald Co., New York, is agency.

ASSOCIATED SALMON CANNERS of British Columbia, Vancouver, start spot announcement campaign, varying from three to five spots daily, on 40 Canadian stations until next May, with recess during January and February. Agency: James Lovick & Co., Vancouver.

LUCKY TIGER Mfg. Co., Kansas City (hair tonic), names Grant Adv., Chicago, to handle advertising.

BERMAN'S House of Style, Los Angeles (men's suits), appoints Ross, Gardner & White Adv., that city, to handle advertising. Firm now co-sponsoring half-hour weekly program Adam's Alley on KLAC-TV Hollywood and participations on KTLA (TV) that city, plans further use of television in that area.

Network Accounts • • •

CLUB ALUMINUM PRODUCTS Co., Chicago, through Leo Burnett Co., also Chicago, renews Club Time, on ABC, Tues. 10:45-11 a.m. Firm has sponsored show since Oct. 30, 1945, on behalf of its household utensils, and renewal is effective Nov. 1, covering 65 ABC stations.

RAY MOTORS, Chicago, signs for half of wrestling matches Saturday, 9 p.m. on WGN-TV Chicago for 62 weeks through Kaufman & Assoc., same city. Program is fed to DuMont network for cooperative sponsorship in other cities.

Adpeople • • •

STEVE RICHARDS, for past 10 years staff member of Kudner Agency, New York, handling publicity on Fisher Body and Buick accounts, placed in charge of public relations for Buick Motor Div. of General Motors.

RONALD R. HAYES, formerly advertising and merchandising manager for Spreckels Sugar Co., joins International Minerals & Chemical Corp., Amino Products Div., San Francisco, to conduct educational advertising campaign.
GENTLEMEN, here's a buxom beauty worth cultivating!

Popular? A 1948 diary study showed that listeners prefer her 94.7% of the time over 43 rivals mentioned. Influential? She reigns supreme over the world's richest agricultural area — 308 counties in Minnesota, the Dakotas, Nebraska and Iowa — accounting for nearly $3-billion in net farm income last year. Ask for an introduction through one of her admirers shown here. One date with BIG AGGIE will make you mad for matrimony.

Too bashful to be photographed, these stalwarts are nevertheless ardent admirers of BIG AGGIE. Let them give you the lowdown.

Richard B. Stark, Katz—New York
William W. Joyce, Katz—Chicago
Walter E. Nilson, Katz—Chicago
Robert Salk, Katz—Chicago

WNAX
A Cowles Station Affiliated with ABC
570 KC – 5,000 WATTS
SIOUX CITY YANKTON
HOW many times has it been said that the radio industry is only as good as the men in it? Judge the industry’s mettle in this story from central Kansas:

An automobile accident the night of Oct. 1 on a highway near Ottawa, Kans., killed James Jones and another passenger. Also in the car and suffering back injuries were Mrs. Jones and James Jobes. All three of these persons were connected with KOFO, an Ottawa station only ten days in existence. The mishap badly crippled the station’s operations. Mr. Jones was commercial manager and announcer; his wife, copywriter; and Mr. Jobes, general manager and announcer.

Steve Madden, program director at nearby KPRS Olathe, immediately got busy to carry out a “Kansas neighbor’s job.” He realized KOFO had only the chief engineer and one other announcer to carry on after he listened to the station’s morning broadcast of Oct. 2. “They have been on the air 10 days and we know how tough the first few weeks can be. We have been on the air in Olathe for three months,” he said.

Feature of the Week

Mr. Madden dispatched two men to KOFO, Announcer Duane Charles and Blaine Phillips, copy writer-salesmen. He then searched for an engineer. The Olathe Mirror, weekly newspaper, reported Mr. Madden and L. H. (Tex) Witherspoon, president and general manager of KPRS, were swamped at their own outlet with phone calls from radio personnel offering assistance.

Mr. Madden said: “We are just 39 miles apart and probably competitors, but in this instance we are trying to be just good Kansas neighbors.” Ernest W. Miller, managing editor of the Mirror, added his own verdict in these comments to BROADCASTING: “This speaks well for the radio profession and extremely well for the caliber of men in radio. Both KPRS and KOFO might be said to be competitors of our newspaper... as both reach into our news field... many of our advertisers are their clients. Personally, we are not greatly concerned... the more advertising firms use the better custom service we become because of the effect advertising has on their business volume.”

On All Accounts

In commenting on the extensive background of Rodney (Rod) Erickson, recently appointed supervisor of operations for the radio and television department of Young & Rubicam, New York, an agency man observed, with more point than literal accuracy, “Rod has run the scale of dramatic experience from Chattanooga, Tennessee, to Tennesse Williams.”

Actually there is no record of Mr. Erickson’s presence in the Southern metropolis, but it has been reliably established that he spent his student days at the U. of Iowa as classmate and co-worker in the arts with the celebrated playwright.

After his graduation from Iowa, where he majored in radio and dramatic art, Mr. Erickson began his monumental sweep of the radio regions by becoming director and writer of The Bowery Mission on WNYN New York, followed by a directorial stint at KFEQ St. Joseph, Mo. Next he journeyed to Washington, D. C., to serve NBC in a similar capacity.

In 1940 Rod spent some time as director and producer with a summer theatre group in Hunterdon County. That fall he went to WHP Harrisburg as a freelance producer, and in the spring of 1948 he returned to New York and joined the production staff of CBS. There he directed such shows as the Goodman Ace program, the Court of Missing Heirs, and the Spirit of ’31. Two years later he joined Fox & Building as assistant head of the radio department.

Continuing his spiral, Rod moved with John Loveton, then head of FC&B radio, to forms, their own agency. After which he returned to NBC to direct the program Everything Goes and the Jack Kirkwood Show. In January 1944 he joined Procter & Gamble in Cincinnati as radio consultant. There he supervised approximately 44 network shows and worked with seven advertising agencies. After almost three years with P&G he returned once again to New York in 1946 as director of program operations for WOR. A year later he rejoined FC&B as radio account executive on Toni.

In March 1948 Mr. Erickson became associated with Young & Rubicam as producer on the We, the People show. While in that

(The Contained on page 74)
The production of Hybrid Corn ... that means BIG ears ... and BIG crops ... is a BIG industry in the BIG KFAB area. Much of the HYBRID corn produced and sold in the BIG middle west is advertised and sold on the BIG station KFAB, broadcasting with 50,000 powerful watts from the heart of the BIG corn producing area.

50,000 WATTS

KFAB

Your Columbia Station

OMAHA, NEBRASKA

Represented by FREE & PETERS, INC.

General Manager, HARRY BURKE
Lauds 'Telestatus'
EDITOR, BROADCASTING:
I have been reading your Tele-
status REPORT series with great
interest for quite some time....

They have been extremely
worth while articles....

Doug Burch,
Television Dept.
Benton & Bowles
New York
*
*

Not Only in Florida
EDITOR, BROADCASTING:
Catching up on a couple of
issues of BROADCASTING—missed
while out of town—I note from the
Open Mike section of Sept. 12, that
Tom Watson WSWN Belle Glade,
Fla., thinks that your writers have
failed to appreciate the velocity
or just plain force of recent local
winds—in which he takes under-
standable pride.

I suggest you answer him as
follows: "The difference between
122 and 140 mile-an-hour winds
is hardly noticeable up here, in fact
many competent observers con-
sider this place the windiest loca-
tion on the planet. Between its
politics great and small, five-
percenters, espionage
trials, FCC pronouncements on
lotteries, etc., etc, Washington has
gained an enviable reputation as
"The Cave of the Winds"—they
blow in all directions, at all degrees
of intensity, all of the time.

John F. Clagett
Washington, D. C.

THE SOUTH BEND MARKET MUST
BE COVERED...AND ONLY

WSBT COVERS IT!

WSBT completely covers this market—and what
a market! Its heart is South Bend and
Mishawaka, two adjoining cities with a com-
combined population of 157,000. The total
population of the South Bend market is over
half-a-million, while 1948 retail sales
toaled more than half-a-billion dollars!

In addition to its complete coverage of the
South Bend market, WSBT's primary area
includes another million people who spent 911
million dollars in retail purchases last year!

The South Bend market is one of America's
biggest and best. It must be covered! It
is covered by one station—and only one.
No other station, Chicago or elsewhere,
even comes close.

(Continued on page 90)

Praise From AAR
EDITOR, BROADCASTING:
I have just read J. Frank Beat-
ty's article about The Railroad
Hour in the Oct. 3 issue of Broad-
casting.

It is a highly interesting and in-
formative story about our radio
program and what the industry is
trying to accomplish through the
medium of radio.

... we are sending reprints of
the article to railroad presidents
and officials responsible for the in-
dustry's public relations activities.

William T. Farley
President
Assn. of American Railroads
Washington
*
*

EDITOR, BROADCASTING:
Just a note to tell you that we
think J. Frank Beauty wrote an
excellent piece in the current issue
of Broadcasting about the Rail-
road Hour...

Albert R. Beauty
Asst. Vice President
Assn. of American Railroads
Washington
*
*

Lauds Railroad Story
EDITOR, BROADCASTING:
I want to congratulate you and
Mr. Beauty on the excellent story
in the Oct. 3 issue of Broadcasting
on The Railroad Hour. The story
was extremely interesting and I
know will be widely read and dis-
cussed. We are, as you know,
proud to have this fine program on
our network, and we are par-
cularly pleased that it fits in so well
with our other fine musical pro-
grams of Monday night.

Niles Trammell
President, NBC
New York
*
*

LeBlanc Story
EDITOR, BROADCASTING:
I was interested in reading your
story of LeBlanc offering $2,000.00
in prizes in your issue of Sept. 19.
Of course, you can twist a story
and make it appear altogether to
the disadvantage of the person
about whom you are writing.

BUT—if you knew Mr. LeBlanc
as we do, you would never have
written such a story. In the first
place, Senator LeBlanc is one of
the outstanding citizens of this
State. He is president of the As-
sociation of Louisiana Acadians
numbering possibly a half a mil-
ion; he is President Pro Tem of the
Senate; and actually, he is about
the best promoter that I have ever
had the pleasure to meet.

When he explained to me this
deal, the idea of wanting to chisel
was a remote one. He explained
to me that he owed his success to
the radio. We had put his product on
the map and that he wanted to
develop among the radio stations
a greater service to their adver-
sisers.

LeBlanc figures, and justly so,
that we, the radio stations, should
meet competition and should do
more than our competitors for
every dollar spent. The idea was
to see that every radio station in
his territory consult with his cut-
tlets and obtain from them what
they thought should be done in
the way of advertising for which,
certainly, LeBlanc does not mind
paying because I figure he'll spend
over $2,000,000 dollars with the

(Continued on page 90)
BOB KELLEY, Sports Director, who presents the "Parade of Sports" for Firestone Tires and PDQ Gasoline. The sportscaster for KMPC's exclusive broadcasts of the Los Angeles Angels baseball club, the Los Angeles Rams National League Professional football club and the Los Angeles Open Golf tournament.

HAL BERGER, the "Dean of West Coast Sportscasters", who for many years has presented a daily major league baseball game. Picking the outstanding game of the day, Hal Berger recreates the contest to big audiences throughout Southern California.

JOE HERNANDEZ, a noted track authority, recreates the racing program from one of California's favorite tracks daily. The Joe Hernandez program, for many years, has been a top audience leader among all programs produced locally in Los Angeles.

Other sportscasts aired exclusively in Los Angeles over KMPC:
National Open Golf Tournament • P. G. A. Golf Tournament
Davis Cup Matches • Glendale Open Golf Tournament
• National Tennis Championship Matches

KMPC "THE WEST'S MOST POWERFUL INDEPENDENT"  
Leading in Sports

* PAUL H. RAYMER CO., NATIONAL REPRESENTATIVE *
It’s the custom of the country
(and city, too)
IN SALT LAKE CITY, KSL delivers the biggest audience throughout the entire week. An average rating of 11.4! 34.9% of all listeners!

IN 73 “OUTSIDE” COUNTY UNITS, KSL also captures the lion’s share of the week’s listeners. An average weekly rating of 9.4! 32.2% of the audience!

Throughout ALL Intermountain America . . . . 
KSL is far ahead of all other stations and regional networks. Commands an average rating of 9.9 . . . 32.9% of all listeners all week long!

These are the significant facts culled from the KSL Listener Diary, the most complete study of listening habits ever made in KSL’s BMB Audience Area* — a market where one million people buy one billion dollars worth of retail products a year. This new Listener Diary proves conclusively that in Intermountain America most people (country-folk and city-dwellers alike) make a habit of listening most to KSL.

To get customers in Intermountain America, follow the custom of the country . . . and city, too. Use KSL: *for KSL costs less per customer than any other station or regional network.*

*Conducted throughout KSL’s BMB 50-100% day-night common coverage area, by independent, impartial Benson & Benson, Inc.
**Open Mike**  
*(Continued from page 16)*

radio stations in the 12 months.

Another thing, it wasn't compulsory for any of the radio stations to join or to participate in this contest.

W. Eugene Jones  
General Manager  
KSLO Opelousas, La.

* * *

**Hit Shriver's View**  
**EDITOR, BROADCASTING:**

This “letter to the editor” has been occasioned by the comments of William H. Shriver Jr. of the National Council of Catholic Men. He seems to find fault with the Sept. 12 ad of the Pacific Northwest Broadcasters carried in Broadcasting.

Frankly, I'm not vitally interested in the Pacific Northwest Broadcasters. I'm not especially over-sexed and the comments I voice are purely those of a better-than-average educated, moral- enough young man of 23 who spent almost ten years in radio. They are not to be construed as the opinions of the stations which have employed me.

I will fight as well as any- one for the right of any religious group to worship as it sees fit.

Nonetheless, I resent with all my heart and soul (for which they may pray) every encroachment by the Catholics on MY rights and privileges. I loathe the bigoted Legion of Decency which passes on what I see in the movies. I regret the insidious propaganda of the adver- tisements by the Knights of Colum- bius which appear in my newspaper.

I trust that Mr. Shriver wrote in utmost sincerity—so do I. I would prefer that he kept his missionary campaign to himself and within the confines of such Catholic publications as would be appropriate. Leave my Broadcasting alone.

Del Roy  
WKYW Louisville, Ky.

* * *

**EDITOR, BROADCASTING:**

"P" is for Pacific, but often stands for Prig;  
"R" is for Radio, which in the West is big.  
"U" is for Unique, like the Pacific Northwest ad;  
"D" is for Dainty-waists who think that sex is bad.  
"E" is for Entrancing, which that girlie surely was;

And P-R-U-D-E? That stands for Shriver, Jr.,  
With all his oh's and ah's!

John V. McKinley  
Clinton, N. Y.

* * *

**KSAN Corrects**  
**EDITOR, BROADCASTING:**

On page 66 of the Sept. 19 issue you ran an article that was a bit misleading. It concerned the broad- casts of the Forty Niner football games.

KSAN was the originator of the network and through the efforts of Mr. Lee Mikesell, general manager of this station, the network was formed and the account sold. We continue to be the key station and originate the games.

Clint Sherwood  
Program Director  
KSAN San Francisco

[Editor's Note: Sorry to mislead. Our story was based on a Radio Diablo Inc. San Bruno, release which read: "The network is unique inasmuch as station-to-station transmission is accom- plished by off-the-air pick-up of the program as transmitted by the origi- nating FM station, Radio Diablo KSBE."]

* * *

**Cites DST Cost Story**  
**EDITOR, BROADCASTING:**

... I think ... the story on the "Cost of DST" appearing on Page 30 of your Sept. 25 issue should be clarified as to the burden of expense assessed against the network affiliates who remain on standard time.

Your story ... certainly gives the impression ... the costs are borne by the networks alone.

... We feel certain ... KFEL is not the only station which has protested the networks' policy of assessing the affiliates which remain on standard time without requiring the affiliates which changed to daylight time to bear their proportionate share of the expense. We protested this policy vig- orously both in 1948 and in 1949.

As a matter of fact we signed our authorization for Mutual to include KFEL in the Daylight Savings plans for 1949 under protest, which read as follows:

"It is also understood that in signing this agreement, KFEL shall be on record as protesting the discriminatory practice of the Mutual Network in requiring only those stations remaining on Stand- ard Time to bear this burden, rather than proportioning the cost among all Mutual affiliates includ- ing those who change to Daylight Saving Time who we believe derive MORE benefit from the plan than the Standard Time Stations."

It is our sincere hope that the networks will take steps to dis- continue this discrimination ...

Gene O'Fallon  
Manager  
KFEL Denver

* * *

**More on 'Combo' Men**  
**EDITOR, BROADCASTING:**

In the ... Sept. 12 ... comment on "combo men" ... Mr. Craig states ... if it wasn't for combo men many small stations would have to close their doors. ... I wonder what would happen if ... our garages or hospitals would say they couldn't afford to hire trained mechanics or trained nurses ... ?

I have ... yet to find one man that can fill the position of announcer and engineer.

Clarence L. Towse  
Chief Engineer  
KGO Missoula, Mont.
Mission on the Midway

Each year at this time, America breaks into a rash of state fairs, county fairs, township fairs, village fairs, and assorted semirural block-parties of all sizes.

Although often belittled by the Park Avenue set, these gatherings draw an attendance many times the population of New York City.

Here at Westinghouse stations, we learned long ago that radio, always potent in metropolitan centers, can be an even greater factor in the populous and prosperous grass-roots areas.

We also learned that few special-events activities so endear a station to its audience as participation at fairs and exhibitions.

That is why Westinghouse stations are taking active parts in fairs attended this year alone by many millions of Americans. These include the Allegheny County Fair near Pittsburgh... the famous Pendleton Roundup in Oregon... the Pacific International Livestock Exhibition... the huge Reading (Pa.) Fair... the Eastern States Exposition at Springfield, Mass., and dozens of others in New England, the Middle Atlantic Area, the Midwest and the Pacific Northwest.

To countless radio listeners, these on-the-spot broadcasts make Westinghouse call-letters even more familiar. To advertisers, they mean more intensive penetration of rich, rewarding markets!

WESTINGHOUSE RADIO STATIONS Inc
KDKA • KYW • KEX • WBB • WBZA • WOWO • WBZ-IV
National Representatives, Free & Peters, except for WBZ-TV; for WBZ-IV, NBC Spot Sales
HOME MENAGERIE

At first, the cat was the only pet in this home. Then a stray dog was added. And finally, a baby duck. They all became great friends.

W-I-T-H has a way of making great friends, too—by producing the lowest-cost sales of any station in Baltimore. W-I-T-H, you see, delivers more home listeners-per-dollar than any other station in town. And in addition to this biggest home audience, a recent survey made under the supervision of the Johns Hopkins University showed that of all radios playing in drug stores, 34.6% were tuned to W-I-T-H.

That means that even small investments on W-I-T-H produce big results. If you'd like the whole, exciting story about W-I-T-H, call in your Headley-Reed man.
McCONNELL NBC PRESIDENT

By ED JAMES

JOSEPH H. McCONNELL, 43-year-old executive vice president of RCA, was elected president of NBC last Friday. Niles Trammell, 55, president of the network since 1940, became chairman of the NBC board.

The change clears the way for the complete reorganization of the network.

As chairman of the board, Mr. Trammell will remain active in NBC, it was officially announced, but will be relieved of administrative duties. Regarded even by grudging competitors as one of the best salesmen in radio, Mr. Trammell will concentrate his energies in sales as well as talent and station relations, it was said.

Mr. Trammell assumes a position relinquished by Brig. Gen. David Sarnoff, who is also chairman of the board and chief executive officer of RCA. Gen. Sarnoff remains a member of the board of the RCA broadcasting subsidiary.

The elevation of Mr. McConnell, a crack administrator, was regarded as a logical curb opener in the projected reshaping of the network. He was a principal architect of the reorganization plan, and his appointment as president was intended to place him in charge of its execution.

Because Mr. McConnell's assumption of the presidency is effective immediately, it was believed the network's reorganization would be accelerated ahead of the time table that had been anticipated.

Within weeks, it became known, the network will be split into three principal operating divisions, one for television, one for radio and a third for owned and operated stations, both radio and television.

The next high-level executive appointments at the network, it was believed, would be those of a chief of the radio division and a chief of the television division.

Word from Montreal late in the week indicated that the U. S. delegation may take a firm stand against derogation of regional channels. Hope was expressed, however, that eventual regional assignments will not cause too many serious interference problems.

The reorganization plan was made by Booz, Allen & Hamilton, management consultants, but it was known that Mr. McConnell, as RCA vice president in charge of finance and later as RCA executive vice president, worked more closely with the consultants throughout the preparation of the plan than did any other RCA official.

U. S. Stands Firm

THE chips will be down this week at the NARBA conference in Montreal, not a month old, as members of the U. S. delegation and their advisors get down to the serious business of protecting this country's allocations.

Perusal of Cuba's assignment shifts since the second NARBA expired last March aroused fears that Class I clear channels were in peril and almost all others will suffer.

The Cuban shifts threw a bombshell into the U. S. delegation, since actual and proposed shifts since the NARBA expired are in almost total disregard of NARBA assignments. Large numbers of U. S. stations are affected.

Word from Montreal late in the week indicated that the U. S. delegation may take a firm stand against derogation of regional channels. Hope was expressed, however, that eventual regional assignments will not cause too many serious interference problems.

Note of optimism was apparent last week that the proceedings will wind up in adoption of a new treaty satisfactory to all North American nations, including Mexico which is not taking official part in the Montreal assembly.

Cuba continues to favor a five-year Third NARBA pact. The U. S. delegation advocates a long-term treaty with provision that it can be denounced on due notice. This is based on a desire to avoid recurrence of the present situation in which no treaty has existed since last March.

Restriction Proposal

Cuba and Canada have proposed to restrict any radiation that will affect existing Class II stations. This would in effect prohibit any power increase on IA, or IB stations, unless directional patterns were employed. Cuba is said not to have taken advantage of many of its interim NARBA assignments.

Following are some of the new interference problems created by Cuba's actual or proposed shifts since the interim NARBA expired. They by no means represent the complete list but are presented to give an idea of what can happen as a result of Cuba's new assignments, which in some cases are ascribed to political motives. Coverage of large numbers of regional stations is threatened. Some of the new NARBA assignments follow:

U. S. Stations Affected:

560-580 kw-910 kHz. stations increased from 5 kw.

670 kc—New 1 kw station. CMQG Camaguey, affecting many U. S. regions.

650 kc—CMQ Havana, Frequency 640 kc. station Santa Clara, increased from 15 to 25 kw.

1150 kc—WCMN station in Santiago (WSM Nashville affected).

1450 kc—CMCO Havana, Frequency 1450 kc. increased from 5 to 10 kw (WNBC New York increased to 50 kw).

1530 kc—KNBC San Francisco and WLAB Lawrence, Mass., affected by power changes.

690 kc—CBF Montreal and many U. S. stations affected by increase in power of CMBC Havana from 10 to 50 kw.

720 kc—CMHU Cienfuegos transferred from 1550 kc (WGN Chicago affected).

760 kc—New 5 kw station at Pinar del Río (WBEI Washington affected).

710 kc—CMKC Santiago moved from 1550 kc. to 1 kw. (WJZ New York and KOB Albuquerque affected).

780 kc—CMHR Santiago, Las Villas, transferred from 1410 kc. increased to 1 kw.

790 kc—CMCH Havana increasing 1 kw.

800 kc—CMAB Havana increasing 1 kw.

810 kc—CMQH Santa Clara increased from 125 kw. to 1 kw. (WCMQ Seattle affected).

720 kc—CMBC Havana increasing 1 kw (WCCO Minneapolis affected).

860 kc—CMJG Havana increasing 1 kw (WXYL Atlanta affected).
COLOR television camera employed by CBS is examined by CBS President Frank Stanton (I) and FCC Chairman Wayne Coy during Columbia’s official demonstration of its system to the Commission last Thursday.

CENTRAL AAAA

Two-Day Meet To Open Thursday in Chicago

CURRENT agency problems involving aspects of advertising, merchandising and finance will concern members of the Central Council, American Assn. of Advertising Agencies, when they meet in annual convention Friday. The day-long “working session” will take place at the Drake Hotel, Chicago.

A management meeting Thursday afternoon and evening will precede the open session for some 200 members the following day. Frederic R. Gamble, AAAA president, will moderate a management panel at the Racquet Club.

Friday’s general session will be highlighted by an address on “Why We Feature Nationally Advertised Brands” by William E. Albers of Cincinnati, head of a Super-Market chain and former Kroger Co. president. He will detail merchandising methods, a major interest of the agency men, according to Earl Ludgin, president and treasurer of Earl Ludgin Agency and chairman of the Central Council board of governors.

Financial analyst Stanley Harold Morgan, a Chicago attorney, will outline how effective advertising—“Firm’s Progressive Management Policies”—increases security values. A survey and evaluation of current advertising will be made by Fairfax M. Cone, vice chairman and director of A A A A and board chairman of Foote, Cone & Belding, who will speak on “I Wish We Had Done These Campaigns.”

“Yoo—And Economics” is the topic chosen by Clarence Goshorn, AAAA chairman and president of Benton & Bowles.

Louis L. Brockway, AAAA director and executive vice president of Young & Rubicam, plans to avoid statistics and much of the TV theory in his relation of “a timely and practical” story on “How To Use Television Today.”

COLOR TV--This Week’s Summary

FCC TOOK an official look at the CBS color television system late last week after hearing its exponents testify its cost would not be a “significant” item in overall station expense and that sets can be built “over a wide range of cost from low to high.”

The demonstration and discussion highlighted the second week of the Commission’s color TV hearing, which continues today (Monday) with the official showing of RCA’s rival all-electronic color system.

In contrast to the opening week’s testimony by Joint Technical Advisory Committee and Radio Mfrs. Assn. witnesses advocating further development and testing of color [BROADCASTING, Oct. 3], FCC Commissioner Frank Stanton told FCC that color should be authorized promptly.

He and Dr. Peter C. Goldmark, who developed the CBS system, cautioned the Commission against getting lost in a “maze of conflicting technical data.” They claimed the test is what the viewer sees, not what he theoretically ought to see, and that cost and practicability must also be taken into serious account.

Dr. Goldmark, in a detailed technical discussion of the respective systems of CBS, RCA and Color Television Inc., contended Columbia’s has the advantage of simplicity and that with this goes greater practicability and economy.

Dr. Allen B. DuMont of DuMont Labs meanwhile told a news conference that color TV will not be commercially ready for 10 to 20 years. Dr. Stanton replied that observers at the demonstration approve the CBS color pictures and that the case should be tried in Commission proceedings “where it belongs.”

Dr. Goldmark said “increases in the purchase price of station equipment for the CBS color system will not be more than 10% for the camera equipment alone, and probably less than 3% of the entire station cost . . .

The inventor said manufacturers would testify that “self-contained color picture tubes and black-and-white table-model receivers, giving an effective 10-inch black-and-white or color picture, enlarged from a 7-inch tube, should be purchasable at retail for approximately $220.”

It would cost about $15 to adapt an existing set to receive CBS color in monochrome if the adaptation were handled at the factory and about $35 plus service charge if it were done in the home, Dr. Goldmark’s statement said in a portion not yet reached in direct testimony. A converter to permit reception in color was estimated at about $70 retail at the outset, with this cut to about $50 when production is refined. These figures are in addition to those for adaptation.

It was pointed out that RCA had estimated new sets under the RCA system would range in cost from $400 to $1,000, and that the $400 figure was for a two-color rather than three-color system. Dr. Stanton described this as a double standard—one for the rich and one for everybody else.

Like the witnesses who preceded him during the opening week, Dr. Stanton urged an early lifting of the year-old licensing freeze.

He considered it “infinitely preferable to resolve this issue of color television once and for all, insofar as it concerns the VHF and UHF bands, on the basis of this hearing.” He reiterated that CBS “will support any color television system which best suits the problem.”

Today’s RCA demonstration, to be held at the Washington Hotel and NBC’s WNBW (TV) Washington studios, will include color and black-and-white transmissions of live talent, film and slides, showing reception on color sets, color converters, and standard monochrome sets, plus transmissions over coaxial cable and microwave relays.

These demonstrations, RCA told the Commission, will show the performance of the RCA color television system with reference to absence of color breakup, absence of flicker, absence of color fringing, image registration, color fidelity, picture brightness, camera light efficiency, definition and compatibility.

Inspection of studio and transmitter follows.

(Detailed stories page 45; late story page 78)
AAA’s APPRAISE

TV Will Win Media Battle; Radio Won’t Die

By HERMAN BRANDSCHAIN

RADIO and television won much of the spotlight last Tuesday and Wednesday at the Eastern Annual Conference of the American Assn. of Advertising Agencies at the Hotel Roosevelt, New York.

In two days of sessions addressed by national experts in their fields, three of the highlight speakers were:

电器 should not be saved and agencies should act now to save it. (See separate story, page 2.)

Costs are rising.

Major television shows should go on an every-other-week basis instead of weekly.

The present call for color television has not arisen from the industry, which was described as currently afraid of color, but from government officials concerned that the public interest be protected by a competitive industry.

It was Sylvester L. (Pat) Weaver, vice president in charge of television for NBC, who foresaw that television will win the battle of the media. He conceded other media would survive, but observed: “As I see it, with television invading the media world, there’s still room for everybody—at the bottom.”

Mr. Weaver made his predictions as the lead-off speaker in a panel on “What Will Television Do To Other Media Values?” His view was disputed by other members of the panel who delivered strong statements in behalf of their own respective media. The others were: For radio, William Gittinger, vice president, CBS; for newspapers, Harold S. Barnes, director of the Bureau of Advertising, ANPA; for magazines, Frank Braucher, president, Magazine Advertising Bureau; and for outdoor, Kerwin H. Fulton, president, Outdoor Advertising Inc.

Weaver Points

They did not get a chance to reply, however, until Mr. Weaver had forcibly, although at times with tongue in cheek, made these points:

(1) Printed media will decline sharply in their share of advertising dollars.

(2) Outdoor advertising will not be safe, he disclosed, for NBC is experimenting with—“a way of presenting what are actually sight-sound-motion billboards, eventually in color, to run a few seconds only, to share spot announcement time.”

(3) Radio will decline even more sharply than printed media in the long run, but radio five years from now will still reach more people without television sets than magazines reach today.

(4) Through the years it will always be possible to add radio and television together to reach all America—the only media time for them and the need for more selling to them as insuring preservation of various media.

Speaking for newspapers, Mr. Barnes said he felt television would not be a sleep-destroying threat to publishers.

Because magazines, outdoor and newspapers are now enjoying their all-time high in advertising revenue, in spite of radio’s rapid growth and the phenomenal growth in the last year of television, he refused to take a gloomy view of television’s impact on other media.

Periodicals Unique Speaking for magazines, Mr. Braucher said that since periodicals perform a service unique and distinct from television, they will not be affected by video.

He cited magazine circulation growth of 13 millions—an increase of nearly 10%—during the two-year period ending June 1949, when television’s growth skyrocketed. Magazines, he concluded, are in business to stay.

SAVE BMB

A PLEA to save BMB was made last Wednesday by Melvin Brorby, BMB director and vice president of Needham, Louis & Brorby Inc., at the Eastern Annual Conference, American Assn. of Advertising Agencies at the Roosevelt Hotel, New York.

He urged advertising agencies to make clear to broadcasters the need for BMB. Broadcasters, he said, are divided over the need.

How divided broadcasters are, he said, may be indicated by the fact that only 604 broadcasters subscribed for Study No. Two, which he said would be ready in November.

The number of subscribers is smaller than for the first study. He called the 604 subscriber list a “pitiful showing” in many markets because important broadcasters are not included.

Mr. Brorby urged action by the agencies for Nov. 14 and indicated the line of action the agencies could take.

He specified the Nov. 14 date because at that time the NAB Board will meet to consider the report of a special NAB investigating committee on BMB, he said.

Agencies should give broadcasters their opinion on the value of BMB, he said. To help do that, he said, he was supplying the agencies represented at the meeting with lists of broadcasters who are and who are not BMB subscribers.

“I am not suggesting blackmail or undue pressure,” he emphasized. “I am merely suggesting that we do not overlook the fact that we may have been so busy as not to have given broadcasters our true, honest opinion on this important subject.”

Advises Broadcasters

Mr. Brorby then went on to address himself to broadcasters. Said he:

“For the broadcasters, I have this suggestion. Do not take definite action one way or another on BMB at your Nov. 14 meeting.

“Wait until Study No. Two has been published and has been received by agencies and advertisers. Then I suggest that a committee be appointed, made up of membership from the three groups—broadcasters, advertisers and agencies—to re-study the current facts of BMB and make a recommendation about its future.

“Such a committee might be made up of only three members, or it might be a dozen. It can include responsible men who have not been immersed in the details of BMB. This committee would call for the findings of various types of broadcasters, including those who have been outspoken against BMB.”

Such a committee, he said, could give a fair hearing to the problems involved, including measuring impartially the chances for success in changing BMB into a corporate structure similar to BMI, as has been proposed. He recommended that in whatever form BMB is continued, it should retain its trinity.

(Continued on page 52)

Is Plea of Brorby to AAAA

Speaking for outdoor advertising, Mr. Fulton said there was need and room for television in generating the mass buying psychology which has led to this country’s expansion. “Television adds another cylinder to the advertising engine,” he said.

He did not foresee that television would be any great competitive threat to outdoor advertising. He believed there would be too much competition for appropriations among media, in the long run there will be “ample room and ample work” for all if the country is to achieve higher living standards.

Newman F. McEvoy, media director of Newell-Emmett Co., who presided over the meeting, expressed the view that television, while it may draw money from other media now, would eventually bring new money to advertising.

Another six-man panel explored for radio and television people

(Continued on page 78)
problems in management decisions arises from the fact that success in any business depends, not only upon internal decisions, but also upon external factors over which the specific businessman has no control.

In the modern American economic system, there is no central authority adjusting means to ends. Instead, the productive and distributive task is left to several million individual firms, large and small.

It has been estimated that there are over 10 million business units in the United States, including agriculture.

The entrepreneur is the focal direction of optimism or pessimism.

This fact is clearly brought out by a study of business cycle fluctuation. No single businessman causes cyclical fluctuations, but in the up-and-down movements of the business have a terrific impact upon virtually every business. To chart the best course for any company, so as to benefit from prosperity eras and be protected from the ills of depressions, is a supreme challenge to management.

On the other hand, the psychology of executive thinking plays a most important role in the life history of business cycles. The more prosperous the economic scene business community.

Business cycles are complex phenomena of modern industrial society. Behind the hill-and-valley course over which business moves are many interrelated economic causes. Furthermore, different periods of prosperity and recession are seldom the result of the same repeated causes. Nevertheless, business pros and con in accordance with existing market factors. At one time, certain conditions generate the rising purchasing power and higher market demand that lead to larger profits or, at least, given promise of larger profits.

The very process of continued, cumulative prosperity—without the stimulus of a war—breeds strengths and strains which tend to reduce profit margins, curtail effective purchasing power (either by a decline in consumer income or reluctance of consumers to buy) and precipitates a downswing in business activity. Often this results in a mild depression or "depression," during which the economic maladjustments are smoothed out without serious effect upon the national economy.

Sometimes, e.g., in 1873, 1893 and 1930, the economic system gets so badly out of order that the "dog-chasing-his-tail" process of falling profits, declining prices, pessimism among businessmen and consumers, and curtailment in the production of both consumer and capital goods drives most phases of the business world into a severe depression.

Broadcasting is peculiarly different from other industries—even service industries—in one respect. The radio industry serves its market (listening audience) by producing those programs which the different segments of the public like and will listen to or look at. However, these "customers" of a station network have nothing for the article produced. Consequently, there are no business cycle ups and downs in market response to program consumption by listeners.

If the families of America had to pay for radio programs as they do for moving picture entertainment, for sports tickets, groceries, clothing, and the like—even newspapers—there undoubtedly would be some relationship between fluctuating national incomes and changes in radio listening. But this is not so; radio program service is one of the few services, enjoyed by virtually every American, that does not bear a price tag, except that of initial capital investment in a receiving set.

The sole source of income by which this vast and varied menu of programs—for all ages, for all tastes, for all interests—is supported; the single source of income from which radio wages and salaries are paid; and the only revenue from which station owners and managers salvage a profit is the advertising dollar of American business firms.

The degree of prosperity experienced in the broadcasting industry depends on two factors: (a) the aggregate volume of advertising dollars available within the business system; (b) the proportion of these advertising dollars which is spent for radio, as against other media.

Fluctuations in total advertising expenditures represent, therefore, the levels of total potential "consumption power" for the product of the broadcaster. It is, consequently, significant to any appraisal of business cycles and radio to realize that total advertising expenditures actually fluctuate with the basic changes in business activity and national income.

Advertising expenditures—in toto and available for all—industry, are a product of the general business picture and are not something apart from, and unrelated to, the general business cycle. The same interrelated forces which cause national income, employment, production and profits to rise result in expanded advertising revenues. The reverse action sets in when we experience a downswing in economic welfare (see chart this page).

Correlation between the indexes of general business conditions and the cyclical patterns of advertising expenditures, so far as these data are available, tends to prove that businessmen generally permit their advertising to rise and fall with the business cycle, rather than utilize it deliberately and strategically as a corrective device.

Business Cycles and Broadcasting...
A Study of the Economic Aspects That Affect Radio and Television

T

otal advertising expenditures have, within given periods of time, maintained a rather closer relationship to sales promotion, as distinct from greater or lesser ability and willingness by consumers to make purchases.

T:

HESE years, advertising expenditures have, within given periods of time, maintained a rather closer relationship to national income. Thus, we see that for the high prosperity year of 1929, advertising expenditures approximate 3.9% of national income; at the depression low of 1933 when national income was less than one-half of its 1929 level, the ratio of advertising expenditures to national income was about 3.3%.

With the advent of inflation—first pump-primed and then war-primed—national income in dollars raced ahead of advertising outlays. The chart shows this widened rela-

ship between national income and advertising especially from 1941 to 1945. However, since 1946 national income and advertising again appear to be moving in parallel lines.

This lag of advertising expenditures behind inflated national income was undoubtedly the result of several factors:

First, wartime shortages of goods created a situation which made it less necessary for many businesses to appropriate proportionate sums of advertising money in order to attract and hold buyers. Rationing intensified this situation.

Second, during a period of rapid inflation, it is quite normal for national income to rise relatively faster than the amount of money spent for advertising. Translating this into the practices of an individual company, it is probably true that, once having reached what seems to be an adequately high level of sales and a satisfactory level of advertising expenses, the company might well experience further increases in dollar income from the sale of its products, without feeling the need for increasing the amount of money spent for advertising. Furthermore, many firms conduct advertising programs on a budget basis. Within the established budget period, the appropriated advertising budget will be spent but, during the same period, dollar income from sales and total dollar national income will tend to rise, if strong inflation is rampant in the market place. On such a budget basis, firms do not necessarily increase their advertising outlays as they progressively advance the prices of their products.

Third, the inflationary process is, itself, the result of an economic situation wherein total effective market demand for consumer goods, as expressed in dollars available for purchases, increases at a more rapid rate than the supply of goods on the market. Such a situation, quite naturally, becomes crystallized in the thinking of many management groups in the form of a strong "sellers" market which, to many businessmen, means that proportionately less need be spent to secure adequate consumer patronage.

Our thesis is not that advertising expenditures have not or will continue to have, any mathematically fixed, and static, ratio to national income. Our prime point is that the total advertising allocations of American business firms tend to move up and down with the ebb and flow of general business. Thus, there are cyclical patterns to advertising expenditures, and these tend to coincide with the general cycles in production, employment, retail sales, consumer purchasing power and other economic statistics.

However, recognition of this principle of cyclical variations in advertising expenditures does not, in the slightest, indicate that such expenditures must necessarily rise or fall by the same percentage of fluctuation in any given statistical measure of business activity. In fact, when we use such indexes as national income, consumer buying power, employment, national production, retail sales, prices, etc., we find that, although they all tend to rise and fall together, there is no mathematical sequence which requires the same percentage change to be experienced by all of them at the same time. Yet they do "flow" together, and in sympathy with each other in accordance with the cyclical waves in business.

Why then has radio broadcasting not hitherto gone through the cyclical ups and downs of other businesses? Most persons know that radio hardly felt the severe 1929-1933 depression. Because of this historical experience, some broadcasters regard their industry as "depression proof."

Let's look at some facts.

The characteristic of business—as a whole or for a given industry—is that it constantly fluctuates in volume, profitableness and activity. Some of these fluctuations (in most industries) arise from recurring seasonal factors; others are tortuous day-to-day, week-to-week or month-to-month variations, caused by a myriad of circumstances. But over and beyond these seasonal and fortuitous changes, we know that industries experience long-range trend movements, and also move (Continued on page 36)

<table>
<thead>
<tr>
<th>Year</th>
<th>National Income</th>
<th>Total Advertisements</th>
<th>Department Store Sales</th>
</tr>
</thead>
<tbody>
<tr>
<td>1929</td>
<td>120</td>
<td>179</td>
<td>117</td>
</tr>
<tr>
<td>1930</td>
<td>112</td>
<td>187</td>
<td>128</td>
</tr>
<tr>
<td>1931</td>
<td>123</td>
<td>129</td>
<td>119</td>
</tr>
<tr>
<td>1932</td>
<td>82</td>
<td>85</td>
<td>73</td>
</tr>
<tr>
<td>1933</td>
<td>39</td>
<td>68</td>
<td>32</td>
</tr>
<tr>
<td>1934</td>
<td>73</td>
<td>87</td>
<td>53</td>
</tr>
<tr>
<td>1935</td>
<td>63</td>
<td>89</td>
<td>88</td>
</tr>
<tr>
<td>1936</td>
<td>67</td>
<td>100</td>
<td>98</td>
</tr>
<tr>
<td>1937</td>
<td>110</td>
<td>187</td>
<td>109</td>
</tr>
<tr>
<td>1938</td>
<td>97</td>
<td>100</td>
<td>99</td>
</tr>
<tr>
<td>1939</td>
<td>108</td>
<td>104</td>
<td>106</td>
</tr>
<tr>
<td>1940</td>
<td>131</td>
<td>109</td>
<td>114</td>
</tr>
<tr>
<td>1941</td>
<td>155</td>
<td>177</td>
<td>133</td>
</tr>
<tr>
<td>1942</td>
<td>204</td>
<td>113</td>
<td>150</td>
</tr>
<tr>
<td>1943</td>
<td>251</td>
<td>124</td>
<td>166</td>
</tr>
<tr>
<td>1944</td>
<td>272</td>
<td>143</td>
<td>187</td>
</tr>
<tr>
<td>1945</td>
<td>271</td>
<td>131</td>
<td>207</td>
</tr>
<tr>
<td>1946</td>
<td>268</td>
<td>176</td>
<td>254</td>
</tr>
<tr>
<td>1947</td>
<td>302</td>
<td>232</td>
<td>286</td>
</tr>
<tr>
<td>1948</td>
<td>335</td>
<td>253</td>
<td>303</td>
</tr>
</tbody>
</table>

Mr. DOHERTY

BROADCASTING • Telecasting

October 10, 1949 • Page 27
PERON CASE

Good Will Toward Newsmen
Expressed by Government

AN ACKNOWLEDGMENT of good will toward all newsmen—American radio and newspaper correspondents stationed in Buenos Aires—and a conciliatory expression of regret over past "drag" tactics recently have been voiced by Argentine authorities within the Peron government in the past fortnight.

That was the gist of an Argentine reply to the U. S. State Dept. note sent more than two and a half months ago inquiring into alleged cases of censorship involving American correspondents and particularly in permitting use of that country's radio facilities by commentators.

State Dept. officials characterized the exchange of notes as "classified" material but confirmed receipt of the Argentine reply, which they regarded as "conciliatory" in nature and not likely to induce further action at this time. The awav was made public by the Associated Press bureau in Buenos Aires.

U. S. Voiced Concern

The United States, in its note of July 28, evinced concern over certain incidents, notably one in which daily US Information Service broadcasts were banned from the air last July 22 and 23. As early as last March certain commentators were barred from broadcasting studios of an Argentine station, the U. S. also noted. Call letters of the station were not disclosed.

The Peron government admitted there had been "some inconveniences" from time to time, but hedged with the argument that it "disposes of no organism to interfere with broadcasting." It added the station involved was privately-owned and that control over broadcasting is not within the state's province.

That was the basis it gave for refusing entry to American network broadcasters who thus were unable to obtain shortwave transmitting facilities for beaming their reports to the U. S. Furthermore, Peron authorities added, Argentine has only the "greatest good will and desire to help" American correspondents, newspapers and magazines.

Argentina's Reply

Argentine's latest reply made no mention of the BROADCASTING "incident" but dealt solely with alleged censorship of press and radio dispatches this year as noted in the U. S. note last July.

The Peron government's circumvention of the U. S. protest, proponents assert, was within the province, was regarded as weak by some observers despite Argentine's sudden expression of good will toward newsmen. Station policy frequently is implemented by radio officials who enjoy friendly relations, through working or family associations, with officials of the Peron cabinet, they point out [BROADCASTING, April 11].

Peronist muzzle maneuvers previously were imposed on five American foreign correspondents last year when the Argentine Government divested them of their news privileges and credentials for allegedly contributing to the "bad press" Juan Peron had received. Suddenly, after a 12-hour period, the ban was lifted [BROADCASTING, Oct. 11, 1948].

Clark Incident

One of the victims was Herbert Clark, radio and newspaper correspondent, whose dispatches to BROADCASTING were rifled, delayed and reprinted in Argentine newspapers. They dealt with the country's alleged lack of free speech in the news and radio fields, and reported a resolution adopted by the Inter-American Assn. of Broadcasters at a Buenos Aires convention last July [BROADCASTING, July 26, 1948].

The mail-marauding issue became an international incident, which provoked American Congressional and State Dept. displeasure but which subsequently was dropped, reportedly as part of a "kid-glove" policy toward Argentina.

HOOPER RATINGS

To Show TV-Radio Pull

TO provide avowed comparability of ratings, C. E. Hooper Inc. will revise effective Nov. 1 its reporting of program Hooperatings.

In Hooper pocket pieces after that date three new columns of information will appear on each page in the place where "sets-in-use" have formerly been presented. The columns will be headed: (1) Broadcast Audience Index (based on radio and/or television homes using sets), (2) TV Audience Index (based on television sets in use in television homes "identified" in Hooper's random sample), and (3) Radio Audience Index (based on radio sets in use in radio homes without television sets).

Explaining the change, C. E. Hooper, president of the firm, said that failure to "isolate radio-only homes and use them for rating basis would later destroy the long-time comparability trends."

At the same time Mr. Hooper released share of audience trends showing the growth of the television audience. They follow:

<table>
<thead>
<tr>
<th>Month</th>
<th>Radio</th>
<th>Television</th>
</tr>
</thead>
<tbody>
<tr>
<td>January</td>
<td>94.59</td>
<td>5.41</td>
</tr>
<tr>
<td>February</td>
<td>92.83</td>
<td>7.03</td>
</tr>
<tr>
<td>March</td>
<td>90.83</td>
<td>7.03</td>
</tr>
<tr>
<td>April</td>
<td>91.03</td>
<td>8.97</td>
</tr>
<tr>
<td>May</td>
<td>89.99</td>
<td>10.01</td>
</tr>
<tr>
<td>June</td>
<td>88.51</td>
<td>11.49</td>
</tr>
<tr>
<td>July</td>
<td>88.51</td>
<td>11.49</td>
</tr>
<tr>
<td>August</td>
<td>88.51</td>
<td>11.49</td>
</tr>
</tbody>
</table>

broadcasting • telecasting
The newspaper business after the first World War had to learn a lesson that I am afraid the radio business will have to learn,” Capt. Enoch Brown, president of the Memphis Publishing Co., which operates WMC, WMCF (FM) and WMCT (TV) Memphis, told the NAB District 6 convention in Memphis Thursday.

The lesson, he said, “is to adopt a rat card and stick with it. The newspaper went into the first World War postwar period after having been able to sell all the advertising for which it could get newspaper. Then times grew harder. We tried to sell advertising by broad statements and due bills. We learned you have to adopt a rate card and stick with it. It was the best thing that came out of the period.

“The man who deviates from his rate card is showing weakness and the man he is trying to sell knows it.

No Cause for Fear

“There is no reason, however,” he continued, “for the man in the radio business to worry if he’ll get to work. More money now is being spent on advertising accidentally than was spent on purpose 35 years ago.”

Turning to television, he said that the Memphis Publishing Co. had been asked why it went into television. “We went into television because anything with the potentialities of television is something we wanted to be in on and have a front seat,” he said. “And it’s an expensive seat too. The only thing in the black is the program schedule.

“It is not going to put radio out of business any more than radio put the newspaper out of business. They used to say that radio would do that, but the newspapers have gone on to be bigger and better day by day, just like Ringling Brothers Circus. So don’t worry about television putting radio out of business.”

Speaking of the NAB, Capt. Brown declared: “Even if you can’t get along with it, you can’t get along without it. You should feel that you are lucky to be a member rather than feeling an obligation. It is your friend in the mad scramble for business between the various media.”

The convention opened Thursday morning at the Peabody Hotel with H. W. Slavick, general manager of WMC, WMCF and WMCT and District 6 director, presiding.

Mr. Slavick appointed a resolutions committee composed of Harold Wheeleahan, WSM New Orleans; Wiley Harris, WJDX Jackson, Miss., and F. C. Sowell, WLAC Nashville. Also appointed was a publicity committee composed of Frank S. Proctor, WTVS Jackson, Tenn.; John Cleghorn, WHBQ Memphis, and Roy Dubalde, WJBO Baton Rouge.

Announcement was made that both the Mississippi and Tennessee associations at meetings Wednesday had endorsed the candidacy of Mr. Wheelahan to be the next district director succeeding Mr. Slavick, who is not a candidate for re-election. The Louisiana association previously had endorsed the Wheelahan candidacy and the nomination is regarded as tantamount to election.

First day's session was given over entirely to business aspects of broadcasting. The status of Broadcast Measurement Bureau was covered by Dr. Kenneth Baker, NAB research director and acting district director. This attendance was the largest of the 1849 district meeting series.

Adoption of resolutions concluded the two-session meeting. Tribute was paid NAB President Justin Miller as well as Richard F. Doherity, director of NAB's Employe-Employer Relations Dept., and Maurice B. Mitchell, director, Broadcast Advertising Bureau.

In the census resolution, District 13 suggested inclusion of FM with the AM and TV questions already approved by the Census Bureau.

Another resolution asked all Texas broadcasters to give public service time and assistance to the National Guard of the state in recruiting drives.

Delegates were guests at a cocktail party given by Dallas stations KBTY (TV) KXIL KJUF KRLD KRLD-TV KSKV WFAA WRB.

Howard Roberson, KFDA Amarillo (Continued on page 44)

Endorsement of the U.S. Census Bureau's plan to include a radio set count in the 1950 decennial census was given by NAB District 13, meeting Monday and Tuesday. Record turnout of 150 registrants appeared at the Texas meeting, held at the Hotel Adolphus, Dallas, with Clyde W. Rembert, KRLD Dallas, presiding as

At NAB District 13 sessions in Dallas last week (1 to r): W. Ward Darrell, C. E. Hooper Inc., New York; Martin Campbell, WFAA Dallas; Charles Price, KMLB Monroe, La.; Alex Keese, WFAA; Howard Robinson, KFDA Amarillo; Tom Potter, owner, KBTY (TV) Dallas; Charles McDowell, ASCAP, Dallas, and Earl Lipscomb, representing DuMont-R.E.L., Dallas.

the competition of television, may have to point advertising "complete
drastic steps," James D. Shouse,  
the Crosley Broadcasting Corp.,

Calling on the FCC to concern it-
self with "the survival of the 
fittest," the Cincinnati executive 
declared that "such concern will 
amaterially to the survival pos-
sibilities of the medium stations 
and the weak stations."

"It is to be hoped," Mr. Shouse 
said, "that the FCC will take an 
enlightened outlook with respect 
to this problem.

"The Commission has been re-
freshingly liberal in its grants of 
power for international shortwave. 
Every minute of the hour, every
hour of the day and night, transmit-
ters of high power—super-power if 
proper—are beaming American 
programs overseas with remarkable 
penetration. American shortwave 
broadcasts pierce the Iron Curtain 
into Russia and its satellite states 
with magnificent reliability, and the 
Balkan peasant on some Macedo-
nian hillside has access to the 
message of democracy and the thrill 
of American entertainment."

"Unfortunately, however," he 
said, "the powerful signal avail-
able behind the Iron Curtain is 
denied to many of our own people, 
who find in the present power 
limit on stations a real Iron Curt-
ain shutting out adequate recep-
tion."

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**September Box Score**

**STATUS of broadcast station authorizations and applications at 
FCC as of September 30 follows:**

<table>
<thead>
<tr>
<th>AM</th>
<th>FM</th>
<th>TV</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Total authorized</strong></td>
<td>2,203</td>
<td>728</td>
</tr>
<tr>
<td><strong>Total on the air</strong></td>
<td>2,002</td>
<td>444</td>
</tr>
<tr>
<td><strong>Licensed (All on air)</strong></td>
<td>201</td>
<td>77</td>
</tr>
<tr>
<td><strong>Construction permits</strong></td>
<td>191</td>
<td>10</td>
</tr>
<tr>
<td><strong>Conditional grants</strong></td>
<td>1,173</td>
<td>216</td>
</tr>
<tr>
<td><strong>Requests for new stations</strong></td>
<td>293</td>
<td>37</td>
</tr>
<tr>
<td><strong>Requests to change existing facilities</strong></td>
<td>283</td>
<td>37</td>
</tr>
<tr>
<td><strong>Deletion of licensed stations</strong></td>
<td>201</td>
<td>37</td>
</tr>
<tr>
<td><strong>Deletion of construction permits</strong></td>
<td>20</td>
<td>2</td>
</tr>
</tbody>
</table>

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**P. I. PLAGUE**

**Headley Scores Practices At Ala. Sessions**

A VIGOROUS condemnation of per inquiry advertising and a plea to 
stations to stick to card rates were made last week by Frank M. Headley, 
president of the National Assn. of Radio Station Representatives.

Mr. Headley, addressing the Alabama Broadcasters Assn. at Birming-
ham Oct. 7, warned that "per in-
quiry business is now epidemic."

"Slick operators are taking ad-
vantage of the fears you fostered 
for a few months of an approaching depression," he said, "and are 
organizing the P. I. business. But 
they have a legitimate broadcasting 
station, put on a legitimate pro-
gram. Perform a legitimate serv-
ice, the lie is no reason why you 
should indulge in speculations for 
your sales volume."

Mr. Headley characterized P. I. 
business as speculative and one 
which undermines rate cards. "If 
you are willing to do business on a 
speculative basis with one adver-
tiser, then all advertisers have a 
right to put out some kind of a 
speculative deal."

Mr. Headley said that "character 
is what the advertiser looks for 
in a station. Big advertisers with 
small businesses will not do 
business with you if you cut rates," he 
said.

"Everything that you have for 
sale should have its own ticket, 
known to all, violated for none," said Mr. Headley. "Grasping for 
business at less than card rates is 
just the not the sign of a mature 
business."

He plumped for better research 
and sounder selling in radio. To 
persuade advertisers to use broad-

---

**OPPENHEIM Replaces Hathaway at CBS**

NEAL HATHAWAY has resigned as 
CBS director of program promo-
tion to join Benton & Bowles, New 
York, as an assistant account execu-
tive. Charles Oppenheim will suc-
cede him as CBS director of pro-
gram promotion.

Mr. Hathaway joined CBS in 
July 1944 as assistant to the direc-
tor of program promotion and 
became director in February 1948. 
He served as sales promotion man-
ger of WRC Washington in 1942 
and from 1943 to 1944 was radio 
publicity director of the Automo-
tive Safety Foundation.

Mr. Oppenheim, who has been 
assistant director of program promo-
tion at CBS since October 1948, 
joined CBS in April 1948. Before 
that he was advertising and pub-
licity director of Jay Thorpe, Man-
hattan department store, and be-
forer that promotion and research 
director of WINS New York and 
publicity director of WOR New 
York.
NY WAY YOU LOOK at San Jose, orchards frame the picture. This busy canning community is another juicy market for you via ABC... one of 42 coast cities big and small in the “50%-plus” BMB penetration column. (80% of San Jose’s radio families are ABC fans.)

BIG TIMBER BOOMS business in bustling Everett. Its busy citizens are not too busy to have the ABC habit, though... which makes ‘em just like practically everybody else on the coast. Because 84% of Everett’s radio families tune regularly to ABC, says BMB.

On the coast you can’t get away from ABC

FOR COVERAGE... ABC’s booming Pacific network delivers 228,000 watts of power—44,500 more than the second-place network. This power spells coverage—ABC primary service area (BMB 50% or better) covers 96.7% of all Pacific Coast radio homes. And ABC’s Coast Hooper for 1948 was up 9% or better both day and night.

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

Whether you’re on a coast network or intend to be—talk to ABC
ADAIR NAMED

Replaces Bulotti at Don Lee

TO REPLACE Charles Bulotti Jr., resigned as program director of Don Lee Network, Willet H. Brown, president, has announced the appointment of Raymond Adair, program service manager.

"As former head of his own advertising agency, executive of several nationally-known concerns and as former sales service manager of the Don Lee Network, Mr. Adair brings a wealth of program and network operations experience to his new position," Mr. Brown said. Commenting on the departure of Mr. Bulotti, the network's president said, "It is with profound regret that we must acquiesce with Mr. Bulotti's request for his release."

Mr. Adair first joined Don Lee in 1948 as sales service manager and in August of 1949 was named program service manager. Before joining Don Lee, he had operated his own advertising agency in Los Angeles and in Texas as well as having been a vice president of the Raymond R. Morgan Co., Hollywood agency. A native of Michigan, where he was graduated from Michigan State Normal College, he has also served as assistant to the merchandise manager of the Wolverine Div. of the Graybar Electric Co. and manager of the Farmers and Manufacturers Beet Sugar Assn. and assistant advertising manager of the DeVilbiss Co.

Mr. Bulotti has served with Don Lee for a total of 10 years, the first 7 for seven years, before leaving to become producer of the Coca Cola Spotlight Show during the war, and returned in 1946 for three more years.

Save BMB

(Continued from page 85)

partite nature, comprising, if made a corporation, advertiser, agency and broadcaster shareholders.

"It has been said," Mr. Brory declared, "that the agencies are the keystone of the arch—that they in large measure can influence the broadcasters opinions, that if they really, honest-to-goodness need BMB, and if they really and continuously make this clear to broadcasters and station representatives, and if they use BMB information fairly and intelligently, then the broadcasters will support it in great number.

"It is quite possible that we in the agency business have not done enough to let our broadcaster partners know that the $1,300,000 spent for Study No. 1 was money well spent.

"We in the agency business need it sorely," he concluded. "Our advertiser clients need it in the same way. And the broadcasters, clearly, as much as the agencies, need it if they are to take that kind of intelligent selling and planning which alone will keep their radio industry profitable."

1895

Harold B. Morrill 1949

1900

Harold B. Morrill, 54, general manager of WLAW Lawrence, Mass., died last Wednesday at his home in Arlington, Mass., following an attack of coronary thrombosis. Mr. Morrill, identified with the radio industry for the past 30 years, played a prominent part in the establishment of WLAW which went on air Dec. 17, 1937. He succeeded Irving E. Rogers as general manager in August 1946, on the eve of the station's debut as a 50 kw operation.

Associated with the Hildreth & Rogers Co., owner and operator of WLAW, for the past 27 years, Mr. Morrill assumed the duties of Mr. Rogers, when the latter resigned to devote fulltime to duties as president and treasurer of the company and as publisher of the Lawrence Daily Eagle and the Evening Tribune, two dailies serving Essex County.

Mr. Morrill was assistant treasurer and auditor with Hildreth & Rogers when appointed to the management of WLAW, at a time when the company was constructing its 50 kw transmitter at Burlington, Mass. and planning the opening of its Boston office.

He is survived by his wife and a son.

'DUFFY'S TAVERN'

Mason Cites Show For Tax Escape

THE USE of charitable trusts to plead exemption on taxable earnings drew fire again in Congress last week—this time from Rep. Noah M. Mason (R-Ill.)—and involved the radio program, Duffy's Tavern.

He told House colleagues that the show...has just begun to broadcast from Puerto Rico, where a 12-year tax holiday is in force, and is therefore able to escape both income and property taxes.

Congressman Mason, pressed by Broadcasting for detail, said he had complete "documented material" not immediately available and declined to comment on the nature of his charge, but said he would do so at an early opportunity. He said the series had been tape-recorded in Puerto Rico. The network show is aired Thursday on NBC under sponsorship of Blatz Brewing Co.

Meanwhile Mr. Gardner reportedly had been quoted as asserting that the Puerto Rican origination were not designed to evade taxes but were launched as a matter of "good business."

"Close Loopholes" The Duffy incident was one of a number of examples cited by Mr. Mason, who called upon Congress to close loopholes in the Federal tax statutes "through which more than $1 billion of revenue is now escaping annually."

He characterized the offenders as "tax-dodgers (who are) continuing their raids on the Treasury." Basis for his argument was the Great Atlantic & Pacific Tea Co., which has indicated it may reorganize into a cooperative.

"Doing business without paying taxes is becoming a national racket," Mr. Mason declared, adding that educational institutions...
ANNOUNCEMENT

To users of Western Electric Microphones, Loudspeakers and Disc Reproducing Equipment

Effective October 1, 1949, the Western Electric Company has discontinued the sale, servicing and maintenance of sound system products, including the following major items:

<table>
<thead>
<tr>
<th>Microphones</th>
<th>Loudspeakers</th>
</tr>
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<tbody>
<tr>
<td>633 Type</td>
<td>728B</td>
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<tr>
<td>639 Type</td>
<td>755</td>
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Reproducing Equipment

<p>| |</p>
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<tr>
<td>109 Type Reproducer Group</td>
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<tr>
<td>9A Reproducers</td>
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<tr>
<td>9B Reproducers</td>
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</tbody>
</table>

To assure uninterrupted service and maintenance to owners of these products, we have entered into an agreement, effective Oct. 1, 1949, with the ALTEC LANSING CORPORATION of Hollywood, California. Under the terms of this agreement the Altec Lansing Corporation receives all necessary engineering information, as well as our inventory of the above equipments and their parts, and will make available service, maintenance, repair and replacement parts for the products listed.

The Graybar Electric Company will act as distributor for the Altec Lansing Corporation, as it has for Western Electric, in serving customers’ needs on these equipments, under terms of an agreement recently concluded between the Graybar Electric Company and the Altec Lansing Corporation.

The leadership and integrity of the Altec Lansing Corporation make us completely confident that all users of the Western Electric equipments listed will continue to have available to them service of the very highest quality.

Vice President

Western Electric Company

INCORPORATED
McConnell

(Continued from page 23)

independence within each of the three divisions.

The identities of the executives who will be picked to head the radio and the station divisions could not be learned, nor was it known whether the top command had settled on the appointments.

It was believed probable that in the management level of the company Charles R. Denny, executive vice president and himself a strong administrator, would remain as second in command.

MacDonald, Margraf Status

John H. MacDonald, administrative vice president in charge of finance, and Gustav B. Margraf, vice president and general attorney, were believed likely to remain at their current posts—the company management level.

The future responsibilities of other present executives of the company could not be learned, although it was plain that many of them would be reassigned.

Although it could not be confirmed, it was reported that the plan included the appointment of a management-level director of public relations.

At the time of his elevation to the chairmanship of the board, Mr. Trammell was drawing a $10,000-a-year salary as NBC president under terms of a contract that had more than three years to run.

Mr. Trammell's contract was in the form of a letter from General Sarnoff, as RCA chairman of the board, dated Jan. 9, 1948 and effective Jan. 1, 1948, for five years.

Last year Mr. Trammell earned $125,300, which included a $25,000 bonus. He was the third highest paid executive of RCA. Only General Sarnoff, who received $176,500, and Frank M. Folsom, now RCA president but then RCA executive vice president, who received $125,360, earned more in 1948.

Mr. Trammell is eligible for a company retirement plan which would provide $33,650 a year after age 90.

Whether Mr. Trammell's salary conditions were affected by his transfer of positions was not known.

Mr. McConnell's salary as executive vice president of RCA and now as president of NBC is not a matter of record. It is believed, however, that as chief executive of NBC he would draw more than $75,000 a year.

Mr. McConnell became executive vice president of RCA on July 1. The high favor with which he was regarded by the RCA command was evident at that time in view of the fact the executive vice presidency had not been filled since 1941. His appointment to that post made him the No. 3 executive in the RCA management, with only Mr. Folsom, as RCA president, and General Sarnoff as chairman of the board and chief executive officer, ranking him.

A long-time practicing lawyer, Mr. McConnell joined RCA in 1941 as a member of the legal department of the RCA Manufacturing Co., which later became the RCA Victor Division. In 1945 he became general counsel, and in 1945 was elected the division's vice president and general attorney.

In 1948 he was made vice president in charge of law and finance of the RCA Victor Division. He was elected vice president in charge of finance of the parent company, RCA, last January.

Born in 1906

He was born in Chester, S. C., in 1906, graduated from Davidson College, North Carolina, in 1927 with a chemistry degree and from the U. of Virginia in 1931 with a law degree.

After legal practice with firms in Florida and North Carolina, he joined the legal staff of the National Reconstructive Administration in 1933. From 1933 to 1935, when the NRA was abolished, to 1941, when he joined RCA, he was a member of a New York law firm.

Mr. McConnell is married and has three daughters.

Mr. Trammell's entire business career has been spent in the service of RCA, or its broadcasting subsidiaries.

Born in Marietta, Ga., July 6, 1894, he attended Sewanee Military Academy, in Tennessee, and later the U. of Tennessee. He left college to join the army and became a first lieutenant.

He remained in the Army after the war, and while a member of the Signal Corps, stationed in San Francisco in 1928, he was asked to entertain two of the general's eastern friends. They were Gen. James G. Harbord and David Sarnoff.

In the course of entertaining them, Mr. Trammell got a job selling RCA communications service and RCA radio equipment for ships on the Pacific Coast. Two years later he became assistant sales manager of the company on the Pacific Coast.

In March 1927 he was transferred to NBC in New York. Two months later he was made manager of the NBC Central Division in Chicago, and the following year he became a vice president.

In January 1939 Mr. Trammell was transferred to New York head-quarters of NBC and made executive vice president. He became president July 12, 1940.

According to the official announcement of the election of Mr. Trammell to the chairmanship of the board and of Mr. McConnell to the NBC presidency, the move was taken "upon the recommendation of Mr. Trammell."

In a prepared statement, Mr. Trammell said:

"The step was taken because it is evident that with the rapid development of television by RCA and also broadcasting technique, I could better serve the interests of the company by remaining with RCA Broadcasting Co. by being relieved of administrative duties and be able to devote more of my time to client, technical, and station relations in both radio and television."

In selecting Mr. McConnell to be president of the National Broadcasting Co. I am confident he will contribute materially to the continued success of our operations in the changing era ahead."

General Sarnoff, in vacating the chairmanship of NBC in favor of Mr. Trammell, said:

"The step was taken because we agreed with Mr. Trammell's view that expansion of the broadcasting business which the growth of television makes possible should be made in favorable conditions in the industry, required him to be freed from administrative duties so that he can give more of his time to client, technical, and station relations, and to the major developments of the company. My interest in NBC continues as heretofore and I remain a member of its board of directors."

ENGINEERS MEET

AIEE Fall Session Oct. 17-21

MORE THAN 1,200 electrical engineer scientists, research executives, and industry leaders are expected to attend the 1949 annual fall general meeting of the American Institute of Electrical Engineers Oct. 17-21 in the Netherlands Plaza Hotel, Cincinnati.

E. S. Fields of Cincinnati, chairman of the AIEE's meeting committee, said the five day program would feature 28 technical sessions, conferences, symposia, special events and inspection trips to Cincinnati area industries. Technical sessions will be on communications science, industry, electronics, general applications and power. Dr. W. N. Hollywood, president of the U. of Cincinnati; Robert S. Pearse of New York, vice president of the General Electric Co., and Mr. Fairman will address the institute's general session Oct. 18.

PLANS to initiate an investigation of certain lobbying activities by government agencies and private firms were implemented at Capitol Hill last week with concrete action on two fronts.

Rep. Frank Buchanan (D.-Pa.), author of the measure (H Res 238) to authorize a probe by a House select committee, re-introduced a resolution (H Res 379) calling for investigation of a $40,000 fund. The House Administration Committee previously had turned down a request for $50,000 to launch a probe after a personal appeal by Mr. Buchanan [BROAD-

CASTING, Oct. 3].

FCC, FTC and stations and networks would be subject to the scrutiny of lobbyists bent on studying activities designed to "influence, encourage, promote or re-

ter legislation." Lists of present lobbyists and published semi-annually by Congress, would also fall under select committee's eye.

Earlier last Thursday, House Speaker Sam Rayburn (D-Tex.) named personnel to comprise the select group under the chairmanship of Congressman Buchanan. Other members are Reps. Hen-

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derson Lanham (D-Ga.), Jack Albert (D-Okl.), Clyde Doyle (D-Calif.), Charles A. Halleck (R-Ind.), Clarence J. Brown (R-Ohio), Joseph P. O'Hara (R-Minn.).

Chairman Buchanan could not be reached, but committee spokesmen said the general meeting was scheduled for this week to determine the group's course of action. Meanwhile, in view of Speaker Rayburn's selection of personnel and reduction in funds sought for the proposed probe, the House Administration Committee was believed to be unlikely to approve the request for $40,000. Action of the fund-raising also was slated for this week.

GOVERNMENT BILLBOARDING

101st Session of Congress

The 101st Session of Congress began Sept. 22, with opening of the House and Senate and with a general feeling that the 101st Congress will be especially effective in getting legislation passed because of the large Democratic majority in both the House and Senate.

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Only WBAL covers the rich Baltimore area and wide surrounding territory with 50,000 watts power

4,225,000 people living in the WBAL coverage area... spending more than $3,290,000,000 annually in retail sales

50,000 Watts

WBAL

Baltimore's NBC

represented nationally by EDWARD PETRY & CO.
Business Cycles
(Continued from page 27)
upward and downward in swings called business cycles.

This discussion is concerned only with business cycle and trend fluctuations.

The underlying trend or growth pattern of individual industries (as distinct from the ebb and flow from month to month or even from one year to another) falls into at least three phases.

First, there is the period of commercial exploitation and development. At this stage, a new industry is moving out of the novelty or laboratory stage into the period where it takes on the aspect of commercial feasibility. Television was undoubtedly in this stage in the development up until 1946 or early 1947. On the other hand, AM radio was in this phase of growth during the early '20s, the TV no longer in the "prove to me" phase of consumer acceptance; its operations are on a practical basis; its commercial attractiveness is definitely on the rise and relatively substantial untapped market areas lie ahead of it.

THE second phase in the evolution of an industry is that of extensive expansion or acceleration. The characteristics of this phase is a sharp upward underlying growth, brought on by the fact that the market for the product or service grows cumulatively and "extends" itself to an increasing number of persons. This market growth is based upon the fact that there exist whole new areas of consumers who do not have the product or service and who are now being brought into the market for the first time. Hence, the rate of rapid, accelerated growth, brought on through the impact of wider and wider, i.e., increasingly extensive consumption.

In this phase of extensive trend growth, an industry experiences relatively high profits on invested capital; generally operates in what is commonly called a "sellers" market (for its product or service);

attracts considerable new capital investment because of relatively good financial prospects, and hence, witnesses a fairly rapid increase in the number of new entrepreneurs who want to get into this seemingly attractive industry.

Another characteristic of this particular period of development is that cyclical downturns (recessions or depressions) in general business are either completely offset, or substantially counteracted, by the very pronounced upward growth tendencies which permeate that particular industry.

The 1929-1933 depression comes at a time when sound radio had already entered its period of extensive growth. Consequently, the strong growth forces then prevailing in radio broadcasting definitely and substantially offset the broad economic forces which brought a severe depression in most other industries. This occurred despite the fact that total advertising did experience a rather substantial decline along with other business activity.

It would seem to be rather clear that, should the future economic situation progress into a reasonably sustained recession or depression sometime during the next few years, television will be in a similar position because television has already moved strongly into its era of extensive expansion.

The third period in the life history of an industry is that of intensive development. When an industry is in this economic phase, its primary market comes from replacement demand of the product or from the sustained preservation of the prevailing levels of consumer consumption. Hence, moving into a recession, its underlying tendency to decline may be brought about by (a) exhaustion of the raw materials upon which the industry is founded; (b) consumer shift away from the product or service; (c) competitive replacement by another product or service.

Sound radio is undoubtedly now in the period of intensive growth. You can't expect that the total number of radio homes will increase very markedly in the future except as provided for by norms of population expansion. The chance of further growth among the per-liter level are definitely nonexistent although relatively limited.

(Condensed from page 27)

FEARS of Texas Gulf Coast Area broadcasters of station damages from an onrushing hurricane were dispelled in the after-midnight hours Tuesday, Oct. 4, when winds hit with less than expected force.

Houston took the brunt of the storm and tamed for action during Monday. All Houston stations gave storm warnings at frequent intervals, carried Weather Bureau advisories and relayed precautionary advice to population. KXYZ Houston fed a special news round-up to some 20 Lone Star Chain affiliates and others across the state.

FCC regional office at Houston reported all stations as doing "a fine job" in keeping the public posted. Thousands of persons had gathered in the city for refuge. Broadcasts of hurricane reports and music relieved anxiety of a crowd which spent the night in the big Houston Municipal Auditorium.

About a dozen station executives from Houston, Beaumont, Galveston and other Gulf points who were registered for sessions of the two-day NAB meeting in Dallas, left hurriedly the first day (Monday) to get back to their stations for expected emergency.

FCC Inspector Louis McCabe at Houston told Broadcasting all Gulf stations kept the public alert, helping minimize damage. At the same time, radio hams had set up communications network with Red Cross disaster headquarters - St. Louis.

GULF COAST HURRICANE

Radio Keeps Public Informed as Winds Subsidize

H. PRIESTLEY

WWJ Business Head Kille

HAROLD W. PRIESTLEY, 4 business manager of WWJ-AM in Detroit, was killed Oct. when he walked into the path of an express passenger train just outside the city limits.

Mr. Priestley was one of the oldest WWJ employees, in point of service, having joined the station in 1923 as an office boy. With 10 months though only 17, he was promoted to announcer. He also did program directing and traffic work until 1936, when he joined sales.

For the next ten years he worked as a salesman and later, sales manager. In 1946 he was promoted to business manager.

Mr. Priestley is survived by his wife and a son, Harold Jr.

Mr. Priestley
Serving two different needs for KFOR and KFOR-FM, Lincoln, Nebraska

Network AM programs are broadcast through KFOR's 250-foot Truscon Self-Supporting Radio Tower. For FM broadcasting by KFOR-FM the Cornbelt Broadcasting Company chose a similar but stronger 250-foot Truscon Tower which supports above its top a Federal 8-Bay Square Loop FM antenna. The overall height above ground is 330 feet. Uninterrupted service in the rolling plains country, which these twin steel beauties serve, requires good structural stability. And, Truscon engineers designed and built this pair to fit the needs of that specific location.

Truscon engineers have a world-wide background of field experience to help you in evaluating all local operating conditions, and in fitting the correct tower to them. It may be tall or small...guyed or self-supporting...tapered or uniform in cross-section...for AM, FM or TV. Your call or letter to any nearby Truscon District Office— or to our home office in Youngstown—will bring immediate, interested attention, with no obligation.

TRUSCON STEEL COMPANY
YOUNGSTOWN 1, OHIO
Subsidiary of Republic Steel Corporation

TRUSCON TOWERS OF STRENGTH
250 FT. 330 FT.
HIGH OVERALL

Truscon Copper Mesh Ground Screen
In the face of tightening economic times, station managers last week examined the possibility of a trend emerging from the leasing arrangement, approved Monday by FCC, by which Yankee Network assigned the licenses to Radio stations WAAB, WOR, and WMTW in Worcester, Mass., and WMTW Portland, Me., to Radio Enterprises Inc.

Under the agreement Yankee leases the facilities of the two stations to Radio Enterprises at $40,000 a year for three years and holds an option to extend the lease at the same rate for two three-year periods. Radio Enterprises has the right, after six years, to terminate the lease. The agreement calls for a payment to Yankee $50,000 and taking ownership of the facilities.

Observers construed the contract as essentially similar to the agreement with "unusual terms."

Baybutt Heads

Radio Enterprises is headed by John A. Baybutt, who owns 1%, and is controlled (99%) by his mother, Mrs. Josephine L. Baybutt, owner of Robert J. Jacoby & Co., Boston commodity brokerage firm.

Some of the property covered in the lease is being leased, in turn, by Yankee Network from other owners at approximately $12,500 a year. Thus the network's net return under the contract with Radio Enterprises is about $27,500 a year. If the cost of Yankee's lease from the other parties is increased above $12,500, then Radio Enterprises pays the amount of the increase, according to the contract.

The leasing arrangement was drawn up after FCC refused to approve the plan. Baybutt suggested the agency doesn't decide who's going to use the medium. "The people in your market decide," he declared. "It's as basic as that. It's up to those people in your market." He defined radio as "the basic medium, the common denominator of all advertising."

Judge Miller addressed the Monday luncheon. He was introduced by Mr. Rembert as "broadcasting's greatest asset." Both emphasized that the NAB board controls the association and that the Washington staff carries out the directors' wishes and the directors in turn need guidance from members in their policy-making.

O. L. (Ted) Taylor, KGNF Amarillo, presided at the labor relations workshop, and discussed current trends in the employment situation and analyzed station problems in the area as well as in the nation as a whole.

Government Inroads

Dr. Umphrey Lee, president of Southern Methodist U., warned that "a growing number" of people would like to see the government take over radio stations, terming this situation a threat to Americanism. He praised the industry "for the generally high quality of its performance," but warned: "If you ever slip, all these boys hanging around the corner waiting for government control will get support." Diversity of control, prevailing under privately managed broadcasting, is one of the assets guarding American liberties, he said.

An unscheduled holdover session of the Monday-Tuesday District 13 meeting was held Wednesday so Mr. Mitchell could address station salesmen. The session was requested by station managers.

The "consideration," under that plan, would have been the leasing of the remaining facilities of the two stations for a minimum of $325,000 for five years. FCC objected to a provision which would also give Yankee 25% of gross billings above $12,500 per four-week period during that time. By such a provision, FCC said, Yankee would have an incentive to make the two stations which the Communications Act prohibits.

The new lease, like the original contract, provides that Radio Enterprises is under no obligation to reassign the licenses to Yankee.

Both stations have been operating at a loss, according to the earlier FCC decision. The joint loss was estimated by FCC, in its earlier decision, at $7,188 per month from February through October 1948, with the October figure, after curtailment of expenses, placed at $2,826. WAAB is on 1440 kc with 5 kw; WMTW, on 1490 kc with 250 w.

Live Proof Filmed

PRODUCTION crew working on "The King That Talks," promotion film being prepared by the All-Radio Presentation Committee Inc., last week filmed actual proof of the power of radio advertising. The Me Too Stores advertised on Cedar Rapids station KWMZ, a special sale of three carloads of matches. Eager customers bought out the stock in less than a day, while the crew filmed sales.

WOL TRANSFER

FCC Approves Sale To WWDC

CONSENT was given by FCC last week to acquisition of WOL Washington by WWDC, local independent (Broadcasting, Aug. 8).

Capital Broadcasting Co., WWDC, purchase of the Cowles-owned MBS outlet on condition that the transfer not be consummated before all interest in WWDC is given up. A number of different groups have indicated interest in the WWDC facilities, according to Ben Metzroue, WWDC general manager, but no transaction has been completed to date. Asking price is unofficially said to be about $250,000.

WOL, Mutual's outlet for the Capital, is assigned 5 kw on 1260 kc. WWDC is assigned 250 w on 1450 kc. Capital Broadcasting, in taking over the WWDC facilities, excluding WOL-FM, proposes also to switch over and retain the WWDC call. WWDC-FM is the Transit Radio FM outlet for Washington and would continue to be so through switching frequencies with WOL-FM when the transfer takes place.

There still is no indication as to whether Mutual's outlet for the Capital, will remain at 1260 kc or switch to another frequency. Indications are that WWDC would prefer to continue its independent status and profitable music-sports pattern, including the airing of Washington Senators ball games. Although WWDC will take over the WOL transmitter plant, it also is uncertain whether studios would be switched. These matters reportedly all depend on outcome of negotiations to dispose of the WOL local assignment WWDC has been using.

Speculation has arisen that Mutual might prefer to switch to suburban WFM Washington, Arla., a receiving outlet on 1390 kc with 5 kw, rather than be left with only a local outlet.

The Cowles newspaper and radio interests, which acquired WOL in 1944 in a swap of its WTMW Cedar Rapids, told the Commission it "proposed to withdraw from the Washington field at this time in order more effectively to concentrate its efforts on the development of radio and television plans for the Midwest and Boston.."
It took nearly SEVEN years for this job to materialize!

Station engineers at WLW, Cincinnati, replacing two Federal F-342-A tubes after more than 50,000 hours service in the RF driver stage of WLW's redesigned 50-KW transmitter.

WLW retires two Federal F-342-A tubes
AFTER MORE THAN 50,000 HOURS
OF OUTSTANDING PERFORMANCE

See what can happen when you use the finest tubes available... in properly engineered transmitter circuits.

"It is obvious," says R. J. Rockwell, Vice President in charge of Engineering, Station WLW, Cincinnati, "that properly coordinated tube and circuit engineering definitely pays off. These two Federal tubes were placed in operation almost seven years ago, and performed very satisfactorily for over 50,000 hours each. We expect to obtain approximately 15 years service from the two sets of tubes (one operating, one spare) now on hand."

WLW is no stranger to the phenomenal life of Federal tubes. Mr. Rockwell reports similar outstanding service life from Federal tubes in WLW's shortwave transmitters operating in excess of 200 KW.

Federal tubes... backed by 39 years of development and manufacture... are precision-made, checked and double checked for mechanical perfection and finest electrical performance. For information write to Dept. K-309.

FROM THE WLW LOG BOOK:

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<th>Cause of Failure</th>
<th>Federal Tube 21,473</th>
<th>54,665 hrs.</th>
<th>Open Filament</th>
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<td>57,083 hrs.</td>
<td>Open Filament</td>
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Cost per hour per tube...less than one cent!

Federal Telephone and Radio Corporation

100 KINGSLAND ROAD, CLIFTON, NEW JERSEY


Export Distributors: International Standard Electric Corp., 67 Broad St., N. Y.
THE LATEST WCKY STORY

WCKY HAS 50,000 WATTS . . .

  POWER DELIVERED THE SIGNAL

WCKY HAS UNDuplicated PROGRAMS

  UNDuplicated PROGRAMMING

  GETS THE AUDIENCE

IN CINCINNATI, ONLY WCKY

GIVES THE ADVERTISER 50,000 WATTS

  AND UNDuplicated PROGRAMS

WCKY—ON THE AIR 24 HOURS A DAY, SEVEN DAYS A WEEK

INVEST YOUR AD DOLLAR WCKY'S-LY
HERE ARE SOME OF THE NATIONAL ADVERTISERS WHO KNOW THE VALUE OF WCKY'S 50,000 WATTS AND UNDUPPLICATED PROGRAMS:

PROCTER & GAMBLE
MGM PICTURES
BLOCK DRUG
SWIFT ICE CREAM
FOUR WAY COLD TABLETS
COLGATE PALMOLIVE PEET
C. F. MUELLER
RALEIGH CIGARETTES
HILLS COLD TABLETS
WHITEHALL PHARMACAL CO.
KILMER & CO.
LUDENS
CAMEL CIGARETTES
MISSION BELL WINE
EATMOR CRANBERRIES
CARLETON & HOVEY
ROBERT HALL CLOTHES
CARTER MEDICINE CO.

BULOVA WATCHES
CORN PRODUCTS
PURITY BAKERIES
VICKS VAPO-RUB
SCHICK RAZORS
LEVER BROS.
CONTINENTAL BAKING
DRACKETT CO.
BLUE BONNET MARGARINE
CHRYSLER MOTORS
GARRETT WINE
KOOL CIGARETTES
NEW YORK CENTRAL RAILROAD
CROSLEY REFRIGERATORS
EX LAX
LADIES HOME JOURNAL
FOSTER-MILBURN CO.
DR. CALDWELL

NOW—MORE THAN EVER
WCKY IS YOUR BEST BUY IN CINCINNATI

Call Collect Tom Welstead
Eastern Sales Manager
53 E. 51st St., New York City
Phone: Eldorado 5-1127
TWX: NY 1-1688
or
C. H. "Top" Topmiller
Cincinnati Phone: Cherry 6565
TWX: CI-281

FIFTY THOUSAND WATTS OF SELLING POWER
EDITORIAL

FCC's TV Spot

AFTER a fortnight of hearings on the future of television, several conclusions are inescapable. (1) The FCC is conducting more of an inquisition into TV research, development and manufacturing than it is a hearing on allocations; (2) the FCC (or at least certain members thereof) seems to regard itself as on trial before Congress and is building a record designed to get it off the spot; (3) opening of 42 UHF channels to provide that "truly nationwide" competitive TV allocation is sheer speculative will-o'-the-wisp.

There's no doubt the FCC is in a predicament. The original allocations were badly bungled. It must find means of permitting the art to expand—with black & white and with or without color. Its every move is being watched by the Senate Interstate & Foreign Commerce Committee.

There can be no doubt that color TV possesses distinct advantages over black and white for many kinds of telecasting. But there is some doubt as to the present practical use of color. That's what these hearings evidently are all about.

There are other fundamental questions. This marks the first time that the FCC has attempted to decide the television manufacturing and research in the broadcast fields. The FCC does not license manufacturing. It can determine the allocations standards. It is up to art and industry to do the rest.

Some believe—and we are among them—that if artificial limitations were removed so that facilities could be applied for on a first-come, first-served basis, as many applicants are qualified, perhaps 50% of the present applicants would drop out of the TV picture. It is because of the feeling that this is the only time the TV hat will be passed that applications have been filed by so many.

An immediate solution would be at hand if the government relinquished, or was disposed of, the bloc of VHF channels immediately adjacent to the present VHF TV band. The 12 VHF channels are not adequate for even a token nationwide service. UHF is unknown and untapped. And, as we have pointed out repeatedly, in time of national emergency, the military has nowhere to turn.

Because of the errors of the past, the confusion of the present and the fate of an art and public service, the FCC must exercise inspired wisdom in shaping a national policy for television. It should not be loath to undo past policy declarations. It should not compromise with scientific fact or political opinion. It must be clear-headed and follow its convictions. After this there can be no turning back.

The World Serious

IRRESPECTIVE of who wins the World Series there seems to be little doubt that radio and TV will be the losers.

The no-charge, no-pay television plan may prove so profitable for its sponsor, Gillette, that similar plans for all industries or programs may make their appearance in the audio as well as the television field.

Television stations had little choice this year but to accept World Series, whatever the terms. National interest in baseball at this season is so intense that a station which values its audience hesitates to follow any other course. Some station managers who first rejected the offer found it expedient to change their minds after feeling out public sentiment.

The argument that the telecaster will profit by adjacencies seems specious. There are always profitable adjacencies for Series broadcasts. Last year Series adjacencies for paid Series telecasts as well.

The whole principle of commercial radio seems at stake. If Gillette gets away with no-charge, no-pay commercials for the World Series, other accounts sponsoring special events of national interest will feel entitled to similar treatment. If their agencies fail to produce such deals they will demand an explanation. And it is possible that some agency executives will find their feet in the same hot water that now singes TV station managers.

Broadcasters and telecasters must decide whether or not to accept the World Series TV offer. It will mean a real threat. The rate card must be adhered to if commercial radio is to continue to prosper. For telecasters or broadcasters to carry commercial programs on a sustained basis, when the FCC has at least demonstrated the principle of radio advertising which has been built up under the U. S. system. It is time now to make a stand.

No NARBA Giveaway

WHEN THE NARBA conference convened last month in Montreal to evolve a working agreement among North American nations on effective dates, it was evident that an understanding would not be easily reached. At past conferences Mexico or Cuba alternately had outmaneuvered our State Department.

Even at this early date there are dangerous signs. Mexico, for reasons still obscure officially, has absent herself from Montreal. Hence she could renounce any agreement which might be reached. Cuba, with more radio facilities per capita for her five million population, confined to a relatively small area, first tossed in a preposterous proposal that would make the North American radio foot fit Cuba. Then Cuba began to press for that which she apparently wants. Strangely some of our delegation are reported willing to accede. The proposal is that nations signatory to NARBA be permitted to use 250-watt transmitters on all regional channels, cutting in half the present lower limit of 500 watts.

The consequences are readily apparent. Cuba does not have her compact area. Use of lowest permissible power on desirable frequencies would mean cheap operation. But it would mean further degradation of service and the NARBA standards might be reduced "internationally" but would be ignored nationally (in the U. S.) is short-range gobbledygook.

If the standards were dropped internationally the pressure soon would be on here. The whole regional classification—comprising the largest group of metropolitan stations—would face inundation.

We cannot very well guess why Mexico is on the sidelines. She is using power in excess of the 50,000 watt limit allowable in the United States and Canada. She has assigned a substantial portion of her facilities to certain stations operated by U. S. citizens to serve U. S. listeners. And she has squatted on 540 kc with high power in derogation of treaty provisions.

Just this once, we hope the State Department will back up our experts and hold fast against south-of-the-border onslaughts. If they get away with regional degradation, it could be but a short stride to preemption of rights on all other channels.

No one wants an ether war. There are reasons, however, to believe that one would be preferable to any more "giveaways" by our State Dept.
The philharmonic in Carnegie Hall or the bow and fiddle at the Jamboree.
Boiled shirt sophisticates in sleek limousines or Ma and Pa on the buck board. Deep in the heart of every American lives a love for music that is truly our own. Music born on the western plains in the days of the pioneer—music that is as much a part of America as hot dogs and the 4th of July; it's the same whether you live in the shadows of the Rockies or right here in New York as one of 13,000,000 residents in the biggest city on earth.

Rosalie Allen famed sweetheart of the prairie presents America's music nitely on WOV's Prairie Stars. Her loyal highly responsive audience (64% of whom are women) have made Prairie Stars one of radio's best buys on the basis of delivered sales. Now in its 5th year Prairie Stars is a proven consistent winner for advertisers of consumer products. For increased sales at lowest cost—for listener response—for sustained buying interest buy Prairie Stars... a WOV feature production.

Get the facts on who is listening to Prairie Stars—get the facts on buying power and consumer habits...ask to see WOV's newly completed Prairie Stars Audience Audit. It's proof that on WOV RESULTS IS THE BUY WORD.

PRAIRIE STARS
a WOV feature presented by ROSALIE ALLEN
Monday through Saturday 9 to 11:00 P.M.

WOV
NEW YORK
RALPH N. WEIL, Gen. Mgr.
The Bolling Company, National Representatives
NAB District 12 delegates meeting at Wichita included (l to r): front row—Matthew H. Bonebrake, KOCY Oklahoma City; William S. Morgan, KNOR Norman; John S. Major, WREN Topeka; back row—L. A. Blust Jr., KTUL Tulsa; Bob Burton, BMI; Webster L. Benham, KOMA Oklahoma City.

GROUP at NAB District 12 meeting included (l to r): front row—Archie J Taylor, KANS Wichita; Robert Enoch, KTOK Oklahoma City, district direc-
tor; Dick Campbell, KOME Tulsa; Bert Lown, Associated Program Service back row—Jack Todd, KAKE Wichita; Pierre Weiss, Lang-Worth; Frank V Webb, KFHM Wichita; William Wyse, KKBW Hutchinson; Bill Reilly, RCA

THS TRANSFER
FCC Finds Nothing Imprope

FCC SAID last week that it found "nothing improper" in the ar rangements for the combine trans fer of KTSA San Antonio, KRGV Weslaco, Tex. and KAN
Wichita, whereby the long-stand ing station ownership associ atioi of O. L. (Ted) Taylor, Gene J Howe, and T. E. Snowden would be dissolved.

The Commission made this finding in a memorandum op ino plaining its action in reconsiderin

Craig, Robinson Wed

MARGARET ANN CRAIG, daughter of Mr. and Mrs. Edwin W. Craig, was married Oct. 4 in Nash ville to Walter Mclaren Robinson Jr. of New York. The bride's father is chairman of the board of WSM Nashville, president of the National Life & Accident Ins. Co. and chairman of the Institute of Life Insurance. Mr. Robinson is a member of the law firm of Cravath, Swaine and Moore, New York. The couple will reside in New York.

Brooks, WTJS Jackson. These three will name a committee of three to meet periodically with a committee of the Tennessee Associated Press Newspapers for a discussion of mutual news problems. A record registration of 117 was achieved. Last year's district meeting drew 85 broadcasters.

The morning session Friday was devoted entirely to operating costs, profits and labor, with Richard P. Doherty, NAB's director of employee-employer relations as the discussion leader. Presiding at the seminars was Harry Stone, vice president and general manager of WSM Nashville, and sixth district employee-employer relations chairman.

Mr. Doherty presented his studies on the relation of cost to income, adapting the figures to the sixth district area. His discussion followed the pattern of previous district meeting talks, plus the localized aspects.

Luncheon speaker Friday was Robert Burton, vice president of BMI. NAB President Miller, who delivered the closing address, discussed the reorganized NAB, its functions and its objectives.
FCC TOLD FCC last week that color television is “inevitable” and should be authorized promptly, that for the TV broadcaster the increase in price of equipment for its system would be “probably less than 3% of the entire station cost,” and that a receiver with the equivalent of a 10-inch picture could retail at about $220.

The Columbia plea for early approval of color, coupled with a two-day official demonstration of its system (see story this page), occupied the Commission’s attention during most of the second week of its color TV hearings.

The week was singularly unmarked by the lengthy questioning, accompanied by occasional temper flares, which attended the opening week’s sessions. The even course of the sessions was attributed to a great extent to the Commission’s desire to hear all the direct testimony possible before embarking on actual demonstrations. Another factor, it was felt, was the absence of testimony which, like that of the Joint Technical Advisory Committee and RMA, advocated a slow and cautious approach to color.

The third week opens today (Monday) with the official demonstration of RCA’s all-electronic, “completely compatible” color system, on which the bulk of direct testimony was presented late in the preceding week and completed Tuesday morning. No session was held Monday.

CBS President Frank Stanton, opening Columbia’s case, called for an affirmative decision on color as the means of producing “stability in the industry.” With Peter C. Goldmark, Columbia’s director of engineering research and development, who developed its color system, he advocated the CBS tech-

CBS demonstrated its color television system Thursday and Friday before the FCC and other government officials in an effort to convince the Commission that its method is ready for commercial development.

The diversification program shown by CBS is competing against the new RCA color system, which will be unveiled for the first time this morning (Monday).

In a series of studio programs, outdoor scenes and test patterns transmitted, the network showed that it can program many forms of motion in color without serious color breakup. It also transmitted color programs on 2.7 mc and 4 mc cables from Washington to New York and return as well as on a Washington-Baltimore microwave circuit.

The diverse programming shown by CBS was presented late this morning (Monday).

Columbia’s version of spinning-disc color was shown on a bank of custom-built receivers owned by Smith, Kline & French laboratories and used for surgical demonstrations. Two RCA receivers (650TS and 9T246), standard black-and-white models, were equipped with CBS conversion apparatus and one was used as a basis for comparison of black-and-white with color. All sets were equipped with “bubble” magnifying lenses.

The CBS pictures were considerably improved over those shown in Washington in August. In long series of tests was conducted to show the color fidelity, networking adaptability and resistance to flicker and color breakup.

Attending the demonstrations were FCC Chairman Wayne Coy and Commissioners Walker, Sterling, Webster and Jones, accompanied by members of the staff. Dr. Edward Condon, director of the Bureau of Standards and chairman of a bureau color TV committee which will report to Chairman Edwin C. Johnson (D-Col.) of the Senate Interstate Commerce Committee, watched the demonstrations.

Directing the showing for CBS were Dr. Peter C. Goldmark, director, CBS Engineering & Development Dept., and John Christianson, chief engineer of the department. Adrian Murphy, CBS vice president and general executive, acted as m.c.

CBS showed its newest version of scanning-disc color in the Carleton Room of the Hotel Carleton, Washington. A studio setup in an adjoining room contained the Smith, Kline & French camera along with fluorescent lighting and props.

Thursday morning tests were fed by AT&T polyethylene cable to the WOIC (TV) Washington transmitter, about three airline miles away. Equipment was moved in Tuesday morning and was operating within a few hours, CBS explained.

First, Dr. Goldmark showed WMAL-TV and WNBW (TV) Washington test patterns in black-and-white on an RCA set with the front adapter moved away. Opening color picture presented Patty Painter, New York model, in black-and-white (144 fields). Only a por-

PARTICIPANTS and observers on hand for last week’s sessions of the FCC color television hearings included (l to r): Dr. George H. Brown, RCA research engineer; Dr. Frank Stanton, CBS president; Harry M. Plotkin, FCC assistant general counsel, and Paul A. Porter, former FCC chairman; Dr. Charles Willard Geer, professor of physics at the U. of California and developer of one of the color systems under consideration.
EFFORT to find harmony in one big union for television talent last week ended in declarations of war that divided the entire industry.

In one camp were some 400 film actors, including the top Hollywood stars, and in the other were 30,000 live actors in vaudeville, radio and concert halls.

And from the sidelines, James C. Petrillo, president of the American Federation of Musicians, gave some indications that he might enter the fray—on the side of the screen actors.

The week's eruptions, which some observers called the most serious upheaval in the talent world in ten years, followed an unsuccessful meeting in New York of the international board of the Associated Actors and Artists of America to settle the television jurisdiction problem and to found the 4A's Television Authority, the proposed one big union for video performers. The session foundered on the very question it was called to solve.

Final Break

The final break came in the small hours of Wednesday morning when the Screen Actors Guild, headed by President Ronald Reagan, issued a blast against efforts to have it yield any of its jurisdiction over films. At the board meeting the guild served notice on other talent unions it would "fight on all fronts" against a proposed raid on its film jurisdiction. The guild thus put itself on record as willing to wage interunion war on the issue with the live talent unions, which also are members of the 4A's.

In its own outline, what SAG threatened if any of its film jurisdiction were taken from it and given to the 4A's television authority was:

1. Marshall its full strength and that of all its members, including all motion picture stars, to resist the raid on the guild jurisdiction.

2. Wage an all-out campaign to expose alleged pitfalls toward which all performers are being led through creation of the proposed new union, Television Authority.

3. Refuse to obey any orders of the 4A's board that are based on an attempt to split the guild's jurisdiction and infringe on the guild's contractual responsibilities to its members and their employers.

4. Make whatever alliances the guild deems necessary to defend the rights of its members of the field of motion pictures.

5. Reserve its right to ask the guild membership to instruct the guild's board of directors as to whether the members desire SAG to continue as a branch of the 4A's.

The big five live unions on Thursday countered the SAG blast with a statement of their own. They denounced the SAG "jurisdictional war" threatened against the Television Authority and charged SAG and its sister, Screen Extras Guild, with attempting to seize jurisdiction over "thousands of performers who are not now their members and in complete disregard of the wishes of these performers."

The five unions' statement was signed by Clarence Derwent, president of Actors Equity Assn. and of Chorus Equity Assn.; Lawrence Tibbett, president of American Guild of Musical Artists; Gus Van, president of the American Guild of Variety Artists, and Clayton Collyer, president of American Federation of Radio Artists.

The statement closed with an offer to mediate all outstanding issues. It said:

"We believe that mediation is the American way, that no problem of union jurisdiction is insoluble and that there is no excuse for the 'public-be-damned' jurisdictional war that has been threatened in the inflammatory statements made by SAG and SEG leaders without consulting their memberships. In the interests of performers and the public alike, our mediation offer stands."

The mediation offer of the five union presidents was characterized by a spokesman for the Screen Actors Guild, Buck Harris, as being "no olive branch."

He said that was the very point the controversy had reached at the international board meeting when the rupture took place. He said the SAG had offered its own mediation resolution. That resolution would have established the Television Authority, given it jurisdiction over five unions, retained in SAG jurisdiction over films made for TV but would have mediated the "gray area" around "authorship" area where live and film talent is at present overlapped.

He said that when the SAG resolution was voted down by the live unions, which wanted to mediate the entire situation instead of SAG, SAG felt it could no longer continue.

The New York section of the Screen Actors Guild then took immediate action. It called a membership meeting Wednesday, it endorsed the position taken by the national guild at the 4A's board meeting and requested the guild's national board to proceed immediately with plans to form a new union.

(Continued on page 65)

WORLD SERIES last week proved to be television's biggest commercial operation to date, with six moving picture houses carrying the baseball classic to fans in plush seats.

The operation was called a success by Nathan Halpern, television-TV expert of the Fabian chain, whose Fox Theatre in Brooklyn carried the game.

"We feel that our entry into this field has been justified," he said. "We are gratified that other theatres were able to come in."

A Boston, Chicago, Scranton (Pa.) and two Milwaukee theatres also carried the Series.

The first two days of the series, the Fabian house had over 6,000 paid admissions at $1.20 per head.

It was learned that if such a turnout continued for the duration of the Series, the operation would be a financial success. Helping to turn the pioneering venture into the black would be increased revenue from concessions. It was learned that such sales were ten times higher than normal. That huge increase was credited to the fact that most patrons came early in the morning, bought a double-feature before the game started, and were just plain hungry.

Audience reaction, too, was different from that in the usual movie house. No one was bored so vociferously nor a villain booted so loudly as the teams on the screen.

Partisanship ran high.

As for the telecasting of the Series generally, it was video's biggest special event of the year. Television Broadcasters Assn. estimated that between 17 and 20 million viewers tuned in to see the Series.

Final count of the number of stations carrying the games was 51—WAVE-TV Louisville being the last to come in. Off the coaxial line, stations were doing it on a rebroadcast basis from Cincinnati, according to Bob Jamieson, of Dumont Network, the Series TV coordinator for the network's pooled effort.

Cites Camera Positions

Mr. Jamieson also reported that the camera placement finally decided upon was giving good results. Four cameras were being used—two behind the plate, one in the upper stands and one in the bull pen. He said the latter, equipped with a Telephoto lens, was giving a shot over the pitcher's shoulder which he highly regarded.

He reported, too, that stations were all carrying the Gillette commercials and that where there were reports of slip-ups in this regard, investigation showed they were unintentional omissions.

Television and movies debuted as a theatre double feature in Chicago with an near-capacity crowd of 2,500 persons filling the State-Lake Theatre to watch the Series.

Several games were projected on

(Continued on page 65)
if you want to cover the country...

talk to Du Mont. 99% of the television receivers in the country can receive your program over the Du Mont Television Network, either live or by teletranscription.

Du Mont programs shown live on these stations:

- WAAM . Baltimore, Md.
- WGBS-TV . Buffalo, N. Y.
- WGN-TV . Chicago, Ill.
- WCPO-TV . Cincinnati, Ohio
- WEWS . Cleveland, Ohio
- WTVN . Columbus, Ohio
- WHIO . Dayton, Ohio
- WICU . Erie, Pa.
- WGST . Lancaster, Pa.
- WTMJ-TV . Milwaukee, Wis.
- WSMN-TV . New Haven, Conn.
- WABO . New York, N. Y.
- WTVN . Richmond, Va.
- WHAM-TV . Rochester, N. Y.
- WRGB . Schenectady, N. Y.
- KSD-TV . St. Louis, Mo.
- WHEN . Syracuse, N. Y.
- WSPD-TV . Toledo, Ohio
- WTVT . Washington, D. C.
- WDEL-TV . Wilmington, Del.

Programs shown on these stations by Du Mont teletranscription:

- KOB-TV . Albuquerque, N. M.
- WAGA . Atlanta, Ga.
- WBTV . Charlotte, N. C.
- KBTX . Dallas, Tex.
- WFMY-TV . Greensboro, N. C.
- KLEE-TV . Houston, Tex.
- WFBM-TV . Indianapolis, Ind.
- WMAR-TV . Jacksonville, Fla.
- KTSL . Los Angeles, Calif.
- WAVE-TV . Louisville, Ky.
- WMCT . Memphis, Tenn.
- WTCL . Miami, Fla.
- WKY-TV . Oklahoma City, Okla.
- KMTV . Omaha, Neb.
- KSL-TV . Salt Lake City, Utah
- KPIX . San Francisco, Calif.
- WTVN . St. Paul, Minn.
- KING-TV . Seattle, Wash.

*Du Mont owned and operated stations.

America's Window on the World

515 Madison Ave., New York 22, N. Y.

COPYRIGHT 1949, ALLEN B. DU MONT LABORATORIES, INC.
WHEN WOR-TV New York, starts regular programming at 7 p.m. tomorrow (Oct. 11) there will be no fanfare, no searchlights, no celebrity interviews or any of the usual opening night hoopla. The only concession to custom—and sentiment—will be to play, a few minutes before 7, the record of Al Jolson singing "April Showers" with which WOR New York began its broadcasting career more than 27 years ago.

Following "April Showers" an announcer will state: "This is WOR-TV Channel 9," and the station will officially begin its television history. Unofficially, WOR-TV began its commercial career last week when it joined the other video stations telecasting the World Series. Since mid-August it has been telecasting experimentally.

The lack of opening day pomp and circumstance is intentional. It matches the station's management belief that at present television lacks opportunity for the small advertiser. To furnish the low budget advertiser an opportunity to share in this great new advertising medium is set as one of WOR-TV's primary objectives.

Theodore C. Streibert, president of WOR and WOR-TV, said: "Our aim at WOR-TV is to build a service that will provide the best possible talent and varied program fare to the public, and at the same time provide a service which is within reach of the advertiser with the smallest budget. To a great extent television has been a rich advertiser's medium up to now."

"Although television production costs are still high, WOR-TV hopes to lead the way in low-cost programming."

"Most of our shows are open to advertisers for spots; our schedule is flexible, and we can deliver an audience that can't be challenged by any other television station in the country."

Julius F. Seebach Jr., WOR-TV vice president in charge of program operations, outlined the type of program fare WOR-TV will offer its public. He said: "We are putting our confidence in building new personalities and novelties. This is very much the same formula that has been used in radio, but we feel it can be an asset rather than a liability because radio has been and is very successful.

"Television is new and reaches a comparatively small percentage of the population. This offers us an opportunity to build new personalities, very much as radio has done."

"We're in an industry that is still in the experimental stage. Its audience, too, is experimenting in a form of entertainment. WOR-TV will program 20 hours a week, eight and one half of which will be sports events. The remainder will be programs built around personalities and around novelties, as Mr. Seebach pointed out. Programs already signed by WOR-TV include Apartment 3 C, The Barry Gray Show, Hazel, Shermet, The John Reed King Show, Stan Lomax Show, Meet Your Match, The Old Knick, Road to Success, Toon-A-Vision and What Happens Now."

The first five are personality shows, with formats built around the people in them. Road to Success, Toon-A-Vision and What Happens Now? are novelties. Meet Your Match is an audience participation quiz similar to the AM version on WOR-Mutual, and The Old Knick is taken from the Old Knickerbocker night club.

Sports events will be telecast four nights a week from three arenas—Westchester County Center, White Plains; Broadway Arena, Brooklyn, and amateur boxing, professional wrestling and other events now under consideration.

R. C. Maddux, WOR vice president in charge of sales, said that to date two programs are fully sponsored, one half sponsored and numerous openings and station breaks have been sold.

The Stan Lomax Show, a 15-minute sports review on Saturday mornings, has been bought by La Primadora Cigars, who will also continue to sponsor two of Lomax's All sports casts. The John Reed King Show, Tuesday and Thursday, is 7:30-8:30, and is sponsored by

(Continued on page 75)
Mr. Keith Byerly  
Sales Manager  
WBTV  
Charlotte, N. C.  

Dear Mr. Byerly:  

We are sure you will be happy to learn that after their first two months of advertising in an entirely new medium, all clients for whom we have scheduled television advertising are pleased with results, and we want to congratulate you on the fine impression WBTV is making in its opening weeks.  

Specifically, Mr. Bernard Mark, president of the Hostess Venetian Blind Company of this city, has advised me that as a direct result of his television advertising, exclusive of newspaper and radio promotion, his firm has received $16,000 in immediate orders. An additional $41,000 may be forthcoming in contract business in the near future, which is also directly attributable to television advertising.  

What seems somewhat unusual is that the schedule which brought about such fine, prompt results is a 60-second film run one time a week on Tuesday nights, costing our client $27.90 per week. The Hostess film, you will remember, plays up the extreme abuses that Hostess venetian blinds will withstand.  

As a result of the sound response our clients have received, we will continue to place new business with WBTV as quickly as our schedules permit.  

With kind regards,  

Cordially,  

Walter J. Klein  

WJK:msn  

SENSATIONAL SALES RESULTS now complete the television picture in the Carolinas! WBTV brings to 57 counties in North and South Carolina (with over 3,000,000 population) not only a brilliant new medium of entertainment—not only a powerful stimulant for Carolina business—but a new and enormously successful way of selling.
A survey of television viewing habits among non-set owners has found that 95.2% of these people have seen TV. Of these, 56.9% can be considered viewers, spending at least two and a half hours three times a month in TV viewing.

These conclusions were compiled by Marketerscope Research Co., New York, N. J., after a survey of 1,004 non-television homes in the New York City area. Personal interviews were conducted in Manhattan, Bronx, Brooklyn, Queens, Richmond, Nassau, Westchester, Essex, Hudson and Bergen.

Marketerscope reports this is the first in a continuing study to determine the attitudes and acceptance of television among non-owners of video sets. The firm will report on reasons for purchase and non-purchase, viewing habits, degree of interest, program preference and other factors which affect this group.

In breaking down the classifications of persons interviewed, 60.7% were male and 49.3% female. There were 21.1% of respondents in the upper income bracket, 52.4% in the middle and 26.6% in the lower income classification.

With 95.2% of non-set owners having seen television, 45.6% of these had usually watched the medium in the home of a friend. The home of relatives was indicated as the second most popular spot for viewing, according to Marketerscope Research, with 20.4% indicating this as their usual viewing place. Taverns and other public places had 29.9% of the non-set owning viewers with the remainder viewing in other places.

On a viewing per visit basis, 38.8% of the respondents said they watched from one to two hours. Less than one hour was reported by 10.9% and 29.9% spent from two to three hours. A viewing period of from three to four hours per visit was indicated by 14.9% of those interviewed while only 5.5% said they watched over four hours per time.

During the period of a month before the interview, 44.1% of those not owning a set said they had seen television once or twice. Three or four times viewers were reported by Marketerscope as 30.3% of the non-owning respondents and 26.6% were reported as having watched the medium five times or more in the preceding month.

Summer Effects

Since the survey was conducted during a period when many television programs were on summer hiatus, Marketerscope Research included questions to test the reaction of the non-set owner to the programs which they have seen in the past. It was found that 34.1% of these people made fewer trips during this period to the places where they viewed television. A slight majority, 57.1%, said they made almost the same number of trips and 8.8% indicated they made more visits to their source of television viewing.

No reason intimated in the return of replaced video productions was expressed by 26.1% of the non-set owning viewers. Only mild interest was shown by 39.7% and 34.2% viewed the return of suspended programs with no particular interest.

Of those not owning a television set but considered by Marketerscope Research to be viewers, 22.6% said they were planning to purchase a television set within the next six months. An income breakdown of about 10.7% in the upper bracket, 55.6% in the middle income group and 35.7% to be at the lower income level.

Cost was given as the reason for not purchasing a television set by 52.4% of those stating they had no buying plans within the next six months. Second reason for not purchasing was indicated as lack of interest, accounting for 21.4%. "Not perfected" was given by 15.6% and "poor programs" was the reason for not getting a television set given by 5.8% of the non-set owning viewers.

BEFORE & AFTER TV

Lawton Surveys To Compare Living Habits

WHEN television comes in, do radio listening, reading, movie-going and other forms of activity go out the window? From various surveys that have been conducted, the answer to this question would appear to be "Yes." However, another question arises: Is the post-television memory of pre-television activity really accurate?

In an attempt to find an answer to the latter question and to determine accurately the effect of TV on living habits, Sherman P. Lawton, coordinator of radio, U. of Oklahoma, has released a pre-television survey of information obtained in Norman and Oklahoma City—radio listening, reading, movie-going, sports, hobbies, etc. At a later date, after approximately six months of television, a similar survey will be conducted in the cities for comparison with present information. WKU-TV Oklahoma City area's first video station, started operation June 6.

In the pre-television survey, residents of Norman, home of the U. of Oklahoma, had their radios on an average of 1 hour and 44 minutes a day. Oklahoma City listeners had their sets on an average of 5.09 hours daily. An inverse relationship between listening and income was noted, with higher income families listening less. No clear-cut relationship was found between the number of sets owned and the amount of radio listening, although the greatest listening was reported among two and three set owners.

A strong tendency was found in both Norman and Oklahoma City for radio listeners to be movie-goers. The correlation of .592 indicates that, in general, as radio listening increases, movie going increases. As radio listening reaches its peak—10 or more hours a day—there is, of course, little time left for movies and this group falls among the poorest moviegoers. Non-listeners were fourth in rank on movie going in both cities. Women listeners reportedly attend more movies than men. A correlation was noted between income and movie attendance, with an increase in income levels bringing an increase in movie going. Despite this positive general correlation, the very highest income group reportedly did not attend movies as frequently as some middle income groups.

No general relationship was apparent between newspaper reading and radio listening in either city. Higher income groups were found to take more papers and men spent somewhat more time reading newspapers than women in both cities. No definite connection was found in Norman between the amount of listening and the number of papers taken. In Oklahoma City more avid radio listeners were inclined to take fewer newspapers.

Listening vs. Reading

In both cities an inverse relationship exists between listening and reading. Exceptions, with an increase in listening bringing a decrease in subscriptions. Higher income groups take more magazines and more reading time to their reading than men.

Book reading showed no apparent effect on listening in either city. A direct relationship appeared between book reading and income, however, with a correlation of .810 in Oklahoma City.

Participation in outdoor activities and attendance at sporting events showed no relationship to radio listening. Income level appeared to be the controlling factor here, showing a high correlation. The survey found that as radio listening increased party-going, church-going, and activities in organization work decreased.
WSB, first in number of Atlanta listeners
more times than all other stations combined

The relative size of each ear is based on the latest Hooper Report covering daytime listening habits in metropolitan Atlanta. During the three months (June, July, August,) covered by this report, 48 fifteen-minute daytime periods were measured.

Of the 48, WSB was first in number of listeners 29 times. The second station was first 8 times. The third station was first 6 times, and the fourth station, first 4 times. There was one tie.

29 to 8 to 6 to 4 — daytime!
This ratio shows a pick-up of five firsts by WSB over the same survey of the preceding quarter — a gain which becomes more significant because it occurred during the summer when station preferences are not influenced by routine listening habits.

Morning, afternoon or evening, WSB has ranged an overwhelming first in every survey ever made in Atlanta by any accepted authority.
Because of this dominant audience preference, WSB sponsors consistently have received unusually profitable returns on their investments. Let a Petry man tell you how WSB can serve you.

Daytime dominance, too
29 to 8 to 6 to 4

The Voice of the South

WSB AM and FM, and WSB-TV are affiliates of the Atlanta Journal, Atlanta, Georgia
receive in color or black-and-white for $65.

In comparison he cited RCA's estimated that a new set under the RCA system would cost from $400 to $1,000. The $400 figure, he pointed out, is for a two-color rather than a color set. This two-color operation, to be demonstrated by RCA today, was singled out for criticism by both President Stanton and Dr. Goldman.

The research chief contended it
"does not merely fall short of achieving color fidelity, but in fact does not achieve even a semblance of it."

Dr. Goldman was critical of the respective systems of both RCA and Color Television Inc., the third technique slated for FCC demonstration. He charged they are too complicated to be either practical or economically feasible.

His statement predicted that color television could be "a nationwide fact" in less than a year after approval of the CBS system "if all manufacturers actually work to bring out color converters as those who are working with us, and if all operating television stations modified a number of their programs for pickup."

Picture Sizes

He thought it "fair to assume" that the largest direct-view receiver under the CBS system would have a 12-inch tube, which with a magnifier would give equivalent of a 15-inch tube, and that projection-type receivers, necessarily more expensive, would be used to achieve greater picture quality.

He called attention to RCA's testimony that the present coaxial cables, accommodating bandwidths of only 2.5 mc, would transform RCA color into black-and-white, but said CBS color had been sent from Washington to New York and back with little change in quality of the color pictures.

Intercom transcriptions were included in the official demonstrations.

Chairman Wayne Coy, presiding over the evidence hearings, made clear that the RCA testimony as to color effects on RCA color related only to 2.5 mc cables. RCA color would be received in color over 4 mc cables, he recalled, obviously referring to AT&T's announced plans to provide bandwidths of 4 mc or wider.

Like the first week's witnesses -representatives of the JATC and RCA as well as RCA-CBS went on record for an early lifting of the year-old black-and-white licensing freeze. Thus, Dr. Stanton said, television broadcasting, "in color and in black-and-white, can move ahead."

He appeared to take cognizance of the belief that some FCC authorities feel the freeze should be continued as a means of hastening work on color. To do this, he felt, would not be wise.

The wind-up of RCA's direct case, started the week before, was presented by Dr. George H. Brown, RCA research engineer, who outlined the technical details of the RCA electronic system.

Asked by Comr. Frieda B. Hennock for an estimate of the time needed to field-test the RCA method, he said he "would take a figure of four months or six months and adapt ourselves to it." Pressed by Comr. Hennock, he said he doubted the job could be compressed into one month.

Dr. Brown was the target of interminable questions designed to determine whether the RCA system would require a change in NTSC standards. The system permits existing black-and-white receivers to receive color in monochrome without modification. Dr. Brown maintained that some additions to the standards might be necessary, but no revisions.

A list of questions designed to elicit information which would be useful to manufacturers in preparing time and cost estimates on color equipment for the various systems was circulated among the participants, to be used in making a cross-examination of RCA, CBS, Color Television Inc. and others.

The list was prepared by David B. Smith, Philco vice president, upon Comr. Robert F. Jones' request for questions which would draw out the maximum information needed by manufacturers in submitting bids. Mr. Smith made clear that he did it as an individual, not as a representative of Philco or RCA. He was asked, however, to circulate the list among RCA executive committee men and others, for approval.

Dr. Stanton, Columbia's first witness, said his company had spent $3,500,000 on television research. He held that RCA's color costs comparable to the mass black-and-white market - an objective which he has noted RCA does not meet.

From the broadcasting standpoint he recalled that CBS testified, in the 1946 color hearings, that it could begin a regular color schedule within weeks after standards were adopted. He said the same is true today. Within limits of ordinary economics, he said, CBS would broadcast "with a view toward stimulating wider and wider manufacture and purchase of sets and converters." He held that competitive factors should be the sole control on rate of transition to color.

'Signifying Emphasis'

Dr. Stanton said he thought undue emphasis had been placed on the question of "complete compatibility." RCA and CTI claim their systems are completely compatible, while Columbia's would require some modification of existing monochrome sets before they could receive color signals in black-and-white.

Maintaining that the CBS system might not be affected on the compatibility issue alone, he argued that the problem diminishes in importance "because it is a temporary matter" which will exist "only in the transitional stage." He thought the transition period is "likely to be shortened under the CBS system" because of economic and other factors.

He contended the ability to receive black-and-white pictures from color signals must be subordinate to the transition from monochrome to color, which he considered the significant problem of compatibility. He held that "by adopting the device of a two-color system, RCA appears to have fatally degraded color compatibility - in terms of cost and particularly performance."

Pushed by Comr. Robert F. Jones for refutation, CBS hasn't "evangelized" more for color, Dr. Stanton..."
said Colombia had always made its data available to the industry and has continued its development and demonstrations despite FCC's rejection of its color bid in 1946.

Dr. Goldmark backed up President Stanton's arguments with detailed technical analyses. He emphasized the relative simplicity of the CBS system, which he claimed would result in lower costs, better performance and stability, and more rapid establishment of a color service than could be possible under either the RCA or CTI systems.

The CBS system's color switching rate, he pointed out, is 144 per second as against 13,750 per second for the CTI system and 11,400,000 per second for that of RCA.

CBS' Less Complex

"On the basis of presently known facts," he said, "it can be stated that the higher the color switching rate the greater the complexity, cost, and instability of the overall apparatus required. Only the CBS system, with its low color switching rate, can take advantage of the least complex, least costly, and most reliable apparatus."

A "further advantage," he testified, is that "the flexibility inherent in the CBS system is such that it can use any of the specific types of apparatus required with the other systems if time should prove such apparatus to be technically practical and economically feasible."

In answer to questions Dr. Goldmark reported that CBS demonstrated an all-electronic receiver to FCC a year ago but did not plan to show it in the official demonstration for this hearing. Commr. Jones wanted to know why not.

"I don't think it's good enough," Dr. Goldmark replied. Compared with black-and-white, he said, its registration is inadequate over a period of time and its color reproduction also is inadequate. He added, however, that overall he thought its performance would match that of other electronic receivers.

Among standards of "broadest interest" under the CBS system he

(Continued on page 58)

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**Film Report**

**TEEVEE FILM Co., Los Angeles,** has started production of series of 13 12 1/2-minute TV films entitled "See It and Believe It." Films feature wild animals of world jungles that will be sold separately or as one-hour package.

...Phil Harris and Alice Faye have formed H-F Productions Inc., Hollywood, to handle their radio, and ultimately television film, plans...


American Releasing Corp., Los Angeles, named to distribute Bachelman-Trimmer's "The Kirkwoods." Series of 52 quarter-hour golf films for televising to feature the Joe Kirkwoods, sr. and jr...Wayne Wirth, formerly director of television at Van Diver & Carlyle, New York, has joined West Hooker Telefeature Inc. same city...

Television Pictures Inc. has opened offices at 220 S. State St., Chicago. Three partners in firm previously did television in Los Angeles...

KFI-TV Los Angeles has started weekly telecasting of The Magic Lady and Bolo series. Product of Telemount Pictures Inc., Los Angeles, series composed of 13 ten-minute shows featuring Geraldine Larsen, magician.

Production started on last 26 quarter-hour subjects which will comprise next 13 half hours of Procter & Gamble Fireside Theatre on NBC-TV network. Films being supervised by General Television Enterprises with Primad Productions, Hollywood handling production under executive producer Manning J. Post.

Dick Von Albrecht has joined Herbert Lamman & Assoc., Chicago, as video production chief. Film specializes in TV commercials and shows. Mr. Von Albrecht was formerly with WNBQ same city, as producer.

Robert Longini has joined staff of Sarra Inc., Chicago. Mr. Longini, cameraman and director, was photographic Army officer during last war and previously had been associated with Chicago Institute of Design, Coronet, Instructional Films and Bowman films.

...Telepix, Los Angeles, producing first of series of six one-minute TV singing commercials for King's Tropical Inn French, Los Angeles. Distribution will be in western states. Agency: Ross, Gardner & White, Los Angeles.

Series of eight TV slides including two featuring Al Capp's Li'l Abner, Daisy Mae and Shmoo, designed to aid in recruiting blood donors, are being distributed by American Red Cross to TV stations in cities where its national blood program is operating. Kit of spot announcements for live narration with or without musical background accompanies slides, which are available through local Red Cross chapters...

ALLARDA PRODUCTIONS, 555 3rd Ave., New York City, has been formed by Albert Allardale, Norman Cerf, former movie film editor and director, is producer and director of new firm. First four films in series Hollywood Star Time already in production by new company.

SELL THE EVER-WIDENING WGN-TV TELEVISION AUDIENCE

Keeping track of the Chicago television audience is almost impossible. Any television audience figure we could quote would be outdated by the time you read this. Yes, the Chicago television audience has grown to such size that no advertiser can afford to pass up this increasingly important segment of the nation's number 2 market.

To effectively reach this great, growing audience, your best bet is WGN-TV...the station you need to add local flavor to your commercial messages. WGN-TV programs for Chicagoans. Advertisers have recognized this fact by buying more local time on WGN-TV than any other station. WGN-TV originates more local programs than any other...which means advertisers benefit from WGN-TV's production "know how." These are highly important factors to remember in getting the most for your television dollar.

Chicagoans look to WGN-TV for the finest in television entertainment. They know, too, if an event is important enough to be televised, they'll see it on WGN-TV in Chicago...where Channel 9 is more than a number, it's a habit with advertisers and viewers.

OUMONT DUNLOP WGN-Tv CHANNEI'9· CHICAGO
Home Town Makes Red Mayor—and other WLS Doings

Last Thursday, Pittsville, Wisconsin chose a new Mayor—Donald "Red" Blanchard, once a Pittsville farm lad, now comedy star of the WLS National Barn Dance and the ABC-TV Barn Dance. The whole county and section turned out to honor "Red" and his family in a gala a day as mid-Wisconsin has had.

Tiny Stokes of the Buccaneers, he of the tenor voice, and 240 pounds, has moved from his trailer to a house near Palos Park. Bill Bailey, emcee of the Phillips 66 Barn Dance, is a new resident of the Elmhurst vicinity.

The WLS staff is throwing a welcome-home luncheon for Josephine Wetzel, just back from Europe full of fresh ideas for her educational and service programs on WLS. And the sales department still has a few delightful things to sell to advertisers who like an active, busy station with a loyal, affectionate audience, like—

WLS Chicago 7
Represented by John Blair & Company

CHICAGO TV set makers unanimously reported a successful fall selling season, with prospects for its continuance, at the regular luncheon meeting of the Chicago Television Council Wednesday. They attributed the "tremendous" local sales increase to a general post-season pickup, better programming and transmission and anticipated Christmas buying.

The speakers panel, introduced by President George Harvey, included E. G. May, general sales manager of Sentinel Radio; Samuel Insull Jr., vice president and manager of radio-television, Stewart-Arter; William J. Halligan, founder and president of Hallicrafters; Paul Galvin, president and co-founder of Motorola Inc.; Joseph Marty, manager of the TV division, Admiral Corp., and Fred Parsons, manager of the Chicago Zenith Distributors Corp.

"All kinds of thinking is needed to get television out of its present difficult situation," asserted Mr. Halligan of Hallicrafters. He called on the FCC to "resolve soon" the problems of color television, to "sensibly allocate the UHF" and to break the freeze in VHF. "Although we've had a famine in the last few months, we are now feasting, and I think it will last," he concluded.

Speaking for Sentinel, Mr. May pointed out that "tough selling" during the past five months was caused largely by the summer vacation season and the slowness of the industry reaching a 10% sales saturation, "which must precede any heavy buying period. . . . Sales are now going like a prairie fire on a dry October day. It's difficult to build enough for the demand, and business will probably continue just as good through next spring," he said.

Improvement of summer programming, to keep it on a par with winter shows and thus maintain momentum of sales, was the speaker's major suggestion to his agency and to television audience.

"There's no end to the TV set market, although demand may come in spurts and jumps," in the opinion of Mr. Marty. Admiral believes "the future is as high as you think and as wide as you want to look."

"Admittedly TV is a sort of backscratching industry, because customers buy sets for only one reason—the picture at the end of the tube. We have nothing to sell except that picture." He urged continued development of good program fare.

Excessive Demands

Current consumer demand for Motorola sets exceeds what the firm will be able to produce before Christmas, claimed President Galvin. He attributed increased sales to "an ever better job by station, network and agency personnel," and in improved transmission and picture clarity. "Better programming creates a demand for sets," he pointed out.

Mr. Galvin asserted the need for manufacturers realizing sales will "always be seasonal to a certain degree, especially in the summer." Discouraging color in TV, Mr. Galvin admitted "no one knows the answer or what's behind the confusion dusted up about color. The public will follow black-and-white for a long time if we give them good black-and-white and good programing."

Mr. Parsons pointed out that it has taken only a year and a half to sell one million TV sets, whereas it took 15 years for refrigerators, 13 each for vacuum cleaners and washing machines and four and a half years for radios. "These figures prove the accelerated sale of television compared with any other home appliance," he predicted that 60% saturation would be arrived at within three years in the Chicago area, five years from the time of original mass distribution. Approximately 12% saturation is found in Chicago now, he reported, with 180,000 sets installed among 1,344,000 homes. "We are headed for the future," he said, "we have only had the opportunity to be part of," the distributor executive said.

C. J. WITTING

Gents DuMont Executive Post

CHRIS J. WITTING, assistant director of DuMont Television Network, in charge of administrative and operations since May, has been appointed executive assistant to Comdr. Mortimer Loewi, network director.

In his new post, Mr. Witting will assume full active charge of the entire organization, giving his major attention to the network's overall affairs. He joined DuMont in June 1947.

Mr. Witting formerly was comptroller and an officer of USO Camp Shows and of Veterans Hospital Camp Shows. He currently retains the positions of comptroller and assistant treasurer of Veterans Hospital Camp Shows Inc., successor organization to the former outfits.

WBNS-TV Columbus, which took to the air Sept. 29, has sold two days per week of Telenews-INS daily news-reel to Ohio Oil Co., INS reported last week.

First In Every Way

WSJS Dominates Winston-Salem! (Gives Bonus Coverage of Greensboro and High Point)

- 1st IN LISTENING (Hopper)
- 1st IN NETWORK (NBC)
- 1st IN POWER (5000 watts)
- 1st ON THE DIAL (600)
- 1st ON THE AIR (1930)

Naturally, it follows that WSJS is FIRST in Advertising!-Local-General-Network Your FIRST and BEST Buy!

Affiliated with NBC

Am WINSTON-SALEM FM
THE JOURNAL-SENTINEL STATIONS

WSJS

Represented by HEADLEY-REED CO.

Page 54 • October 10, 1949

TV SET SALES

Chicago Group Sees Good Season

ole’ MacDonald . . .

If ole Mac formed or ranch in Montana, he made money. $265 million to be exact for Jan.-Sept. 1948. Farming is just one of 4 major industries which together totaled up retail sales of over $100 million in 1948. A good portion of Montana’s rich areas sit in the KGVO-CBS signal. And the best portion of sales in the area are KGVO-made sales. Yours?

The Art Mosby Stations

KGVK-KARA-KGFM

3 KV DAY-1 KV NITE ANACONDA BUTTE GREAT FALLS

Know MONTANA*

* NOT ONE, BUT SEVEN MAJOR INDUSTRIES

BROADCASTING • Telecastin’
Cable Cutout, Putout

MIDWESTERNERS nearly missed seeing the World Series game Thursday on television. All network telecasts destined to points west of Cleveland were cut off when a plumbing contractor in that city accidentally severed the coaxial cable on Cleveland’s East Side. Just 20 minutes after Wednesday’s World Series game had been telecast, all TV sets in Chicago, St. Louis, Detroit, Milwaukee, Erie, Buffalo, Rochester, Cincinnati, Columbus, Dayton, Toledo, and Cleveland went dark. Cable repairs were completed by 6:30 a.m. Thursday.

Series Success
(Continued from page 46)

the State-Lake screen after being telecast by WKBK (TV), Chicago station owned by Balaban and Katz, which also owns the theatre. It is located at ground level beneath the video station. WKBK Tele-transcription equipment enabled theatre goers to see the Series within one minute after baseball plays were made. Regular morning admission of 50 cents was upped to $1.25 for the double feature. Patrons queued up at the box office long before it opened at 9 a.m. At MBS, the exclusive AM Series operator, it was said that the number of stations finally carrying the event was 740 outlets, 520 of them Mutual affiliates and the others independents, and stations in Canada, Cuba, Puerto Rico, South America and Hawaii.

Some AM partisans, comparing the AM and TV coverage of the games, said that the Series was proving that the AM announcer’s wit and voice were faster than the TV camera’s eye. They maintained word description was as fast long shots, particularly of the famous first-game Henrich homer in the ninth, were superior to the video pictures of the swath.

TV Talent War
(Continued from page 46)
diately with the complete organization of the field of motion pictures used in television.

Mr. Harris said SAG intends to start bargaining in New York right away. All the some 500 SAG contracts contain a clause permitting reopening of wage discussions for television, he said. Currently, in the absence of a fee scale for video, the SAG minimum of $55 has been paid for SAG performers employed in TV production, he said.

Mr. Pettrillo and the AFM were interjected into the dispute when it became known he would give the screen actors support if called upon to do so.

The AFM already is engaged in a jurisdictional dispute with American Guild of Variety Artists, one of the 4A’s unions, and the 4A’s international board has sought the support of AFL president William Green in the dispute. He deplored a suit by one AFL union against another. However, Mr. Green has thrown his support to AFM by denouncing a court action begun in New York by AGVA against AFM. By the court action, AGVA seeks to stop the AFM from carrying out its order that all musicians must resign from AGVA, even if the musicians speak lines. The guild has contended anyone who speaks lines must join AGVA.

Hearing for a temporary injunction in the AGVA action will be held today in New York Supreme Court.

TALLEST TOWER
WCON-TV Buys RCA Unit

WCON-TV Atlanta soon will have one of the tallest broadcasting towers in the country when it installs a new super-gain antenna developed by RCA to meet TV requirements for higher power, greater power gain and limited directional effects, according to a joint announcement by Clark Howell, president of the Atlanta Constitution Publishing Co., station owner, and RCA Engineering Products Dept. The new antenna, surmounted by a 66-foot FM Pylon antenna, will be mounted upon a 1000-foot tower now under construction by the International Derrick & Equipment Co. of Columbus, Ohio.

A distinct departure from present TV types, the new antenna consists of an array of dipole and reflecting screen combination units measuring 8½ x 11 feet and weighing 600 pounds. Forty-eight of the new antenna units will be mounted in 12 layers around all four sides of a specially constructed tower. The station will thus be able to achieve 50 kw effective radiated power to give TV coverage to rural areas within a 100-mile radius of Atlanta. The antenna is expected to produce a power gain approaching 12.

Check these advantages—

✓ Compact—requires minimum mounting space. Six pre-amplifiers or 4 program/monitor amplifiers mount 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.
Demonstration
(Continued from page 45)
tion of the 150 viewers could see the
first tests.
DuMont officials called for measure-
ment of the viewing angle on the
sets, and this was found to be
between 30 and 40 degrees plus or
minus.
Both black-and-white and color
pictures were shown on the adapted
sets from color transmissions. A
spécially equipped color-only set
showed color test patterns via 4 mc
and 9 mc channels. Resolution
was described as 190 lines on the 4 mc
band and 325 lines on the 9 mc
band. Some comment was made
by viewers about flutter in color
sections of the pattern.
When all the color-only sets
were turned on, Miss Painter and
Jody Miller, "Miss Washington of
1948," appeared on the screen in
brilliant gowns. Miss Miller sang
a selection from "South Pacific,"
seated for a while on a davenport
and then walking slowly around
the room. Some viewers thought
the black-and-white picture was
sharper than that seen on color
sets, which showed magnified
images about a foot wide.
Further test pattern demonstra-
tions brought comment from Du-
Mont officials that color was not
evenly distributed, which Dr. Gold-
mark ascribed to the image ortho-
tube. David B. Smith, Philco
vice president, said he saw flicker.
Dr. Goldmark called it flutter and
Mr. Murphy said it was not system
trouble.
Miss Miller and test patterns
provided subjects for a series of
transmissions in which the signal
was routed to New York and back
via coaxial cable before being fed
to the WOIC (TV) transmitter.
Many observers noted a loss of
detail in the test pattern when a
2.75 mc cable was used instead of
the 4 mc cable. This loss in detail
was less apparent when Miss
Miller provided live program ma-
rerial. A relay circuit to Baltimore
was substituted for the New
York loop. Some flutter was
noted but this was ascribed to
the haste in which the circuit had
been set up. The tests were repeated
as three manequins staged a fashion
show. A copy of the New York
Americans with red streamer was
shown. Letters an inch high were
legible.
Col. William A. Roberts, DuMont
counsel, stated for the record that
he saw "little color breakup in this
series of tests.
Ambient illumination on the
front of the receiving sets was
measured at about 1/4-foot lambert.
A card held by Comr. Robert F.
Jones showed 1/4-foot lamberts.
Miss Painter did her familiar
scarf demonstration as the studio
door was opened so actual and
received color could be compared.
Some loss of yellow was noted in
her striped dress but this yellow
loss was not apparent on a Dole
pineapple can, a majority of view-
K&O on Color TV
VIDE0 series Kukla, Fran &
Ollie goes before color cam-
eras today (Monday) for the
first time in a special demon-
stration by RCA of its all-
electronic color television
before the FCC in Washington.
Burr Tillstrom, creator of the
live show from Chicago, and his cast
will originate the half-hour fea-
ture in Washington at NBC
every afternoon this week (7
to 7:30 p.m. EST). Co-spon-
sors are RCA Victor and
Sealtest Ice Cream.
ers felt. Boxes of Wheaties and
Hi-Ho crackers were held up by
Miss Painter.
In the afternoon 4 mc and 9 mc
color pictures were shown on the
special receiver, employing crisp-
enning circuit. A 300 w floor lamp
was aimed at a color set and a
black-and-white picture, with the
color image showing little loss
whereas the black-and-white World
Series picture appeared badly
washed out.
When attention was called to
specular reflection of room lights
from the magnifying lenses, Mr.
Murphy conceded the effect existed.
Dr. Allen B. DuMont, head of Du-
Mont Labs, observed that no major
manufacturer uses a lens on a
color-black-and-white receiver.
The color pictures were meas-
ured for light intensity, showing a
reading of 18 foot lamberts. A series
of colored slides was shown at the
request of DuMont officials.
Betty Cannon, Alexandria (Va.)
dancer, wearing a blue costume,
demonstrated resistance of the
CBS system to color breakup.
When she lost her lace skirt,
color cameras were turned off and
the black-and-white set turned on.
Since it was the opening of the
nine inning of the second World
Series game, there were held later
to study black-and-white fidelity
until the last man was out.
Majority sentiment appeared to
indicate satisfaction with a Brooklyn
victory.
Juggler Demonstrates
A juggler garbed in a brilliant
red clown suit tossed white balls,
with no apparent color breakup.
His image was about half the
height of the frame. He shifted to
red balls, with equally good results.
This resistance to breakup was
well maintained as he violently
bounced a white ball. He con-
cluded by juggling vertically three
blue-gray Indian clubs. Most ob-
servers agreed the juggling dem-
stration was not marred by
apparent color breakup.
Tests also were made of color
fringing and the demonstration
would run up with use of the
color values on a live model, rang-
ing from 225 foot candles down-
ward.
At the conclusion of the CBS
tests Dr. DuMont held a news con-
ference in the Carleton. He de-
crated color TV will not be com-
mercially ready for another 10 to
20 years. "All you have seen is a
limited range of subjects," he said.
Any color standards adopted by the
FCC should be compatible with the
present system, he said, capable of
being sent and received either in
black-and-white or color.
Dr. DuMont predicted color pro-
grams will cost more to produce and
transmit, with color film more
expensive. The big problem is to
develop a practical receiver that
can be put in the home, he de-
clared. He said CBS has lost
definition in shifting to a 6 mc
band width, realizing only a max-
imum of 405 lines instead of the
525-line black-and-white standard.
All present receivers must be
changed to receive the system, he
said.
The public won't be satisfied with
this system, he forecast. RCA's
color is costly and complex, and
presents a difficult registry
problem, he indicated, winding up
with the declaration that neither
RCA nor CBS color has been pro-
cerly tested.
At the conclusion of the DuMont
conference, CBS President
Frank Stanton issued the following
statement:
"Dr. DuMont's statement speaks
for itself in showing his continued
attempts to bring color television
from the public. The observers at
the CBS demonstration today clearly
indicated their approval of the
color pictures we broadcast and
sent to New York and back. But in
any event his statements will be
met and are being met before the
FCC which is the proper forum for
determining the true facts. I do
not think that it is fitting for me
to try this case outside of the Com-
mission hearing room and the de-
monstration where it belongs."

Gaylord Durham
FUNERAL services for Gaylord
(Gene) Durham, 51, KECA-TV
Hollywood engineer, were held
Wednesday in Burbank. Mr. Dur-
ham died of a heart attack at his
home in Los Angeles Oct. 4. He
had been with Hollywood for
the past two years and previously
with NBC Hollywood and KFSD
San Diego. He is survived by his
wife, Ethel, and one daughter, Mrs.
Leonard Runsey of Los Angeles.

54.0
"HOOPER"*
"average 5 periods,
Winter, 1948"
proves
the best buy
in
DANVILLE, VA.
is
WBTM
5kw
ABC
(d)
ABC
(a)
Rep: HOLLINGBURY

Page 56 * October 10, 1949
TV AUXILIARIES

NAB Files Statement On Proposed Rules

FCC's proposed rules to move TV relays and pickups from experimental to permanent status [BROADCASTING, July 4] contain clauses which might be regarded as "a back-door declaration of basic policy," NAB contended in a statement filed with the Commission last week.

A number of other industry organizations which also have filed comments in the proceeding indicated that although generally approving the proposals, they objected to certain aspects of the language used. Deadline for briefs is Oct. 24.

NAB commented especially on a clause limiting pickup or STL stations to cases "where wire service is not practicable." Cost of using such a station is less than that of wire service, NAB said, and stations may carry a minimum of local remote programming if compelled to use wires.

The statement, submitted by Don Petty, general counsel, and Richard Jencks, attorney, was based on a survey of operating TV stations. NAB urged the FCC to provide extra pickup channels for stations in larger cities by providing three frequencies in the 7000 kc common carrier band; exempt TV stations from requirement of prior authorization for remote operation; hold in abeyance requirements for frequency monitors and measurements until economic means are developed and available.

FCC should study further the problem of identification at beginning and end of period of TV auxiliary station operation, NAB suggested, and called for increase from 100 to at least 400 feet the distance before operation is deemed remote control. Call-letter rules would require a camera or some other device not available commercially to provide visual identifications, it was explained.

Westinghouse Radio Stations Inc., also similar to NAB regarding use of wire service and certain other features, as did Scripps-Howard Radio Inc. The latter also thought that common carrier reservations should be made secondary to private use or at least on share basis since greater utility and efficiency attends private operation.

Raytheon Mfg. Co. held that all frequencies should be available to both private and common carrier groups at the "discretion of the Commission on an individual case basis." To give inter-city relays exclusively to common carriers, allowing only temporary priority, would retard progress of television by discouraging the construction of much needed relay links in many areas" and impede development of new equipment. Raytheon also indicated AT&T would gain a monopoly contrary to the spirit of the Communications Act. AT&T, while generally supporting NAB's proposals, indicated that it would be to television's advantage to extend the common carrier policy to other parts of the proposal not now so designated.

KVOS Bellingham, Wash., suggested that TV license applicants be given temporary relay authorizations to bring programs into an area while their station was under construction. This would stimulate advance set sales and reduce economic problems for the pioneer in any area.

WAZW-TV & WMCT (TV)

Join DuMont TV Network

Two additional stations have joined the DuMont Television Network, bringing to 47 the network's total number of affiliates. Latest stations in the DuMont fold are WAZW-TV, Huntington, W. Va., and WMCT (TV), Memphis, Tenn.

WAZW-TV, owned by WAZW Inc., will start commercial operations on Nov. 15, and is also affiliated with CBS-TV, WMCT (TV), owned by the Memphis Publishing Co., is also affiliated with CBS-TV and NBC-TV.

EASY 'SALE-ING'

DULUTH, MINN.—"If it's easy 'sale-ing' you're looking for in this rich Duluth-Superior Market," complacently chortles our Otto Mattick, "it's a breeze with KDAL." KDAL is the favorite of audiences in this favored market... favored because of its stability, its ever-important buying power. Incidentally, Otto Mattick doesn't trust to fate to keep him sailing full speed ahead. He creates his own impetus and maintains top speed. KDAL's own continuing promotion plan. KDAL Hoopers tell an indisputable story of audience dominance. Why not put it to work for you?

'RED FEATHER'

TV Networks Back Fund Drive

In a combined effort toward public service entertainment, the four television networks, ABC-TV, CBS-TV, NBC-TV, and DuMont, each are contributing not only time, but filmed acts of their outstanding performers to create a half-hour Community Chests of America program, Red Feather USA.

The film will be telecast on a staggered schedule by all four networks. Telecast times are as follows: CBS-TV, Monday, Oct. 17, 7-7:30 p.m.; ABC-TV, Tuesday, Oct. 18, 9-10:30 p.m.; DuMont TV, Wednesday, Oct. 19, 10-10:30 p.m.; NBC-TV, Thursday, Oct. 20, 8-8:30 p.m.

HUBBELL SHIFT

Names Richardson, Wisse

BOB RICHARDSON, managing director of Richardson-Hubbell Television Networks Ltd., London, was appointed last week vice president in charge of European operations for Hubbell Television Inc., New York. He will continue as managing director of the London operation.

Lies Wisse, former executive secretary to the late Robert Ripley, was appointed executive secretary and personal assistant to Richard W. Hubbell, president of the New York television Film Financing, Production & Distribution Co.

IF YOU HAVE A SPOT RADIO PROBLEM

CONTACT OUR NEAREST OFFICE
Joseph Hershey McGilvra, Inc.
RADIO AM-FM-TV REPRESENTATIVES
Executive Offices—366 Madison Avenue, New York 17, Murray Hill 2-8755
NEW YORK · CHICAGO · LOS ANGELES · SAN FRANCISCO · ATLANTA

BROADCASTING · Telecasting

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are limitations in added: color system and also the standard available. The standard also include specifications for the color primaries.

Station equipment necessary for the CBS system he said, includes standard TV broadcast and relay transmitters, without modification; standard RMA-type synchronizing signal generator, modified to produce line-scanning frequency of 29,160 per second, field-scanning frequency of 144 per second, and to inject color sequence phasing pulse each 1/48th of a second for automatic color phasing; disc-type color monitors; and a color mixer, a piece of equipment additional to the standard monochrome station's normal studio complement.

Dr. Goldmark asked FCC to distinguish between a system "which exists wholly or in part on paper, and one which is in actual operation under normal conditions." He also drew a distinction between a color system and its apparatus, declaring that the color disc is not essential to the CBS system. He added:

On the other hand, RCA and CTI, as far as I know, must use multi-image electronic apparatus and hence if there are limitations in that apparatus, as there now appear to be, these are the limitations of the system themselves and discussion of potential performance apart from the apparatus inherent in them can only serve to confuse the issue of performance.

It is important to hear in mind that although there may be no eventual limit to the facts which can be performed within the electronic art if the basic equipment is available, the view may be, and often are, serious limitations imposed when cost must be taken into account.

Dr. Goldmark said opponents of the CBS method "seem to have concentrated most of their criticism ... on the ground of definition." He conceded the CBS system has lower "geometrical resolution" than standard black-and-white, but insisted this is more than offset by such equally important factors as contrast, variation in color hue and saturation, and crispness.

He said the "hypothetical geometrical resolution" of other systems is satisfactory, but claimed "it is exceedingly doubtful that the hypothetical can in fact be realized."

He maintained there is "no validity" in the contention that the CBS system using disc-type equipment has inherent registration problems. "But the same is not true as to the other systems," he asserted. "They have major image registration problems arising from the fact that before the original scene can be perceived by the eye of the viewer 15 separate images— nine at the camera and six at the receiver—must be registered and must permanently be kept in register."

Mr. Plotkin brought out, by questioning, that the RCA three-tube equipment would have the same registration problems when used with the CBS system as when used with the RCA system.

Dr. Goldmark reported that "the CBS color television system for 6 mc is in almost all respects identical, from camera to viewed image, with the present standard television system which has already been fully field tested in practice." He saw no need for further field tests on that score. To give FCC "a maximum amount of pertinent information" before the hearing ends, he said, 29color receivers of various styles will be installed in the Washington area for further demonstrations.

In a portion of his prepared statement not yet covered in testimony Dr. Goldmark rated the CBS system relatively inexpensive for the broadcaster and public alike.

"The actual cost of the equipment permanently converted to color were reported at $3,388 for the single field camera equipment. A color to monochrome, $4,331; for dual camera field equipment permanently converted to color, $6,032, and for the same equipment manufactured, $7,197."

Will Hear Manufacturer

The statement also said a manufacturer will testify that a black-and-white set may be adapted to receive color signals in monochrome, but it may cost as much as $150 to convert and the cost would not include the scanning adapter.

For Results

—Over a million people in 79 counties of Georgia, South Carolina and Florida.

—3½ times more people than any other station in this market.

A $557,260,000 retail sales area.

RENEWING Detroit Olympian dealers sponsorship of Michigan U. grid games on WWJ-TV Detroit (1 to r): CBS color differentiator, making an athletic director, and Olds General Sales Manager G. R. Jones; standing — W. E. Walbridge WWJ-TV general sales manager; L. F. Carlson, Olds national advertising manager; Sports caster Paul Williams.

SOUTHWEST VIRGINIA'S PIONEER RADIO STATION

"PROOF OF THE PUDDING"

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

*Ask your Free & Peters Colonel for survey material.

FREE & PETERS, INC., National Representatives WDBJ CBS 5000 WATTS 960 KC Owned and Operated by the TIMES WORLD CORPORATION ROANOKE, VA

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NEW IN SAVANNAH

WSAV 1490 AM 1,000 watts Full Time BROADCASTING • Telecasting

KECA-TV Hollywood extends beaming of its test pattern from five to seven days weekly. Pattern will now be transmitted 1-4 am Mon., through Sat., and 5-6:45 p.m. PST Sun. It was formerly shown three hours Mon.-Fri. only.
MOVIE STARS IN TV SOON
Thornburgh Reviews Hollywood-Video Status

PREDICTION that a great number of big name motion picture stars will be in television within a year was made by Donald W. Thornburgh, president of WCAU Inc., Philadelphia, in an address to the first fall meeting of the Television Assn. of Philadelphia Sept. 28.

Discussing the relationship of Hollywood with TV, Mr. Thornburgh called attention to the fact that the motion picture industry has been negative in its approach to the problem of what to do with the new medium. He reminded that 13 years ago the movies were afraid to let their stars go on radio and now they are loathe to let them appear on TV for fear of losing their audiences. However, Mr. Thornburgh noted, the stars look to TV as their next great endeavor.

He discussed the motion picture industry's problem in trying to relate to TV. Among major problems is the national-wide distribution of films. The big test will come with the transcontinental development of television cable, for then the question will be whether television recordings can compete with live performances, he said.

Mr. Thornburgh predicted there will be 300,000 TV sets in Philadelphia by Jan. 1. He said that the city offers a great field for advertisers since there are but three channels. A prime objective, he pointed out, should be to sell the efficacy of TV advertising to the public.

James D. McLean, manager of the industrial division of Philco Corp., also addressed the meeting, discussing the current FCC television hearings.

Al Berns, chief of RCA Victor and president of the association, served as toastmaster. Among those attending were: Roger W. Clipp, general manager of the Philadelphia Inquirer stations WFLJ-AM-FM-TV; Rolland V. Toccio, assistant general manager of the Philco Television Broadcasting Corp.; Joseph B. Elliott, vice president of RCA in charge of RCA Victor consumer products; Paul W. Harran, president of WIBG Philadelphia; Benedict Gimbel Jr., president and general manager of WIP Philadelphia; James Tabor, of the Foley Agency; Hal S. Lamb, Geare-Marsden, and Mrs. Billie Farren, Nield-Ivey Assoc.

TV Lab Auditions
TWIN City Television Lab annual auditions of talent for future casting in this year's Lab TV productions were held last Wednesday at the firm's studios in the Lyceum Theatre, Minneapolis. Supervised by Casting Director Harriette Hoyt and Mary Ellen Fedora, of TV Lab faculty, actors and actresses were auditioned at morning, afternoon and evening periods, two hours each. Twin Citians of all ages, regardless of experience, were invited to try out for these TV productions which were carried on in a full-scale TV studio under actual-on-the-air conditions. Shows are produced and directed by studio personnel from all parts of the country studying TV production techniques.

TV POTTENTIAL

HELD TREMENDOUSLY BY JUST

TELEVISION has a "tremendous potential" in science and education as well as in entertainment, Paul A. Just, executive vice president of Television Shares Management Co., Chicago, told members of the Boston Investment Club Sept. 28. Mr. Just's firm distributed Television Fund Inc.

The future of TV, as a part of electronics, "challenges every interested individual person to consider this industry carefully and re-appraise all others," he charged. "TV is only one part of the vast field of electronics, through which newly-developed devices perform human actions with greater speed and sensitivity."

Mr. Just described video as an element in the electronic phase of the industrial revolution, where brain power is mechanized and electrified in comparison with muscle power during the first phase.
KPHO PHOENIX
Increases Power to 5 kw

KPHO Phoenix is now a full-grown radio voice in Arizona with its power increase from 250 w on 1230 kc to 30 kw on 1500 kc. Combined with the excellence of complete Western Electric matched unit installation.


Of Broadcasting-Casting, published weekly, at Washington, D. C., for October 19, 1943.

District of Columbia—ma.

Before me, a notary public in and for the District aforesaid, personally appeared Maurice H. Long, who having been duly sworn according to law, deposes and says that he is the business manager of Bene- cational Society and that the following is, to the best of his knowledge and belief, a true and complete list of the corporation's management, circulation, etc., embodied in section 527, Postal Laws and Regulations.

1. That the names and addresses of the publisher, editor, managing editor, and business manager are: Publisher and Editor—Sol Taishoff, Washington, D. C.; Managing Editor—Ace King, Washington, D. C.; Business Manager—Maurice H. Long, Washington, D. C.

2. That the owner is: (If owned by a cor- poration, its name and address must be stated and immediately thereunder the names and addresses of stockholders owning or holding 1 per cent or more of total amount of stock. If not owned by a corporation, then the names and addresses of the individual owners must be given. If owned by a firm, company, or other unincorporated concern, its name and address, as well as those of each individual member, must be given.)


3. That the known bondholders, mortgagees, and other security holders owning or holding 1 per cent or more of total amount of bonds, mortgages or other se- curities are: (If there are none, so state.) None.

4. That the two paragraphs next above, giving the names of the owners, stockholders, and security holders, if any, con- tain not only the list of stockholders and security holders as they appear upon the books of the company but also, in cases where the stockholder or security holder appears upon the books of the company as trustee or in any other fiduciary relation, the name of the person or corporation for whom such trustee is acting, is given; also that the said two paragraphs contain state- ments embracing affiant's full knowledge and belief as to the circumstances and con- ditions under which stockholders and se- curity holders who do not appear upon the books of the company as trustees, hold and own the securities in a capacity other than that of a bona fide owner; and this affiant has no reason to believe that any other facts, circumstances, or conditions have any interest direct or indirect in the said stock, bonds, or other securities than are stated by him.

5. That the average number of copies of each issue of this publication sold or dis- tributed, through the mails or otherwise, to paid subscribers, during the twelve months preceding the date shown above is 15,150.

Maurice H. Long

Sworn to and subscribed before me this 6th day of October, 1943.

MINNE S. JAMES
Notary Public

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"VIC" DIEHM says:

IT TAKES ALL KINDS OF SHAPES

to run a RADIO STATION

GORGEOUS

KINDS WAZL

HAZLETON, PENNA.

TEEN SUCCESS

WONE Staffer Is Star

SUCCESS story in the creation of Rhapsody of Youth, teen-age tal- ent program, gives credit to the tireless effort on the part of Betty Ann Horstman, energetic teen-age staff member of WONE Dayton. Popularity of the show has grown each week since the radio premiere on Aug. 24, when Mrs. Frank J. Lausche, wife of Ohio's governor, and a host of other civic leaders, appeared at the Ames Theatre in Dayton with police escort amid the popping of flashbulbs.

The Gallagher Drug Co. of Day- ton, sponsor of the program over WONE, wanted it known that the show would be devoted to giving local youngsters an opportunity to display their talents and possibly assist them to reach stardom. Gallagher's advertising agency, Hugo Wagensell & Assoc., Dayton, recommended a grand introduction to the city with civic and youth leaders and the press made aware of the program's potentialities.

With the agency's outline in hand, Miss Horstmann arranged for the personal appearances, the police escort, invitations, theatre facilities, press coverage and of course, the entertainment. Show presents skilled, hand-picked talent and has a backlog of several hun- dred youths from which to draw.

First nights (1 to r) Mrs. Frank Lausche, Roger Haas, teen-age piano virtuoso, and Betty Ann Horstman, producer and star of show.

ILL. SPORTS NETWORK

Eight Carry Games

EIGHT stations are carrying nine U. of Illinois football games via the Illinois Sports Network. They are WKID Urbana, WTXA Springfield, WWXL Peoria, WAAF Chicago, WBNU-FM Aurora, WYLN Oney, WCIL Carbondale and WQUA Moline. Home games from Champaign include those with Iowa State, Wisconsin, Michigan, Indiana and Northwestern.

Out-of-town games are scheduled at Iowa, Purdue and Ohio State, with the season ending Nov. 12.

The network also will relay 22 U. of Illinois basketball games to subscribing stations, according to G. Max Kimbrel, manager of WKID and Sports Network di- rector. Illinois, Western Confer- ence defending champions, will play 12 regulation league games. Final broadcast will be of the Illinois-Northwestern match from the Chicago Stadium. Mr. Kimbrel said the station roster for the schedule has not been completed.

SUMMER broadcast on "World Trade and the British Crisis" on the U. of Chicago Round Table over NBC Aug. 14 will be rebroadcast in England by the BBC Oct. 15.
New First Director

Broadcast service to more than 8,000 youngsters who act as safety patrols at elementary schools is carried by WWDG Washington. Every school morning, broadcasts include specific safety information, patrols citations for excellent work, round-up of elementary school events, and weather reports and birthday greetings. "Safety Patrolman of the Day" is chosen each day and receives award from program's monthly special guest. Show, titled Orders of the Day, was given successful trial run last spring.

Teen-Age Quiz Show

Students from public, private and Catholic schools in Philadelphia and surrounding areas take part in unprepared, half-hour show Teen-Age Quiz, over WPEN Philadelphia. Questions concerning current events that are local, national and international in nature are sent in by students. Show serves to keep students well informed with news of the day and has found favor with school authorities, WPEN reports. Six pupils participate in weekly show and eventually all schools will be represented.

Narrow Escapes

As part of safety campaign in Dade County, Fla., WIOD Miami, sent two staff members, Scott Bishop and Harry Munyan, on train trip between Miami and Palm Beach. Mecas. Bishop and Munyan rode in cab of diesel engine and tape recorded accounts of three near-accidents when motorists drove across tracks in front of oncoming train. Recordings were then aired on WIOD to illustrate dangers of careless driving in vicinity of train crossings and tracks.

Fire Prevention

Two-City Hook-Up Featuring Executives of Lawrence, Mass., and Boston Fire Deps. Will Be Feature of Fire Prevention Week Show, Aired by WLAW Lawrence. Show will be broadcast at 18:45 a.m. tomorrow (Oct. 11), opening with alert to Lawrence central fire headquarters. Chief Retelle will respond to call to WLAW studios, describing maneuvers that firemen go through on way to answering call. Chief will then climb ladder from street to studios' windows where he will be interviewed. Boston's Chief Inspector Francis W. Kelley will be in studio and take part in broadcasts. Space in front of WLAW studios will be roped off and traffic officers will be on duty to prevent confusion.

School Music Class

New Twist on music programs for school children has been endorsed by Moncton (N. B.) School Board and incorporated into the curriculum of high school for all eighth grade pupils. CKCW Moncton airs Basic Course in Music Appreciation every school day. Teacher embraces lectures and music with added feature of review questions. In this way, students receive practically entire music course via radio. Examination questions are answered immediately following program and from grades made on them, pupils' yearly marks will be given.

TV Styles

Philadelphia's leading style shops and best known models are featured by WCAU-TV that city's daily fashion show, Take 10, seen for 2½ hours every afternoon, Mon.-Fri. Each of 16 stores of Philadelphia Fashion Group Inc., is responsible for putting gowns and models before camera and supplying its own stylist as commentator. Some 65 fashion shows have been set, with various member stores planning on average of one TV appearance per month. Each store receives monthly opportunity to showcase its latest fashions. Interviews are presented with outstanding designers.

Program Firm

Formed by Searle, Parks

Formation of Searle & Parks, a California corporation, has been jointly announced by Don Searle, former vice president of ABC Western Division, and James Parks, owner of James Parks Co., an independent radio agency. Address is 6331 Hollywood Blvd., Hollywood.

Purpose of the new firm, with capitalization of $250,000, will be to establish a radio program service, National Home Institute, which will include national product testing, and to create, represent and sell radio packages.

Mr. Searle, who returns from semi-retirement, will head the company as president. He was associated with ABC from 1945 to 1948, first as general manager of KGO San Francisco and later as vice president and general manager of the network's western division. Earlier, he owned and managed stations in Iowa, Kansas and Nebraska.

Mr. Parks' program agency represents his interest in the Quiz Kids program. He formerly was vice president and director of Broadcasters Guild. Previously he was in charge of radio for General Artists Corp. and William Morris Agency in Chicago.
Respects

(Continued from page 48)
uated jobs on newspapers were to be had "for experience." Young Mr. McAndrews did the next best. He took the post of di-
rector of public relations for St. Mary's College where he remained until June 1936.

During fall term he was ad-

vance man for the football team. Spring of each year found him doing a similar tour for the col-
lege debaters. Along with the many public relations chores, Mr. McAndrews managed to teach speech and coach debate.

His job entailed a lot of contact with radio. As director of public relations, he worked up extra-
tional features with various sta-
tions in the area for his alma
mater. He had a weekly book re-
view and authors interview series on KSFO San Francisco; college debates on KYA San Francisco; faculty lectures on KRE Berkeley, and student plays on KROW Oak-
land.

Enjoying this radio experience, Mr. McAndrews decided to become part of the fast growing industry. So he started bombarding local sta-
tions and the networks for a job.

He became an NBC San Francis-
cisco junior announcer on Jan. 16, 1936, and three months later was boosted to senior grade. On the side, he wrote book reviews for the San Francisco Chronicle and handled other freelance writing as-
signments.

Within a year he was holding down the combination assignment of night program manager and script writer. Some six months later a shift was made to press re-

tions, then headed by Milton Samuel, now West Coast publicity director of Young & Rubicon.

When Charles B. Brown, then

NBC Western Division advertising and promotion manager, wanted a bright young man as his assistant in June 1937, Mr. McAndrews was chosen. A few months later Mr. Brown shifted his major operations to Hollywood which in the mean-
while had become the network's Wester Division headquarters. Mr. McAndrews was made promo-
motion manager of the San Francisco office.

Logical Successor

With Mr. Brown elevated to pro-
motion manager of NBC operated stations and transferred to New York in early 1940, logical man to succeed him in Hollywood was Mr. McAndrews who became Western Division advertising and promo-
motion manager.

Then came World War II, and in early 1945 Mr. McAndrews was commissioned a second lieutenant in the Army Air Forces. He be-
came assistant public relations of-
cfer at AAF West Coast Training Center, Santa Ana, Calif. Trans-
ferred to AAF Headquarters, Washington, in November 1943 as assistant public relations officer, he spent the next year as newreel and picture officer for AAF public relations. Next 18 months found him as radio liaison officer between AAF headquarters and commercial radio. He was discharged a major in December 1945.

THINGS

IT'S A NEW LOOK BECAUSE

IT SPARKLES WITH GREATER

SALES RESULTS FROM TODAY'S

MORE CONSERVATIVE AD EXPEND-

ITURES

IT'S A BOLD LOOK BECAUSE...

THE PATTERN NO LONGER CONFORMS

TO OLD FASHIONED AND OUT-MOVED

TRADITIONS IN TIME-BUYING

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

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

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

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

RESULT:

WHBC in Canton is now the station that completes your coverage in NORTHEASTERN OHIO because WHBC has gained audi-
ence while listening to all other stations has split several ways.

CHECK TAYLOR-BORBOFF ABOUT...

...Brand New Hoopetings...

...More listeners at less cost...

...Retail sales that still hold firm...

...Local promotion that sells...

...A 5-county "BRIGHT SPOT" market

ASK WHBC CANTON about the NEW BOLD look in NORTHEASTERN OHIO

Mr. Hanner was held in Paris last May.

Mr. Yoder elected to board of directors of WGR Broadcast Co., Cleveland.

ROY F. THOMPSON

and

WRTA

A prize radio combination in the rich industrial market of Central Pennsylvania.

Represented by

ROBERT MEKER ASSOCIATES

BROADCASTING • Telecasting

NEW YORK Yankee football games will be aired by WSCR Scranton this season.

In Altoona, Pa., It's
JAMES T. BUTLER, formerly of WBBD Peoria, Ill., and sales manager of WMJJ same city, appointed sales representative of WIRL Peoria.

DONALD P. CAMPBELL, formerly with MBS sales department, joins New York television sales staff of Edward Petry & Co., station representative. Prior to joining Mutual, he was with NBC, ABC and WEST Easton, Pa.

PAP WENDLING joins sales staff of WBBM Chicago.

WAYNE B. GLASSON, new to radio, appointed to advertising sales department of WLAC Nashville, Tenn.

LEE FINKEN, national sales manager for KLZ Denver, appointed radio instructor for Colorado Woman's College, Denver, for third consecutive year.

MACK SWITZER, KLZ public service director, reappointed radio instructor at Regis College & Loretto Heights College, both Denver.

HAROLD W. BATELDER, former sales manager of WBAL-TV Balti-more and before that vice president and general manager of WFBF same city, appointed sales manager of WTJN (TV) Miami, Fla. He succeeds M. J. WEISFELDT, who resigned to become vice president of Charles Anthony Gross Adv.

DuMONT Television Network appoints Richard Baiton Co., San Francisco, as Western sales representative for network and affiliated stations.

GEORGE LARUE resigns as sales manager of KFBC Sacramento to enter insurance business.

LEIGH STUBBS, formerly with CKEY Minneapolis, becomes sales promotion director for CHUM same city.

KLIF Dallas appoints Adam J. Young Jr. Inc., New York, as its national representative.

KEVIN B. SWEENEY, sales manager of KPI and KFIV-Los Angeles, on three weeks tour visiting Eastern agencies.

ANN M. WRIGHT of DuMont TV Network spot sales staff, and Dr. Alfred G. Cerchione have announced their marriage.

KRGM Tulsa, Okla., scheduled to take the air near Christmas as ABC affiliate, names John Blair & Co., Chicago, as its national representative.

GEORGE E. LEDDELL Jr., account executive of KPI-TV Los Angeles, is the father of a girl, Patricia Ann.

Jewelry Booklet

THE WATCHMAKERS of Switzerland, in conjunction with the Jewelry Industry Council sponsored "Watch Parade," are offering a merchandising booklet to retailers which contains suggested radio spots, local publicity releases, and copy for direct mail in addition to a five-piece window display. Poole, Cone & Belding-International Corp., is handling the account.

CONSOLE incorporating AM and FM announced by Motorola Inc., Chicago. Console, Model 78K1 sells for $99.95.

ANNOUNCEMENTS


The Tuesday afternoon session, open only to ANA members and their advertiser guests, will feature the view-points of the following speakers: for AM radio—W. N. Connolly, advertising manager, T. C. Johnson & Son, Inc.; Hugh M. Beville Jr., NBC director of research; William C. Gittinger, CBS vice president in charge of sales. For television—Robert S. Peare, vice president, General Electric Co.; Sylvester L. (Pat) Weaver Jr., NBC vice president in charge of television; George L. Moscovics, CBS manager of television sales development.

Case histories on radio and television will be presented by Thomas H. Brown Jr., vice president of J. E. Hooper Inc., and I. W. Digges, ANA counsel will speak in the FCC giveaway order and the Commission's review of color television.

Ludens Takes Giveaway

LUDENS Inc., Reading, Pa., will sponsor a quarter hour of the CBS Sing It Again program, hour-long Saturday night giveaway. The company and cough-drop manufacturer has purchased the 10:45-11 p.m. segment of the 10:11 p.m. broadcast, Saturday, Nov. 26. Agency is J. M. Mathes Inc. Other sponsors of the program is Carter Products Inc., which has the 10:10-10:45 portion of the musical quiz.

HAMMER music concerts from Library of Congress will be heard over WQW-FM Washington during 1949-50 season.

ANA MEETING

AM-TV Discussion Set

VIEWPOINTS on the subjects, "Don't Give Up AM Radio" and "Television Has Reached the Pay-Off Point," will highlight the radio and television session of the 40th annual meeting of the Assn. of National Advertisers, to be held Monday, Oct. 10, through Wednesday, Oct. 12, at New York's Waldorf Astoria hotel.

The Tuesday afternoon session, open only to ANA members and their advertiser guests, will feature the viewpoints of the following speakers: for AM radio—W. N. Connolly, advertising manager, T. C. Johnson & Son, Inc.; Hugh M. Beville Jr., NBC director of research; William C. Gittinger, CBS vice president in charge of sales. For television—Robert S. Peare, vice president, General Electric Co.; Sylvester L. (Pat) Weaver Jr., NBC vice president in charge of television; George L. Moscovics, CBS manager of television sales development.

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ALTMAN VS. FREY

Asks $10,000 from KBLF

SUIT claiming $10,000 damages has been filed in Red Bluff, Calif., against Dr. R. G. Frey, president of KBLF in Red Bluff, by Harold N. Altman, formerly general manager, alleging the latter was wrongfully discharged as manager and that he was primarily responsible for the station's licensing by the FCC. Mr. Altman, released from KBLF last July, bases all his charges on an alleged verbal contract made in August 1948.

The suit maintains Dr. Frey hired Mr. Altman as manager at a minimum salary of $110 and that as a consideration of the latter moving from Alameda to Red Bluff and his renders assistance in obtaining the FCC license, the station president promised Mr. Altman "steady and permanent employment." Mr. Altman's attorneys are Stanley Pugh and William Stoffers.

'Let George Do It'

THE PROGRAM, Let George Do It, is on Don Lee-MBS network. In the San Francisco section of the Fall business round-up in BROADCASTING, Sept. 5, the program was listed on NBC.

PICNIC for Connecticut political leaders held at home of Edward N. Allen was aired by WDRC Hartford, Conn.

Now you can afford BIG NAMES on your commercials

For the first time in radio history, big name announcers and entertainers are within the budget reach of your local advertiser. Now you may have transcribed announcements, voiced by the nation's top talent, written and produced especially for your advertiser...at a cost comparable to locally produced spots. How do we do it?...Write, wire or phone for complete information.

Celebrity Commercials by Keith Kerby Ltd.

111 SUTTER ST. • SAN FRANCISCO • CALIFORNIA • YUKON 2-5532

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YELLOW card mailpiece of WPEN Philadelphia depicts cactus country and reads: "Greetings, Senor and Senora (and Senoritas, too, eh?): Hola! We are coming to Station WPEN... me, the Cisco Kid, and Pancho. You have heard of us, sir? I do not like to brag, but everybody know that the Cisco Kid ride faster, shoot straighter and sing sweeter love songs than any caballero in the whole Southwest... And Pancho!... he is some bombre, that one. All the time hungry, but a heart so big like his appetite... For thrilling, adventurous listening, tune in on us... The Cisco Kid and Pancho... over Station WPEN every Tuesday, Thursday and Saturday at 7:30 p.m. Hasta la vista, amigos! The Cisco Kid." Series is Frederick W. Eiv package.

Italian Pilgrimage

THREE-FOLD bulletin announcing itineraries and rates of various Holy Year tours sponsored by WOV New York has been designed and distributed by Fugazy Travel Bureau, New York. Diana Baldi, of station's Italian language staff, will accompany tourists. Pictures of highpoints of tour are included.

Big Promotion

OVERSIZED booklet has been sent to TV dealers by Alliance Mfg. Co., Alliance, Ohio, for its Tenna-Rotor TV antenna. Booklet is illustrated with pictures and map showing locations of television stations in U. S. Last page of booklet has pocket with letter explaining company's use of TV to sell television equipment; format of newsletter ads which may be used by dealers; bulletin with additional information about Tenna-Rotor, and overs-sized letter from TV dealer commending company for its Tenna-Rotor. Additional copy of map also is included.

Happy Station

POSTERS printed in three colors and illustrated with "laughing microphone" symbol of WNEW New York are currently being displayed on bus and cab cards. Poster proclaims that no "sub stories or murders" are heard on "Your favorite station for music and news, WNEW."

Special Invitation

NOVELTY promotion for Inside U. S. A. With Chevrolet over CBS-TV network was formal invitation from producer, Arthur Schwartz. Card invited listeners to tune into show and enclosed with it was playbill for CBS Studio 52, scene of variety show.

Cultural Booklet

BOOKLET on Wednesday evening cultural programs for winter season has been issued by Canadian Broadcasting Corp. Profusely illustrated with photographs of artists and composers, booklet describes five operas to be produced during season, various classical and modern musical programs to be performed, and specially written Canadian musical comedy to be performed early in 1950. Concluding with quotations from awards won by earlier Wednesday evening cultural programs.

Personnel

ARTHUR MILLER appointed New York public relations counsel for WTAG Worcester, Mass. His primary duty will be servicing news of WTAG to radio and advertising press. WILLIAM CULLENWARD, formerly with San Francisco Call-Bulletin and San Francisco bureau of Chicago Sun, named manager of press information for KCBS San Francisco. He replaces LYNN FRENCH, resigned. SHIRLEY SMITH, formerly on press information staff of KCBS, promoted to position of promotion writer for station.

JOE SAGE, photo editor in CBS press information department, is the father of a boy.

ROBERT MacPHerson, formerly of broadcast regulations division of Canadian Broadcasting Corp., Toronto, transferred to CBC press and information service in charge of pictorial publicity and distribution.

ALLAN KALMUS, TV manager of NBC press department, is the father of a boy.
ROBERTS ELECTED

Heads Chicago Ad Club

HARLOW P. ROBERTS, vice president and former radio director of Goodkind, Joice & Morgan, has been elected president of the Chicago Federated Advertising Club for a one-year term.

Other officers include three vice presidents—John V. Sandberg, vice president, Pepsodent Div., Lever Bros.; Mabel Obenchain, Midwest manager, Famous Features Syndicate, and Gordon E. Taylor, vice president, Reinecke, Mayer & Finn. Harry Kovats, vice president, Runkle-Thompson-Kovats, is secretary, and G. W. Cunningham, general mail order sales and advertising manager of Sears, Roebuck & Co., was re-elected treasurer.

T. DORSEY DISCS

Starts at Standard in Dec.

FIRST recording session for Tommy Dorsey under his new long term transcription contract with Standard Radio will take place in New York in December, it was learned in Hollywood last week.

If that recording session is held, as planned, the platters containing 10 tunes per side should be in hands of subscribing stations approximately four weeks thereafter, according to the company. In addition, the firm announced it has enlarged its custom-built library shows to six and one half hours weekly, with addition of Chapel in the Sky, religious musical half-hour.

Michigan FM Network

THE MICHIGAN FM Network has expanded this fall to carry U. of Michigan football games throughout the state. Edward F. Baughn, general manager of WPAG AM-FM Ann Arbor, the key station, says the network includes nine AM and five FM outlets in nine cities. They are: WPAG AM-FM; WUOM-FM Ann Arbor (Michigan U. station); WTVM AM-FM Port Huron; WKNX Saginaw; WBCR Battle Creek; WKZO Kalamazoo; WHFB AM-FM Benton Harbor; WJEF Grand Rapids; WTVB Coldwater, and WABJ AM-FM Adrian.
LEVER TO N. Y.
Moving Nearer Ad Center

LEVER Bros., an $8 million annual radio and television advertiser, will move its headquarters on Dec. 1 from Cambridge, Mass., to New York City, where eventually it will erect a new 20-story building located on the west side of Park Ave. between 53rd and 54th Sts. at a cost of $6 million, Charles Luckman, president, announced Wednesday.

Moving along with the parent company, are the executive and the general offices of the company's three subsidiaries: The Pepsident Co., the John F. Jelke Co., and Harriet Hubbard Ayer Inc.

In explaining the move Mr. Luckman said: "We will, for example, be adjacent to the principal sources of radio, television and advertising, all of which play a vital role in our continued growth and progress. This will enable us to meet the challenge and opportunity of highly competitive industry and of an expanding economy."


FACULTY members of Teacher's College of Connecticut, New Britain, will discuss problems connected with their classroom work on series over WDRC Hartford, beginning Oct. 21.

MILTON S. WOLKEN appointed regional sales manager and director of sales promotion for Consumers Aid, Inc., in-store broadcasters in Chicago and Midwest. He formerly was with Radio Market Advertising Co. and WWX, Peoria, Ill.; KRST Davenport, Iowa, and WMOR Chicago.

HALLACK McCORD, advertising and research man, announces organization of MRAD Research Bureau to conduct sampling research in fields of marketing, advertising, journalism, radio and public opinion. Firm's temporary address is 1049 Pearl St., Denver.

V. O. CREAMTON, staff member of RCA public relations department at RCA Exhibition Hall, New York, appointed publicist-manager of hall. He formerly worked in radio, music, photography and publicity in Toronto.

TOWNELEY A. ELLINGTON, formerly member of general advertising department of Detroit News, joins sales contact staff of Jim Handy Organization, Detroit.

HENRIETTE K. HARRISON, national radio director of National Council, YMCA appointed radio director for Visiting Nurse Service Campaign, to begin Oct. 18.

JOHN J. ANTHONY contracts with Charles Michelson Inc., New York radio transcriptions firm, for five-week across the board quarter-hour transcribed series entitled Your Problem, Please.

TRANSIT RADIO Inc., Cincinnati, releases handbook covering important operating phases of Transiting for FM station operators. Book covers market analysis, rate structures, transit contractual relations, financing of equipment, time sales and programming. Material was furnished by affiliates of Transit Radio Inc.

CINEMART Inc., New York recording firm, announces that facilities and studios of WMCA New York will be used in making complete service available to clients.

PAX Productions, San Francisco radio and TV packaging firm, moves to new quarters in Shreve Blvd., 210 Post St. Telephone remains Sutter 1-5022.

CARDINAL Co., Hollywood, announces new plan whereby stations may purchase all its current transcribed shows for flat weekly license fee, based on each station's national one-time quarter-hour rate. Included in package at present time are five syndicated programs, half-hour weekly Anderson Family; quarter-hour Art Baker The Notebook; half-hour Advenures by Morse; quarter-hour Sleepy Joe; and five-minute daily Storyteller.

DON GIESY & Co., New York publicitiy and public relations firm, moves to new offices at 62 West 46 St. Phone: JUdson 6-4983.

Equipment


EMERSON RADIO & PHONOGRAPH Corp. has started manufacturing plant at Montreal and first Canadian-made Emerson radio and television sets are to be ready for marketing in Canada early this month. Canadian Fairbanks-Morse Ltd., franchised as exclusive Canadian distributor.

SECOND prize in fifth bi-monthly Radio Ideas Contest sponsored by National Research Bureau Inc., Chicago, went to Shopping With Polly show on WLA LAw Lawrence, Mass.

 Fukin Starts Oct. 30

OLDEST broadcast discussion program, American Forum of the Air, with Theodore Granik as moderator, will become a regular weekly simulcast feature of NBC starting Sunday, Oct. 30, 4:30-5:00 p.m. [BROADCASTING, Sept. 28]. Presented on both radio and TV networks, the program will originate in the Wardman Park Hotel in Washington with an audience of several hundred persons permitted to ask questions of speakers, NBC announced last week. In 21 years on the air, the program presented as speakers 90% of all Senators, Representatives and Cabinet members, as well as two men who became President, NBC said. Program, televized by NBC during the last summer as American Television Forum, reportedly has been optioned by the Assn. of Eastern Railroads, through Kenyon & Eckhardt, New York [CLOSED CIRCUIT, Oct. 3].

Court Helper

INITIATIVE by WSON Henderson, Ky., not only has served the public interest but also has helped carry out justice. In a suit, Herbert S. Lackey, manager of WSON, requested permission of the court to broadcast trial proceedings in the contesting of an August primary election of city commissioners. Request at first was denied on grounds of invading the rights of witnesses. Permission, however, was granted to place a microphone behind witnesses to record testimony for subsequent broadcast. It finally developed that a court reporter could not obtain during proceedings and the court and attorneys in the case requested WSON to make recordings of the entire trial. Later, the Judge in company of the attorneys visited the station in order to hear the testimony for purposes of review and, of course, WSON gained permission to make its broadcasts.

CKEY Toronto sent discs of its coverage of S. S. Noronic fire to all Toronto advertising agencies.

WOULD BUY AT THE RIGHT PRICE
IN PHILADELPHIA
FM BROADCASTING STATION
IF YOU WANT TO MAKE A QUICK DEAL
GIVE DETAILS, INCLUDING PRICE
WRITE OR WIRE
BOX 757c, BROADCASTING
HARMONY IN SEATTLE

Engineers Form Vashon Island Radio Club

THE RIVALRY which characterizes programming and commercial operations of Seattle's stations does not extend to their transmitter engineers.

Four leading Seattle stations—KOI KOMO KVI KING—have transmitters on Vashon Island, in Puget Sound, and the some 20 employees of the stations plus their wives have formed a friendly though informal organization which fosters camaraderie among the theoretically competitive engineers.

The Vashon Island Radio Club—a convenient handle, since the group has not gotten around to finding an official name in the two years of its existence—started with occasional dinner meetings in various homes. Popularity of the gatherings and rapid increases in membership have since resulted in a regular schedule of bi-monthly dinners and social get-togethers, now held in a hall rented for the occasion.

Whenever possible, studio engineers from Seattle and Tacoma are invited to join the islanders for the evening. Talent from the group itself often provides entertainment after the dinner hour—a skit at a recent meeting made such a hit that it established its cast as top billing at several subsequent Vashon Island affairs.

Social Activities

Summer activities this year were highlighted by an old-fashioned barn dance at the KOMO transmitter, and a family picnic attended by some 70 people at Dockton State Park, not far from the KING and KIRO transmitters. The first event this fall was a "School Daze" dinner Sept. 26 at Madrona Lodge. Present Officers are Dallas Jensen, KIRO engineer, president; Marc Miller, wife of Cliff Miller, KOMO chief engineer, vice president; Alice Jordan, wife of Andy Jordan, KING engineer, secretary-treasurer.

In times of emergency, as when a station is forced off the air, personnel at any or all of the other transmitters pitch in with help or equipment. For example, when lightning struck the KVI transmitter last May, men from all the other stations worked shoulder to shoulder with the KVI staff to help locate the trouble, and furnish equipment to make speedy repairs. The wives got together too, and had coffee and cake ready for the men at the end of the four-hour job.

Garland (Mrs. Lawrence) Norin, wife of a KIRO engineer, summarized the values of the club as follows:

"Although primarily social, the group takes an active part in civic affairs of the island too, and assists with local benefits and charity drives. A team to compete in local sports events is also contemplated. Members are unanimously agreed that these radio roundups of the past two years have done much to create a spirit of cooperation and unity within the profession, and a feeling of fellowship that might not otherwise have existed."

RADIO CONSOLE, with AM and FM for $99.95, has been released by Motorola, Chicago. Model 79K21 has 10-inch dynamic speaker, six-tube circuit and long-life selenium rectifier. Recorder may be attached.

SUPERIORITY COMPLEX

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

Unhappy Wife

Dear Unhappy Wife:

Maybe KXOK should have the superiority complex instead of your husband. During March, 1949, KXOK was within share of audience striking distance of first place in St. Louis. Briefly, this means KXOK delivers more Hooper audience per dollar than any other St. Louis network station. No wonder Ding-Bat products are going to town. When your husband checks KXOK’s low-cost—per-Hooper point, KXOK’s wide coverage, and KXOK’s low-in-St. Louis rates, he’ll be even cockier!

KXOK, St. Louis
630 on the dial

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Grants authorizing new stations, changes in facilities, and transfers appear at the end of this department, accompanied by a roundup of new station and transfer applications.

September 30 Decisions

By Commission en Banc

Allen R. DuMont Labs Inc.—Granted petition filed Sept. 27 insofar as it requests that (1) full opportunity be afforded petitioners and any other interested party, to demonstrate black-and-white television on a comparative monochrome and color TV demonstrations, to be held in November in connection with current television proceedings; and (2) said demonstration include provision for demonstration of color and black-and-white TV over intercity transmitting facilities under like technical conditions and with like technical supervision and content of demonstrations of CBS color TV system scheduled Oct. 6, 7, and 10, be submitted to Commission by those companies and made public by Commission in advance of said demonstrations. DuMont petition was denied in all other respects.

September 30 Applications

Accepted for Filing

VWGH Marion, Ill.—License to cover CP new AM station.

WRAS Waco, Tex.—Same.

KガR Garden City, Kan.—Same.

Modification of CP

WSFL-FM Springfield, Mass.—Mod. CP new FM station for extension of completion of construction period.

Tendered for Filing

SSA—1200 kc

WMRO Aurora, Ill.—SSA for operation after Sept. 30, 1950, with 100 w on assigned 1200 kc for period not to exceed 6 mo.

October 3 Decisions

By Commission en Banc

Oral Argument Set

Radio Commission of Southern Baptist Convention and Executive Board of Convention of Texas—Ordered oral argument Nov. 4 on joint petition filed Feb. 23 requesting Commission either: (1) to amend its rules and regulations governing low-power noncommercial educational FM stations (or, if so promulgated new rules and regulations establishing separate category of low-power noncommercial educational FM stations to make religious organizations expressly eligible as licensees of such stations); or (2) to promulgate new rules and regulations establishing separate category of low-power noncommercial religious broadcasting stations to make religious organizations expressly eligible as licensees of such stations; or (3) to promulgate new rules and regulations establishing separate category of low-power noncommercial educational FM stations to make religious organizations expressly eligible as licensees of such stations.

STA Denied

Comeford—Publix Theatre Corp., Sarasota, Fl.—Denied STA to pick up World Series television broadcasts from station operated by Scranton Times, Scranton, Pa., and relay broadcasts to Comeford’s Warfield theatre, Sarasota, commencing Oct. 5. (Commission, Sterling voting to grant.)

STA Extended

Paramount Television Productions Inc.—Granted extension of outstanding application for relay station covering exp. TV relay station KA-2253 KA-2255 in area of New York to end of Jan., 1950, cont.

Twenty-Third—Fox Film Corp.—Granted extension to Jan. 3, 1950, of outstanding STA covering exp. TV relay station KA-2461 in area of New York, cont.

ASSOCIATIONS

September 30 to October 7

CP-construction permit

DA-directional antenna

ERP—effective radiated power

STL-studio-transmitter link

synch. & synchronous amplifier

vis.-visual

un-limited hours

STA special temporary authorization

Cond.-conditional grant

antenna

D-day

LS-local station

W—worldwide

aur.-aural

transmitter

BROADCASTING

VACANCY

YOUR FIRM’S NAME in this “vacancy” has been seen by 15,000 communications station owners and managers, chief engineers and station managers for AM, FM, television and facsimile facilities.

* BROADCASTING *

COMMERCIAL TELEVISION CO.

Commercial Radio Equipment Co.

1121 Vermont Ave., Washington 5, D. C.

Frederic B. Duff, President

PRESION FREQUENCY MEASUREMENTS

Engineering On Duty All Night Every Night

PERRY H. BAGBY

PHONE LOG IN 281

Porter Bldg.

Kalamazoo, Mich.

STATION DIRECTORY

Clarence R. Jacobs

Studio Consultants

Planning - Design - Acoustics

Box 69, Princeton, Illinois - Tel. No. 4200

CUSTOM BUILT EQUIPMENT

U. S. RECORDING CO.

1121 Vermont Ave., Washington 5, D. C.

HERBERT L. BARTLOTT

General Sales Manager

FOSTEX STEEL CORPORATION

1290 South Wood Street

Los Angeles 15, Cal.

HENRY GREENFIELD, Mgr. Director

BROADCASTING TELECASTING

ACTION ON MOTIONS

By Comr. Webster

Pomona Bstps. Pomona, Calif.—Granted petition to dismiss without prejudice application for renewal of license for station KCLW, Los Angeles, Calif.; denied petition to dismiss without prejudice application for renewal of license for station KCMA, San Diego, Calif.; denied petition to dismiss without prejudice application_CWR,Anaheim, Calif.; granted appeal of petition for renewal of license for station KFAC, Los Angeles, Calif.

By General Counsel

Grant petition to dismiss without prejudice application for renewal of license for station KXO, Long Beach, Calif.; petition for renewal of license for the operation of station WOUP, 1060 kHz, and WPIT, 1000 kHz, in connection with application for renewal of license for station KXO, Long Beach, Calif., be and is hereby granted.

FMP—Daytona Beach, Fla.—Granted petition to dismiss without prejudice application for renewal of license for station WDBD, Daytona Beach, Fla., and to hold in abeyance said application without prejudice and waiver of said application for not more than 90 days.

In re—Providing FM station WJZM for continuation of consolidation of stations WJZM and WJZJ.

United Nations Bstps. Corp., San Francisco, Calif.—Denied petition requiring dismissal of application for renewal of license for station KGB, 1200 kHz, San Francisco, Calif., without prejudice to petitioner’s filing, within 45 days from date hereof, petition requesting dismissal of its application with prejudice.

Further ordered that hearings in this proceeding be continued to be held on Dec. 15, 1950, at Los Angeles.

Kelas-Smithfield Bstps. Co., Smithfield, N. C.—Granted petition insofar as it seeks leave to amend application for renewal of license for station WAMW, 990 kHz, Raleigh, N.C., to include operation of station WAMW at 1100 kHz, in connection with application for license for station WAMW at 990 kHz.

By Examiner Bond

FCC General Counsel submits memorandum opinion and order granting petition for leave to amend application for renewal of license for station WOUP, 1060 kHz, and WPIT, 1000 kHz, in connection with application for renewal of license for station KXO, Long Beach, Calif., for period not to exceed 60 days.

Further ordered that hearings in this proceeding be continued to be held on Jan. 15, 1951, at Los Angeles.

By Examiner Shreverop, L. A.—Granted petition to amend application to correct discrepancy in application for renewal of license as alleged in said petition.

By Examiner Rehner, L. A.—Denied petition for leave to amend application to correct discrepancy in application for renewal of license and voluntary abandonment of application.

By Examiner Cunningham

KTU Portland, Ore.—Denied request for continuance of renewal of license for station KTPS, Portland, Ore.

October 4 Applications

Accepted for Filing

AM—1550 kc

WSPC Anchorage, Ala.—CP to change from Class B to Class C. Air license to be transferred.

AM 1550 kc DA AMENDED to request 1550 kc 10 kw DA—N.

AM—680 kc

WKY Evansville, Ind.—CP to change from 620 kc to 680 kc 10 kw unil. DA.

License for CP

KCN Broken Bow, Neb.—License for CP new AM station.

SASA—1200 kc

WMRO Aurora, Ill.—Request for SSA to operate on 1200 kc with 100 w from sunset to 10 p.m. CST for period not to exceed 6 mo.

SASA—1410 kc

WDOV Dover, Del.—Request for SSA to operate on 1410 kc with 100 w from sunset EST to 10 p.m. EST for period beginning Oct. 17.

WNNT Warsaw, Va.—Request for license renewal AM station.

Mod. CP new FM station for extension of completion date: WJLB-FM Detroit; WGMU-FM Kansas City; WBMW Richmond, Va.; WISC-FM Madison, Wis.

KJMJ-FM Fresno—Mod. CP new FM station for extension of completion date: 345 ft.

KWRC-FM Fort Worth, Tex.—Mod. CP new FM station for extension of completion date: 350 ft.

KJMK-FM Mankato, Minn.—Request for renewal of license for station KJMK-FM Mankato, Minn., to operate on 1070 kc with 10 kw from sunset to 1:30 a.m. EST every Sunday, extending license to 2:30 a.m.

WJZH-FM Charleston, W. Va.—Request for extension of completion date: 683 ft.

KWAC-FM Manchester, N. C.—Request for extension of completion date: 350 ft.

KJZK-FM -BOP

AIRS WYDC BE-BOP Record

THE BE-BOP crane apparently is not confided to America alone—it has reached such proportions in Sweden that the Swedish Broadcasting Authority sent a special representative to the U. S. to fetch a first-hand recording of real American Be-Bop.

The recording, now on Swedish stations, was made through the cooperation of John Massey, WWDC Washington disc jockey. Mr. Massey rounded up a group of amateur Negro musicians in Washington and arranged for two American experts on Be-Bop to attend the wuxing session for an interview. A translator from the Swedish embassy staff gave a running commentary, in Swedish, of Mr. Massey’s announcing. Everything was translated into Swedish except the music—it needed no explaining to the “hew” Swedish youngsters who requested it, according to Gunther Steel, Sweden’s radio representative.

TWO-page letter to principals of high schools in Greater Boston area calling attention to a free Be-Bop program on WCOP Boston distributed by station. Second page is intended to be posted on bulletin boards.

FOR CP

KPRC-FM Houston, Tex.; KTEM-FM Temple, Texas.

License for CP


Tendered for Filing

SASA—1470 kc

WLIO E. Liverpool, Ohio—Request for SSA to operate on 1470 kc with 100 w nighttime for period of 12 mos.

AM—1600 kc

EBOR Brownsville, Texas—CP to operate on 1600 kc for period of time to end of Oct.

AM—1600 kc

APPLICATION RETURNED

KCNY San Antonio, Tex.—RETURNED Sept. 19, incomplete request for transfer of operation of station KCBF-S to resale of 30% voting stock from Charles L. Cain to Edward C. James.

(Continued on page 76)
PLANE CRASH

THREE NBC Hollywood radio figures injured in the Los Angeles plane crash, which brought death to Buddy Clark Oct. 1, were all recovering at week’s end.

Most seriously injured was Jennings Pierce, NBC western division director of station relations and public service, recovering from a basal fracture of the skull, lacerations and minor shock at St. Joseph’s Hospital, Burbank.

Frank (Bud) Berend, western division sales manager, suffered minor shock and lacerations about the body, but was expected to be released from the hospital by the week-end.

Sam Hayes, NBC newscaster, was slightly injured in the crash but was released immediately following treatment for lacerations. Sally Hayes, his wife, is recovering from deep lacerations about the head and a fractured ankle.

The entire group was returning from the Stanford-Michigan football game at Palo Alto, earlier in the day of Oct. 1. Reported fuel failure led to the plane crashing on one of the many thoroughfares in Los Angeles, striking two power poles as it sought to make an emergency landing.

Mr. Clark, 38, who had been star of the Carnation Milk radio program, died of multiple skull fractures approximately 90 minutes after the accident. The Oct. 2 show, which was to have marked the shift from NBC to CBS, was canceled by the sponsor.

As soon as news of the crash was known, C. H. Cottington, radio director of Erwin, Wasey & Co. (Carnation Co.), reports that numerous calls were received from many of radio’s top vocalists, all offering to sing without fee in honor of Mr. Clark on his CBS show. But Mr. Cottington said that it was decided to pay silent tribute to the star by omitting the first program of the series.

Accordingly the program was to resume Oct. 9 on CBS, with no immediate replacement for the late singer, according to Mr. Cottington.

Funeral services were held Oct. 14 with burial at Forest Lawn Cemetery. He is survived by his wife, Nedra; daughter, Penny; and two other children by a previous marriage.

TEEN PROBLEMS

WISN Show Draws Civic Praise

WISN Milwaukee has been commended by city officials, civic welfare leaders for two programs on juvenile delinquency broadcast recently on its Your Question Please program.

Looking for basic reasons why teenagers get into trouble, the station decided to put the question to boys and girls who had been in difficulties themselves. Through the cooperation of state welfare authorities, panel discussions by teenagers at both the Wisconsin School for Boys, at Waukesha, and the Wisconsin School for Girls, at Orono, were transcribed.

The programs, entirely unheard, were moderated by Gene Trude Puelicher, who writes about teenagers for a national new paper syndicate. She reported that both the boys and girls were “more than happy” to give advice to parents and other teenagers, base on their own experiences. Pressing of the transcriptions have been made available to Parent-Teacher associations and other public service of WISN.

WIBW The Voice of Kansas in Topeka

CORNY?

WIBW advertisers don’t think our methods of selling to farmers are corny. Not when they check sales figures in Kansas and nearby states.
St. Louis TR Hits 766
NUMBER of St. Louis busses and streetcars completely equipped with Trans- it Radio has reached 766, according to C. L. (Chet) Thomas, president of Trans- it Radio Inc. and general manager of KXOK-FM St. Louis. Other information reveals total of 587 busses and 178 streetcars equipped with FM are equally distributed throughout the city's transit lines, covering all sections of St. Louis and St. Louis County.

WCAU Sales
To Close N. Y. Office Oct. 17
WCAU Philadelphia will close its New York radio sales office on Oct. 17 and from that date will be represented in Manhattan by Radio Sales, CBS station representative organization [CLOSED CIRCUIT, Oct. 3].

About a year ago, Radio Sales began representing WCAU in television in cities all over the country, also in radio with the exception of New York. The plan worked so well that WCAU considered its New York radio clients would get better service from Radio Sales and therefore decided to eliminate its New York office.

Decision will not leave WCAU's New York personnel on the unemployed list. Harold (Buzz) Davis, head of the New York office, will join Radio Sales as a radio representative contacting all stations. Anne Lawton will come back to Philadelphia to handle WCAU sales in the local territory. It is probable that Miss Lawton will specialize on the TV side.

Donald W. Thornburgh, WCAU president, recently split the sales staff of WCAU-AM & TV into separate units [BROADCASTING, Oct. 3]. Should this be the case there will then be six salesmen on TV and four on AM, with a service man on each side and Alex Rosen- nan in charge of both units.

CELEBRATING Tide Water Associated's annual kickoff luncheon at San Francisco's Ad Club, marking 23-years radio sponsorship of all Western State football games, are (1 to r): Harold S. Deal, advertising and sales promotion manager of Tide Water Associated; Glen S. (Pop) Warner, former Stanford U. football coach; Carroll Hansen, CBS sportscaster; Thor Smith, president of the San Francisco Ad Club; Jack Shaw, Tide Water radio and TV sportscaster.

GRAND CENTRAL VOICE
Commercial Broadcasts in Gotham's Depot
COMMERCIAL broadcasts are the latest additions to the daily diet of travelers who pass through New York's Grand Central Terminal. Using the terminal's public address system, sponsors of periodically-aired messages have taken over sound-waves formerly reserved for train and track information. Travelers, seeking the latter, must get it at information booths or station gates.

Profiting from this venture is the newly-formed Terminal Broadcasting Inc., with offices in room 1387 of the Grand Central Bldg. Commercial are sold at $350 weekly for the first 13 weeks. Sponsors receive 100-20-second spot announcements weekly, about 10 daily, some 50 minutes apart, on a rotating basis. The company reports that its 12-advertiser limit is sold out for the first 13 weeks.

Announcements aired after 2½ minute intervals, which are devoted to recorded music by Musak and bulletins on news and the time are broadcast daily from 7 a.m. to midnight.

Among the first advertisers are Studebaker, Old Gold, Hamilton Watch, N. Y. World-Telegram, American Express, Schaefer Beer, National Carbon Co. for Prestone Anti-Freeze and for Ever-Ready Flashlight, Beechnut Gum, American News and The Daily Mirror and Luden's Cough Drops will start in November when Michael Todd for his Broadway show, "As The Girls Go" drops out.

President of the company is F. Le Moyne Page, also president of Transportation Displays Inc., and vice president is Richard Blackwell, also BBDO vice president.

Gladys Hall Named
GLADYS L. HALL, secretary to A. D. Brownell Jr., during his four years as NAB executive vice presi- dient, has been named secretary to Fred W. Albertson, partner in the Washington law firm of Dow, Lohnes & Albertson. Before join- ing NAB Miss Hall had been secretary to Harry Butler, then CBS Washington vice president.

Woodruff Assoc. Plans
FRANK L. WOODRUFF, Assoc., New York, newly formed radio-television package firm, announced last week that it would hereafter be known as Woodruff Assoc. with offices at 1619 Broadway, New York. The firm also announced the appointment of Thomas A. Brownell, formerly with Shell Oil sales department and previously advertising manager of Cooper Cabinet Corp., as sales manager.

FIRST fall meeting of CBC board of governors will be held at Winnipeg, Oct. 17 and 18.

COOKE ADDS
Office and Key Personnel
APPOINTMENT of three new managers and the opening of new offices in Cleveland and Detroit were announced last week by Donald Cooke Inc., station representative.

The company has opened a Cleveland branch at 405 Swetland Blvd., with Howard McNelahan, formerly with Pan American Broadcasting Co., as manager.

Detroit office is at 1323 Penob- seot Blvd. with Charles J. Shep- pard, formerly of Lorenzen & Thompson, as manager.

In Chicago, the Cooke company has appointed Fred R. Jones, for- mer manager of the Chicago office of Pan American Broadcasting Co., as manager. Mr. Jones succeeds Jerry Campbell, resigned.

Fred Symanski, former space salesman in Chicago, has joined the Cooke company's Chicago office. Coincidentally, it was announced that Cooke's Chicago office had been moved from 360 No. Michigan Ave. to 228 No. La Salle St.

Bond Appoints Cayton
BOND CLOTHES STORES, New York and coast to coast stores (men's and women's clothing), has appointed Cayton Inc., New York, to handle its television advertising. Effective Oct. 14, Bond Stores will sponsor Bond Sports Show on NBC-TV interconnected network.

Mr. Al Durante
J. Walter Thompson Co.
New York City
Dear Al:
Dropped in th' WCHS formation of- fice th' other day an' seen a buncha party goin' on' th' desk. I snapped round a little an' d' a hittin' w'at Al? Them pitchers was th' 15 year old gool what entered th' Link Radio Theater con- test fer pick th' purtiest gal in Detroit. Nice one, Al! Th' purtiest gal was a young beauty named Lillian. Shep- ter, an' there was a flock o' them, too! But what really im- pressed me was th' fact that some o' them pitchers come from a hump- erd miles away! Last week end they had a kinda stuff o' that. Folks in't way o' a hump- erd miles comin' in on' of WCHS their radio station. I felt like th' WCHS really needed a touch o' that. Thet sure was a purtiest, Seen a whole lot lately. Thet sight o' a buncha party goin' on' th' desk.

WCHS
Charleston, W. Va.

October 10, 1949 • Page 71
Help Wanted

Salesmen

Experience commercial man for network station in large, fast-growing southwest. Also, sales manager to maintain large account necessary. Splendid opportunity for right man. Box 764c, BROADCASTING.

Wanted—Salesman by progressive southwestern Mutual station. Commercial manager's job open. Salary plus commission. Box 783c, BROADCASTING.

Salesman for independent in large midwest. Must have strong track record on independent station. Unlimited opportunity. Box 816c, BROADCASTING.

Salesman, single, preferably (because trips of two or three weeks' duration) to contact radio stations in large area in southern zone. Has successful independent small station. Salary plus commissions necessary. Necessary to be familiar with station business and be technically and be a salesman. Car required. Box 785c, BROADCASTING.


Announcers

Combination announcer-engineer for $250 to $300 per month. Tell all first letter. Send disc. Box 786c, BROADCASTING.

Wanted: Deep voiced, easy going 'farmer's Arthur Godfrey' to disc remote. Must be able to do all ad-lib work, occasional public address, sponsor's commercials. Box 786c, BROADCASTING.

Opening for versatile announcer 1000 to 1200. Must have three years experience. Personal interview required. Write Box 802c, BROADCASTING.

Announcers, veteran eligible for GI training. Must possess potentialities for developing into staff announcer. Mid-Atlantic. Box 823c, BROADCASTING.

Wanted for small progressive ABC affiliate, small city. Must have ready knowledge of ad-lib work, sponsor programs, news, ad-lib, occasional public address. Must be bright and have all lines of information. Have key man's job in mind. Box 796c, BROADCASTING.

Announcer, strong on platters and news who is CBS affiliate in Eastern Pennsylvania metropolitan market. Good salary, pleasure of job. Send disc and letter to WHL, Allentown, Pa.

Combination announcer-engineer. Strong on announcing, permanent, at least $250. Also need advertising man addition to WTZ, Jasper, Indiana.

Immediate opening for announcer with announcing or advertising potential. Please send disc and letter to WBS, Baxley, Ga.

Production-Programming, others

Wanted: Program director who is successful and unusual in small market. We go 5000 watts shorty. Box 870c, BROADCASTING.

Situations Wanted

Managerial

Head of radio advertising agency thoroughly experienced in all types station operation. Must have ability to stimulate capital on his experience to cut down expenses, increase audience and sales. Proven sales and production plan. Box 795c, BROADCASTING.

Looking for a man with showmanship, sales ability and experience. He must be a Modest person, capable of making himself at home in London, England? Write to Box 795c, BROADCASTING.

Man who can handle 6000 and 1000 watters. Combine sales and management. Box 805c, BROADCASTING.

Hard working, steady manager looking for position with big station. Has handled jobs including program director and announcing. Prefer either Los Angeles or New York. Man graduate, presently employed. Will consider any location. Write Box 810c, BROADCASTING.

Commercial manager: Outstanding sales record. Highest references. Experience covers 300 and 500,000 watt operations. Must be able to earn minimum $5000 per year with bonus over stipulated. Age not important. Available within 30 days. Box 815c, BROADCASTING.

Salesmen

Desire to start in sales. Full knowledge of both spot and network. Have aggressive College business administration. Box 807c, BROADCASTING.

Eight years, sports, disc, events, news, college graduate, married, employed. Box 808c, BROADCASTING.

Versatile announcer-singer: own piano accompaniment. Anywhere. Disc. Box 790c, BROADCASTING.

Announces, three years experience in all type air show except play-by-play sports. Now with world's largest private record library. Has written for and appeared on good market carrier station. Box 790c, BROADCASTING.

Wanted: Position on announcing staff of station, assisting security and programs. Must have good experience in special events, news, pro-duction. Prefer Buffalo, New York. Excellent opportunities in programming. Excellent references. Box 782c, BROADCASTING.

Announcer, 25, three years, want to assist with Edwards air shows. Have done rewrite and broadcast news. Box 800c, BROADCASTING.

Companion man experienced commercial copy, sports, DJ, remote. What is the going rate for off day. Box 805c, BROADCASTING.

Announcer, qualified for console, copy-writing, DJ, music librarian, newscast- ing, promotions, maintenance, technical, musical, broadcast and opera- tions. Experience unique. Have won contest for stations and radio sales. Have courtesy of Rocky's. Start $40 per week. Requires letter with references. Box 806c, BROADCASTING.

Situations Wanted (Cont'd)

Strong for Announcer, consider job. ING.

WITZ, affiliate in Tifton, Georgia. Send disc and references upon request. Box 822c, BROADCASTING.

Newsman-announcer. Three years experience with all types of shows, single, veteran, commercials. Desires immediate. Box 822c, BROADCASTING.

Newspaper sports editor. Versatile announcer. Baseba play-by-play, some football. Excellent and polished personality, combines man, news, remote, program idea go together. Desires full time employment. Send disc. Box 839c, BROADCASTING.

Attention Wisconsin. Combo man, months training, 6 months experience California. BROAD-CASTING. Experience, topflight disc jockey, good commercial man, live spots. Disc, sports, engineering. State of mind available. Box 825c, BROADCASTING.

WANTED: Ancor information on request. Box 838c, BROADCASTING.


Sports and news are specialties; all thoroughly experienced disc offers at normal rates. 320c, BROADCASTING.

This is an urgent message to demonstrate I can do good general announced news on new air sports. 15 months experience, University of Illinois, PA. H. Bedford, Moberly, Mo. Telephone 72c, BROADCASTING.

Announcers, good early morning Top 40. Will sell middle and available anytime. Send all information in all round announcing, writing at production, Pathfinder School, 18831, 1222-A Oak St., Kansas City, Mo.

WANTED: Announcer, 2 years, fine experience. Position with first class board company, will travel. Bill Webber, 1195 Hancock St., Providence, R. I.

Young announcer wants starting position with small progressive radio station. Must have excellent references. Also continuity writer. Send references. Box 726c, Hemlock St., Cincinnati 6, Ohio.


Technical

Engineer first phone, graduate lead school, AM-FM-TV, car, will furnish. Box 795c, BROADCASTING.

Holder of first class telephone license Young, vel, married, any offer will be considered. Box 786c, BROADCASTING.

Chief engineer, 2 years college, 5 years experience. Needs opportunity for work in operation of AM and FM station. Will furnish references. Desires permanent position with progressive station. Box 786c, BROADCASTING.
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THE XL STATIONS of the Pacific Northwest Broadcasters post, on secondary highways, signs bearing large letters or numbers in the various coverage areas. Until recently, promotion had been the signs' only use. However, one of the plaques posted in the Missoula, Mont., area has taken on a new meaning, as evidenced by the following letter from a listener to the KXLL Missoula promotion department:

Dear Sirs:

Enclosed is a picture we took of our bull. He was breezy, and we just couldn't do anything to keep him inside a fence. We found your sign on the fence, put a chain in the hole in the middle of the bottom and the holes at the top were spaced just right to put on his horns. Really does work in keeping him in. He is a good advertisement, as everyone really looks at him as they go by. Thought you'd like a picture so we took this one, like your program in the afternoon.

Vadan I. Scruggs
Stevensville, Mont.
Route 8

Rhodes Sponsors

Rhodes Pharmacal Co., Cleveland, for Indrin, is sponsoring Gabriel Heather and the News on Mutual Tuesday and Thursday at 8:30 a.m. CST. Contract signed for 13 weeks through O'Neill, Larson & McMahon, Chicago, is part of the firm's $2 1/4 million advertising campaign to promote its arthritis-rheumatic remedy.

Miscellaneous

TRANSMITTING TUBES REPAIRED

Lewis and Kaufman, Inc.
Box 337, Los Gatos, Calif.

Florida Opportunity

$50,000.00

An unusual situation in one of Florida's most desirable markets. The station is scoring modest profits, but is completely undeveloped and needs capable, aggressive management. Living conditions are ideal and business is constantly growing. Price for 100%, $50,000.00. Financing arranged.

CONTACT THE NEAREST OFFICE OF THE EXCLUSIVE REPRESENTATIVES

BLACKBURN-HAMILTON COMPANY, INC.

WASHINGTON, D. C.
James W. Blackburn
Washington Bldg.
(Neighbor 6-8721)

CHICAGO
Harold R. Murphy
Ray V. Hamilton
(Neighbor 5-1658)

S AN FRANCISCO
Raymond M. Kersh
235 Montgomery St.
(Neighbor 5-1658)

McFARLAND BILL

No Action This Session

THE McFARLAND communications bill to reorganize FCC along procedural lines—viewed last June as legislation most likely to succeed—will lay over until the next session of the 81st Congress beginning in January.

Delay was virtually assured last week after ranking members of the House Interstate Commerce Committee conferred informally among themselves and with House Speaker Sam Rayburn (D-Texas). The committee decided to defer action in view of imminent adjournment and in deference to Speaker Rayburn's request that no controversial legislation be taken up at this time.

In disclosing the decision Rep. George Sadowski (D-Mich.), chairman of the FCC-FTC-SEC subcommittee and acting committee head in the absence of Commerce Chairman Robert Crosser (R-Ohio), said the House plans to adjourn shortly, and committee members were not desirous of holding necessary hearings, at least not this year. He noted, too, that the recently-passed pay measure for FCC and other agency heads had "outmoded" the salary provision in the bill authored by Sen. Ernest McFarland (D-Ariz.) and passed by the Senate [BROADCASTING, Aug. 26].

Failure of the House to muster the bill out this session was attributable to fresh opposition not evidenced Thursday. If treatment continues to be effective he will be taken home in about a week to rest preparatory to surgery.

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On All Accounts

(Continued from page 14)

capacity, he produced the show when it switched to the first regularly sponsored radio and television simulcast. One year later he was named supervisor in charge of new radio and television programs. While thus occupied he also functioned as producer of The Fred Waring Show and The Arrow Show.

Three months ago he was promoted to his present post as supervisor of operations for both radio and television for the agency.

The Ericksons have been married for eight years. They have a home in New Canaan and an apartment in Manhattan.

Rod's hobbies include an interest in foreign cars (he owns an MG) as well as swimming and skiing.

Willard in Hospital

A. D. WILLARD Jr., who resigned recently as NAB executive vice president, is a patient in Alexanderia (Va.) Hospital. He was taken to the hospital Monday suffering from a burst appendix. His condition was reported somewhat improved Thursday. If treatment continues to be effective he will be taken home in about a week to rest preparatory to surgery.

CANTOR ADVICE

Urges Loyalty to Sponsors

EDDIE CANTOR issued a blast at program ratings, but praised programs that sell merchandise, at a news conference Monday in Chicago. Between performances of the National Television and Electrical Living Show at the Coliseum, where the veteran entertainer is breaking attendance records, he declared: "I wouldn't have lasted 19 years in radio if I had relied on the songs and jokes alone. I have long since learned that selling your sponsor's goods is more important to him than a high rating."

Advocating "integrity" among radio performers, Mr. Cantor recommended they be loyal to the products they advertise. He revealed that when he recently terminated his contract with Pabst Brewing Co., a competitor sought his services. He turned down the proposal, he said, because he felt "it was the honorable thing to do."

Pabst's current war work drove him to make appearances before wholesalers of products manufactured by his present sponsor, Eversharp Inc., in an effort to boost sales, he said.

FLORIDA OPPORTUNITY

$50,000.00

Florida Opportunity

$50,000.00

An unusual situation in one of Florida's most desirable markets. The station is scoring modest profits, but is completely undeveloped and needs capable, aggressive management. Living conditions are ideal and business is constantly growing. Price for 100%, $50,000.00. Financing arranged.

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Crystal Gazers

WHEN WSAV scheduled the ad, "We're Battling a Solid 630," for release in BROADCASTING, Oct. 8, station officials hoped that the top teams in the American and National Leagues would end the season with percentages somewhere near 630. So what happened? That's exactly how the World Series contenders finished—630 on the nose.

SCRIPT CONTEST

For H. S. Students

THE Third Annual Voice of Democracy contest for best broadcast scripts by high school students got under way last week when guide manuals and rules were sent to all NAB stations, 38,000 public, private and parochial schools, and Junior Chamber of Commerce chapters.

Three associations jointly sponsor the Radio Music Assn. and the U. S. Junior Chamber of Commerce. Endorsing the contest is the U. S. Office of Education.

NAB will send model broadcasts to all member stations, and nonmember stations desiring them, starting Oct. 15. These are to be used during National Radio Week Oct. 20-25. Students will start writing and rehearsing their scripts during that week, with local winners to be announced Nov. 12.

Local winning broadcasts will be sent to state Jaycee headquarters by Nov. 19. Statewide judging will be completed Nov. 26 by judging panels selected by the state associations. These are to be sent to NAB headquarters for national judging, with the four national winners to be announced Dec. 18.

Winners will be given a week in Washington in late February at which time they will receive their awards. The presentation will take place Feb. 22.

The 1948 contest drew over a quarter-million contestants.

FM FOOTBALL NET

A FOURTEEN-station FM network in Pennsylvania, New York, West Virginia and Ohio is carrying the play-by-play broadcasts of Duquesne U. football games this season. It is known as The University Broadcasting System. Broadcasting from the various fields through the facilities of WDUQ Pittsburgh, the university's new FM station, and are relayed to WIPIT Pittsburgh, from which link to the network. From WIPIT they are beamed to: WBTU Butler, Pa.; WWHG Hornell, N. Y.; WPAR Parkersburg, W. Va.; WPBN State College, Pa.; WPAC Washington, Pa.; WCLT Newark, Ohio; WJTN Jamestown, N. Y.; WJH New Castle, Pa., and WLEU Erie, Pa.
“Where Do We Go From Here?”

Lead-off man in that discussion was Donald W. Stewart, advertising manager of The Texas Co., who told the agency people television would probably make more money than ever before, even though 15% commissions from the medium may not cover agency costs.

He expressed the belief that big, one-hour TV shows do not need to be seen more than once every two weeks, as well as weekly as his company’s Maitland "Emerson." By going on such a basis, the advertiser can be on all year without summer hiatus. That would give more advertising space at choice TV time, in addition to saving the individual advertiser one-third of his expenditure.

Louis G. Cowan, president of the Louis G. Cowan show-packaging company, believed radio “is not dying” although he expected television to grow to “undreamed of proportion” in the near future.

Agencies Position

Mr. Cowan expressed the belief that TV programs would be developed not by agencies, but by networks, Hollywood and independent show-packagers. He believed agencies would not be able to afford to experiment with and become TV show producers. He predicted show costs will get higher out will be worthwhile to the advertiser.

Charles Underhill, CBS director of television programming, also believed television’s great successes to come will be in fields closer to the theater than to radio. For example, he believed TV will be a matter of three things: TV programming via films down to college will be merely another method of video production, just as transcriptions provide another method of radio production.

Richard de Rochemont, producer of the “March of Time,” described the problems involved in MOT’s production of “Crawford in Europe,” the TV film series based on Gen. Eisenhower’s book. He expressed dissatisfaction with the commercial expenses and costs of programs sponsored by Time Inc. over ABC. He believed that if the agency of the sponsor had been called in at the beginning of the production, instead of at the end, the commercials would have been better. The agency should be in at the beginning of the production of TV shows for the public to know that color is only a few years off. He asserted set manufacturers and telecasters had not stimulated the color investigation on the least degree or “scared to death” of the question.

John Crosby, radio and television critic for the New York Herald Tribune, answered the question, “Where Do We Go From Here?” by saying he did not think radio is going anywhere. “Radio has already been there,” he said.

Mr. Crosby explained that he felt radio was no longer producing programming as well as it could but was merely trying to produce successful shows. This, he said, was “driving downward” and has no hope for television which, in his opinion, has not yet begun to strive “downward.”

Harriet Van Horne, radio editor of the New York World Telegram, urged a three-point platform to improve TV commercials. She called for a more honest approach, more honest and better presentation of products in terms of the viewer’s interest.

Arthur C. Nielsen, president of the A. C. Nielsen market research firm in Chicago, asserted in a speech Wednesday that television deserves attention, but don’t sell radio short.

Mr. Nielsen envisioned “some rapid and important changes in advertising media,” with a “spectacular growth for television inevitable in the wake of the amazing growth of radio.” But, he cautioned: “The danger to you is not so much that you may overlook TV’s opportunities, but that you may turn your backs on radio without justification.” He cited the gain in radio homes from 28,500,000 in 1940 to 39,281,000 in 1949, accompanied by a 53% increase in home-hours of radio during the last six years.

Full-hour Spanish Network program "Nuestros Amigos" broadcast by the broadcasting Corp. of America’s Western Network. Show will originate at KPRO Riverside, Calif., and be aired over 11 southern California stations.

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

WAGA ATLANTA 5,000 W 5,000 K
WMAZ MACON 10,000 W 5,000 K
WTOC SAVANNAH 5,000 W 5,000 K

The Katz Agency, Inc.
Represented, individually and as a group, by

October 10, 1949
FCC Actions
(Continued from page 68)

October 5 Decisions...

BY THE SECRETARY

WHIO-FM Dayton, Ohio.—Granted li-
cense new FM station Chn. 256 (96.1 mc) 19 kw, 515 f.
WBUW-FM Burlington, Iowa.—Granted license new FM station Chn. 225 (92.9 mc) 75 kw, 360 f.
WDSU-TV New Orleans, La.—Granted 40 kw DTV station. Pa.—Granted license for new commercial TV station.
WIOV-TV Dayton, Ohio.—Granted li-
cense for new commercial TV station.
KVOB Alexandria, La.—Granted li-
cense to change frequency, increase power to install NA-1145A to CH-39, new antenna and change trans. location.
WATN Nashville, Tenn.—Granted CP to change trans. location.
WAME Laplace, Miss.—Granted CP to install new trans.
A number of new transmitters, equipment, extension of compliance dates, change of call letters, new antenna, change of antenna and change of frequency and power were granted.

CLINIC HIGHLIGHTS

* Outstanding speakers on “Management of Independent Stations”

* Important Panel on Building, Operating and Programming a TV station

* Backstage Tour of Radio City Music Hall

* A Real Celebrity Cocktail Party

ENROLL NOW!

Because of the approaching Holiday Season this will be the last Clinic to be conducted until early in 1950.

Send your registration immediately to
ROY HARLOW, Director of Station Relations

BROADCAST MUSIC, INC.
580 Fifth Avenue
New York 19, N. Y.

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FCC ROUNDUP

New Grants, Transfers, Changes, Applications

Box Score
SUMMARY TO OCTOBER 6
Summary of Authorizations, Applications, New Station Requests, Ownership

<table>
<thead>
<tr>
<th>Class</th>
<th>AM Stations</th>
<th>FM Stations</th>
<th>TV Stations</th>
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<tr>
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Docket Actions... 

OPINIONS AND ORDERS

WHRC Columbus, Ohio—Announced memorandum opinion and order of Queen City Bestg., Inc., to amend and reopen record in proceeding to dispose of application of WHRC for license to change from ERP to 50 kw, ant. to 227 ft.

License for CP

WMAL-TV Washington, D. C.—License to cover new CP commercial TV station.

October 6 Applications... 

ACCEPTED FOR FILING

License for CP

KFDW Helena, Mont.—License to cover new CP AM station.

AM-1570

WLIO East Liverpool, Ohio.—Request for SSA on 1570 kc for period not to exceed 12 months. Present assignment 1570 kc 1 kw.

AM-1600

KBOR Brownsville, Tex.—Application to change from 1600 kc D to 1600 kc 1 kw.

Modifications of CP

Mod. CP new FM station for extension of common license to station: WHCZ-FM Belen, NM, WMJL Evansville, Ind., CP station to change ERP to 50 kw, ant. to 227 ft.

License for CP

KBGB-FM Green Bay, Wis.—Request for license to cover CP to increase ERP to 75 kw, ant. to 835 ft.

License Renewal

WHFM Rochester, N. Y.—License for CP to cover new CP FM station

TENDERED FOR FILING

AM-630

KJRH-BP Houston, Texas.—Application to tender CP new AM station to change from 630 kc 5 kw unl. to 630 kc 5 kw D-1 kw N.

PAY RAISE BILL

Truman Prods Committees

PRESIDENT TRUMAN met last week with the ten Congressional committees currently hearing the executive and classified pay bills, with a view toward reaching a general accord on differences between the House and Senate passed versions. The President's bill was reported to have recommended liberal pay increases in both measures as previously voted by the House.

Under the Senate version of the executive bill (HR 1689) FCC Commissioners and other heads would receive $15,000, while the House set a ceiling of $16,500.

The Senate bill has a $12,500 classified limiter on HR 5891 while the lower chamber set a maximum of $15,000 from the present $10,530 top level.

A compromise was believed imminent in the case of certain cabinet officers, but whether FCC Commissioners would eventually get the original $16,500 was in doubt. View of strong Senate opposition was a matter of speculation. Most observers felt FCC, FTC and other independent office officials might receive at least 8 per cent of the general raise in the difference between the two measures, with similar compromises foreseen in the classified bill, as the result of the President's prodding.

REPRESENTATIVE R. LOWELL Mason to the Federal Trade Commission for his first full seven-year term in office next January was reported favorably by the Senate Interstate Commerce Committee last Wednesday and slated for early consideration by the Senate. His term expires Sept. 25.

The committee unanimously reported out Mr. Mason, a Republican, after receiving testimony in his own behalf. No opposition was expected on the Senate floor, though the Washington Post editorially urged his re-election on the ground that his previous actions had served to ridicule those of his fellow commissioners during his past term. In addition, it suggested action be taken to impose an age limit on commissioners, two of whom are well past 70 years old, in the manner of the late President Roosevelt's attempt to inject a new blood in the U.S. Supreme Court.

A BOY'S WISH

KDKA Sends Ice Cream

A PENNSYLVANIA farm youth, now living and working on a 100-acre farm near Bern, Switzerland, has had his one big wish fulfilled. He has received a gallon of real, honest-to-goodness Pennsylvania ice cream, thanks to KDKA Pittsburgh.

Nineteen-year-old William Lefes, a Mercer County Rural Youth Exchange delegate, whose home is on a dairy farm near Sharpsville, Pa., is one of 31 rural youths to be sent to Europe by American farm groups.

In a letter to KDKA Agricultural Director Homer Martz, he expressed his disappointment in not being able to get real ice cream.

So Mr. Martz went to work. He made arrangements with P. S. Paterson of Reicks-McDunkin Dairy Co., who supplied a one-gallon package of Seidelm's ice cream, and L. K. Koster of TWA, which transported the special package to Zurich where Young Lefes received it.
SPORTS PICKUPS TELECAST IN COLOR BY CBS

CBS COLOR demonstration concluded Friday morning for FCC with out-of-doors sports pickups. Many observers said they could follow ball in both baseball and football scenes despite intermittent showers. Remote pickup was staged over closed circuits to prove results of Thursday's studio demonstration were generally obtainable for both types of programming (early story page 45).

Commentators and others participating in color phase of TV hearing observed remote pickups via same receivers and equipment used at Hotel Carlton, Washington, Thursday, with color camera at Woodrow Wilson High School stadium in northwest Washington for pickup of practice scrimmage. Camera fed via polyethylene cable to WOIC (TV) Washington for telecasting.

Forty-five-minute demonstration opened with introduction by Patty Painter, CBS color model, in green dress and yellow scarf. She presented and "interviewed" large collie dog and gray cat in response to earlier suggestions by Comr. George E. Sterling that dog chase cat across field to see if two might be distinguished. Color in closeups was good, observers noted, but darken somewhat at distances of about 40 ft.

Throwing and batting practice pictures had no color breakup or fringing, some witnesses said, but on fast pitches from side view ordinary stroboscopic effect noted as in black-and-white. Most at front half of room claimed they could see baseball; those at rear could not.

Full view shots of football field showed fall foliage on background trees to advantage, observers said, and cars passing on street easily identified. Details of players limited, they noted. Similar scenes of two teams hard to separate at times without close attention, some said, but had fair contrast other times. One team had orange shirts with blue numerals, other maroon with white.

Blue numbers on closeup shots appeared to bloom some because of contrast, witnesses said, just as sharp contrasts on monochrome. Action and ball could be followed easily on telephones 750-225-ft. long, as most in front of room said. No complaints heard of flicker and picture brightness said to be good. For long shots 90 mm lens used, close ups 9 in., both f.11.

WESTERN ELECTRIC REVISES EQUIPMENT ACTIVITIES

WESTERN ELECTRIC Co. announcing today (Monday) withdrawal from commercial activities in microphone, loudspeaker and disc reproducing equipment, according to Vice President Frederick R. Lack. By agreement, Altec Lansing Co. will stage its effort to compete and maintenance of parts to all former WE users. Among reasons cited for WE withdrawal were growing requirements of Bell Telephone System and of armed forces for WE products.

Altec was founded in 1937 to carry on the service- servicing activities of Electrical Research Products Inc., then WE subsidiary. Graybar Electric Co. to act as distributor for Altec as it has for WE on that type of equipment, which includes 109 reproducer series, 633 and 659 type microphones, and 728,765 and 787 type loudspeakers.

NAB-ASCAP TV GROUPS WORK ON LICENSE FORM

AT HORN EYES for TV broadcasters and ASCAP were still at work Friday on wording of blanket license form covering use of ASCAP music on television. Group was in almost continuous session last week, Thursday morning running until 5 o'clock Friday morning. Meetings will continue this week.

Meanwhile, opening meeting between ASCAP and per-program license committee postponed from commissioning (Oct. 10) until week from today (Oct. 17).

Difficulty in completing blanket license form does not connote any major difference between ASCAP and broadcasters, Robert P. Myers, NBC assistant general attorney and chairman of NAB TV Music Committee, said Friday. Trouble, he said, comes from need of considering all types of ASCAP rights and publisher members and various types of TV broadcasters, which makes it no easy task for lawyers "to find ways to express what we mutually understand to be the deal."

DE FORREST TO APPEAR AT FCC COLOR HEARING

DR. LEE DE FORREST, vacuum tube inventor and radio pioneer, and U. A. Sanabria, his associate, granted permission by FCC Friday to testify in color phase of current TV hearing (story page 45). Dr. De Forrest and Mr. Sanabria to testify "regarding trained technicians and engineer requirements with other factors which may influence decision on color."

Mr. Sanabria was termed "inventor of the interlaced scanning system which is the standard and also the intermittent scanning system which is now proposed by RCA for color." Pair are to appear on behalf of American Television Inc., "a large manufacturer of television picture tubes and owner of American Television Institute of Technology." Two experts have supervised training of nearly 50,000 television men and perhaps a majority of both transmitter and receiver technicians through the country and may give very interesting comments in the interest of the industry," telegram to FCC said.

MBS BUDGET APPROVED

MBS board meeting last Thursday and Friday approved President Frank White's program and operational budget for 1960. Present at meeting were: Theodore C. Streibert, WOR New York; T. F. O'Neil, Yankee Network; Mr. White; Benedict Gimbel, WIP Philadelphia; Elbert M. Antrim, board secretary; J. E. Campeau, CKLW Detroit; Frank P. Schreiber, WGN Chicago; H. R. Carpenter, WHK Cleveland; J. R. Poppele, WOR New York; Linus Travers, Yankee Network; Lewis Allen Weiss, Don Lee Network; Willet H. Brown, Don Lee Network.

LUTZ HEADS KRTA

CHARLES D. LUTZ, general manager of Express Publishing Co.'s KYFM (FM) San Antonio, named general manager KRTA San Antonio under new ownership by publishing firm [Broadcasting, Sept. 26; also see story page 44]. KYFM call letters changed to KRTA-FM and KRTA's earlier FM permit returned to FCC.

TV FILM MUSIC FEES MAY COME FROM STATIONS

INDIVIDUAL television stations and not film producers, packagers and networks may bear brunt of paying for video film using union musicians.

That became known following meetings in New York between James C. Petrillo, president of American Federation of Musicians, and industry officials on Wednesday. The AFM head met with networks representatives as well as film producers, independent TV packagers and agency heads on Thursday.

It was said that payment by TV stations might be based as yet unidentified per centage of time charged. Payments themselves probably would go to fund similar to trust funds set up in case of recordings and transcriptions.

Presumably, scales now obtaining in making films would not be materially changed, major changes being the payments by stations. Meetings did not produce any definite proposals by either side. Definite proposals expected to come out of current meetings of AFM executive board.

WKLA LUDINGTON SOLD

WKLA Ludington, Mich., sold for $50,000 to Simon Oppenhuizen, owner of WFWF Grand Rapids. Station founded 1926 by Karl and Grant Sandhacker, operating with 250 w. It is ABC affiliate. Application for transfer of control being prepared for FCC approval. Transaction handled by Harold R. Murphy, Chicago office of Blackburn-Hamilton Co., media brokers.

Close Circuit

(Continued from page 4)

houses in such places as Las Vegas were being broadcast. All's mum at this writing on Washington front but repercussions are indicated.

WALTHAM WATCH Co., through Hinsdale, Garfield, New York, about to sign contract for network show.

RUTHRAUFF & RYAN preparing two-hour television show on Thanksgiving for undiscounted sponsorship.

MASON CANDY, New York, through its agency, Moore & Hamm, will sponsor network children's television show. Programs and network will be announced early this week.

FIRST BMB survey of FM station coverage may soon be upcoming. Dozen FM station owners in Mississippi Valley area have discussed with Acting BMB President Kenneth H. Baker special project to extend in 500-mile area in Mississippi Valley. Cost estimated as between $1,000,000 and $2,000,000.

PFEIFFER BREWING Co., Detroit, contemplating building of quarter-hour transcribed dramatic news shows to be aired weekly in several regional markets. Agency, Maxon Inc. Detroit.

NEXT MAIN order of business at FCC will be evolvement of functional realignment of that agency in general accord with principles in now moribund MacFarland Bill (S1973). Chairman Wayne Coy now is among those desirous of effecting realignment. Once TV allocations problem is out of way, it's expected FCC will delve into new plan.
Satisfied Sponsors Are Renewing “The KMBC-KFRM Team” Features

Best proof of any broadcaster’s effectiveness in the market served is renewal of contracts by sponsors who are pleased with the results of their program.

The KMBC-KFRM Team, serving Kansas City’s vast Primary Trade area, has had numerous renewals by satisfied sponsors since KFRM went on the air December 7, 1947. Among these enthusiastic users of “The Team” are advertisers that sponsor several types of programs.

Farm Director Phil Evans presents the Grain, Produce and Poultry markets each week-day at 12:50 p.m., sponsored by Peppard Seed Company. Peppard has again renewed this important daily trade area program, this time for another year!

Western Mercantile Company recently renewed for a second year their Livestock Marketcasts with Bob Riley. Of vital importance to growers, feeders and all involved in livestock marketing, these Marketcasts are presented each week-day at 12:30 p.m. direct from the Kansas City Stockyards.

Brush Creek Follies, the Heart of America’s biggest radio-stage hit, on the air for an hour and a quarter every Saturday night on KMBC (Sunday afternoons on KFRM) is a sell-out to advertisers and to the thousands who attend the show every Saturday night! Summer sponsors of The Follies included Franklin Ice Cream Company, Richmade Margarine and Rodeo Meat products. Newcomers to Brush Creek Follies are Spear Brand Feeds and Butter Nut Coffee, who snapped up the two remaining quarter hours of this great hit show!

General Electric Radio Dealers will again sponsor Sam Molen’s play-by-play description of eleven “Big” Highlight Football games on The KMBC-KFRM Team this fall.

With The KMBC-KFRM Team’s complete, economical and effective coverage of the vast Kansas City Primary Trade area, plus top listener preference, and with satisfied sponsors renewing “Team” features, it’s no wonder we’re proud of the fact that The Team’s audience in Kansas City’s Primary Trade area is outstandingly first!

In providing radio service direct from Kansas City, The Team reaches the $4,750,517,000 area market, which for years has regarded Kansas City as its trade capital. This much needed radio broadcasting service provided by “The Team” includes livestock and grain reports, plus other informational farm features, newscasts, women’s programs, also weather broadcasts, as well as outstanding educational and entertainment features.

As an advertiser you’re interested in this rich agricultural Heart of America. To get the most effective, complete and economical coverage, plus top listener affection, choose The KMBC-KFRM Team!

Red Skelton: Latest WMT Gift to Eastern Iowa

CBS dood it again ... and Skelton's scaring his wittle self all over WMTland this fall. One of radio's most popular comedians, Red Skelton joins the impressive company of stars added to the WMT roster in recent months. Sponsored by Proctor & Gamble, the Skelton brand of genial nonsense now reaches Eastern Iowa regularly on WMT.

With exclusive CBS programming, plus thorough news and special events reporting, WMT covers this balanced farm and industrial market. Ask the Katz man to show you how WMT sells in WMTland.