These four new shows created by the new KCBS are setting new standards of local programming in the San Francisco Bay Area ... new standards of sales-effectiveness in the nation's seventh-largest market. Put your sales message on any one of the four, and you'll feather your nest with four-leaf clovers. For details, check Radio Sales.
DINNERBELL TIME on WLS is America's oldest, continuous farm service program, as old as the station itself, 25 years. Each noon our editors tell listeners about farm meetings in the area, interview leaders in all branches of agriculture, report news gathered by our large staff of Prairie Farmer-WLS field editors. Almost every week finds the program originating "remote" from some rural gathering. Anything that affects the business of farming or farm living is "Dinnerbell" copy. That's why "Dinnerbell" is "must" listening in so many homes throughout Midwest America. Thousands of listeners feel as Mrs. Thomas L. Marks did when she wrote:

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

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

This family is typical of the vast WLS audience concentrated in the four states of Illinois, Indiana, Wisconsin and Michigan. They like to listen to WLS because they feel we're their friends, because we broadcast entertainment they like, information they need and want. Through 25 years of serving these needs, WLS has built up a tremendous audience loyalty and belief. That's why WLS Gets Results.
Can't spare the time to read the small print? Then better clip this page for your files, because the information below is mighty important in any evaluation of today's markets. Adapted from a survey by Pittsburgh Industrial Development Council.

BUSY PITTSBURGH GROWS BUSIER!

And 50,000-watt KDKA becomes even more effective in reaching this expanding market!

KDKA PITTSBURGH 50,000 WATTS NBC AFFILIATE

PITTSBURGH STEEL now spending $172 million for new machinery at Allegheny and Monessen.

AMERICAN CLADMETALS, a new firm, now in production on new type of material for cooking utensils.

CONTINENTAL CAN adding to capacity at Brook- enridge, primarily for alloy steels.

PITTSBURGH STEEL now spending $8 million on new and unique plant facilities at Midland.

JONES & LAUGHLIN engaged in largest expansion program in company's history. Total cost will exceed $210 million.

PITTSBURGH PLATE GLASS now operating new specialty plant at Creighton.

HEINZ plans $15 million plant expansion at North Side.

KOPPERS has purchased plant for production of chemicals used in plastics.

GREATER PITTSBURGH AIRPORT, nearing completion, will be nation's second largest.

WESTINGHOUSE RADIO STATIONS Inc
WBZ - WBZA - WOWO - KEX - KYW - KDKA - WBZ-TV
National Representatives: Free & Peters except for WBZ-TV. for WBZ-TV NBC Spot Sales

PENNSYLVANIA RAIL ROAD spending $22 million on new ware- house and extensive station improvements in Pittsburgh.

WESTINGHOUSE engaged in $29 million expansion of plant facilities at East Pitts-

ALUMINUM COMPANY of America, constructing new $10 million headquarters building in downtown Pittsburgh.

NATIONAL BISCUIT spending $2 million for plant capacity on East Liberty.

KELSEY-HAYES WHEEL CO, now operating newly acquired plant at McKeesport.

FISHER BODY plans early occupation of two new body plants in Pittsburgh area.

PITTSBURGH PLATE GLASS now operating new specialty plant at Creighton.

FISHER BODY plans early occupation of two new body plants in Pittsburgh area.

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GREATER PITTSBURGH AIRPORT, nearing completion, will be nation's second largest.

PITTSBURGH PLATE GLASS now operating new specialty plant at Creighton.

2,740,000 FAMILIES now live in KDKA's B&W nighttime area.

PITTSBURGH PLATE GLASS now operating new specialty plant at Creighton.

EFFECTIVE BUYING INCOME of KDKA's 194 B&W countries now tops over...

PITTSBURGH PLATE GLASS now operating new specialty plant at Creighton.

PITTSBURGH PLATE GLASS now operating new specialty plant at Creighton.

PITTSBURGH PLATE GLASS now operating new specialty plant at Creighton.

Published every Monday, 53rd issue (Year Book Number) published in February by Broadcasting Publications, Inc., 870 National Press Building, Washington 4, D. C.
Entered as second class matter March 14, 1933, at Post Office at Washington, D. C., under act of March 3, 1879.
Closed Circuit

REORGANIZATION of NBC under newly-elected President Joseph H. McConnell may not come as swiftly as some observers believe. It’s doubted whether new president will move fast except for functional realignment already underway. Personnel realignment may not come for several months—according to those who have worked closely with new president at RCA.

WISEST wisecrack heard around NBC is ascribed to F. M. (Scoop) Russell, NBC Washington vice president. He lays claim to being only v.p. who has served five administrations (he started with network in 1929 under Aylesworth).

EDGAR L. BILL, radio old-timer, is withdrawing from station with which his name has been synonymous for 14 years—WMDB Peoria, Ill. Arrangements currently being made to sell his 49% interest to present majority stockholders, owners of Peoria Journal Transcript. Executive Vice President Charles Caley will acquire 25%. Mr. Bill, who organized WLS Chicago for Sears-Roebuck Agricultural Foundation in 1924 and acquired WMDB in 1931, (Continued on page 88)

Upcoming

Oct. 17-18: NAB Dist. 4, Carolina Inn, Pinckhurst, N. C.
Oct. 20: AWB Dist. 9, Sherman Hotel, Chicago.
(Other Upcomings on page 62)

Bullets

EXECUTIVE pay bill cleared Congress Friday for President’s signature. FCC and other agency Commissioners to receive $15,000 annual salary. Legislation (HR 1089) marks first pay raise for FCC members since 1927 when original Federal Radio Commission was organized (see story page 38; editorial page 44).

NEGOTIATIONS for per program licenses covering use of ASCAP music on television now scheduled to begin tomorrow (Oct. 18) in New York between ASCAP and special subcommittee of NAB TV Music Committee headed by Dwight W. Martin, WLWT (TV) Cincinnati. ASCAP has offered TV stations another extension of present overall licenses, running through Oct. 31.

Business Briefly

DuMONT DUO • A. S. Beck Shoes and Amei-tex fabrics, New York, to sponsor And Everything Nice on DuMont TV Network, Mon., 9-9:30 p.m. R. H. Macy and Advance Patterns to promote show. Agency, Dorland Inc., N. Y.

GRiffin Spots • Griffin All-White, through Birmingham, Castile & Pierce, New York, preparing annual radio spot sched-ule in Florida to start in November, 13 weeks.

KEEP BAB WITHIN NAB, DISTRICT 5 URGES

MOVEMENT to keep Broadcast Advertising Bureau within NAB fold instead of making it separate subsidiary endorsed by NAB District 5 in closing Thursday-Friday session at Jack-sonville, Fla. (early story page 29).

District adopted resolution to this effect and endorsed work of BAB Director Maurice B. Mitchell; proposed continuance of industry agency for audience measurement; praised Dr. Kenneth H. Baker, BMB head; urged “personalized” NAB membership drive; opposed royalty payments for use of recordings, transcriptions or TV film; commended NAB President Justin Miller and Richard P. Doherty, employee-employer relations director.

NBC Buys KMPC; New Group Seeks WHAS

TWO MAJOR 50,000 w station transactions—running into several millions—were in negotiation last weekend:

KMPC, 50,000 w Los Angeles outlet of G. A. Richards group, will transfer to NBC ownership subject to customary FCC approval, at reported price of $1,250,000.

WHAS Louisville, 30,000 w 1-A clear channel outlet on CBS, would be acquired by syndicate comprising H. Leslie Atlass, CBS Central Division vice president; P. K. Wrigley, chewing gum magnate and part owner of WIND Chicago; and Gene Autry, cowboy impresario and broadcaster, on basis of proposed offer equaling that of Crosley Broadcasting Corp. (Avco) rejected fortnight ago by FCC largely because of Louisville Times-Courier Journal station’s overlap with WLW Cincinnati.

KMPC transaction culminated several years of negotiation by NBC with Richards group to obtain its own station in key Los Angeles market. Niles Trammell, NBC board chairman just elevated from presidency, personally had handled negotiations and is understood to have shaken hands on terms last week. Transfer papers in preparation.

Mr. Richards has indicated willingness to dispose of L. A. station and possibly of his holdings in WGAR Cleveland because of his health. WIR, Detroit clear channel outlet, believed not for sale.

WHAS transaction, if firm offer is made following preliminary conversations, presumably would entail price of $1,900,000 plus $80,000 per year for ten years for lease of studios and facilities in new Louisville Times-Courier Journal building as well as possibly $50,000 in expense incurred for WHAS-TV, now under construction. This would in effect duplicate Avco-Crosley deal, which was rejected because of what FCC felt would be overlap approaching duopoly in WLW and WHAS coverage.

At time FCC rejected Avco bid, it was indicated Louisville newspaper interests would be disposed to sell on basis of responsible offer from entity interested in maintaining high caliber of WHAS operation.

Atlass-Wrigley-Autry syndicate initiated negotiations through Smith Davis, head of newspaper-radio investment firm, but Friday it was said no firm offer had been made. Crosley transaction contemplated maintenance of present operation standards of WHAS including top personnel, and it was believed syndicate offer would be on same broad basis.

KMPC would replace 50,000 w clear channel KFI, NBC’s outlet for score of years. It’s presumed KFI would go independent since other networks have owned-and-operated Los Angeles keys.

NBC owns and operates its own TV outlet (KNBH) in Hollywood while KFI-TV has operated more of less independently. It was reported Earle C. Anthony, KFI owner, was in New York last week to talk on possible TV network affiliations. CBS holds 49% interest in KTTV (TV) Hollywood, with control held by Los Angeles Times. ABC has KECA-TV.

Mr. Atlass, one of radio’s best-known figures and former co-owner of WBBM Chicago, has been top CBS executive in Central Division area since network’s formation in 1927. Mr. Wrigley, who with Leslie Atlass owns control of WIND Chicago, long has been interested in radio both as advertiser and broadcaster. Mr. Autry, who controls KOOL Phoenix and holds interest in KOPO Tucson, is star of Wrigley-sponsored CBS program and has been closely identified with Messers. Wrigley and Autry in various enterprises. Mr. Autry also owns 50% of KOWL Santa Monica, Calif., but has contracted to sell this interest to his partner, Arthur H. Croghan, for $80,000.

One report was that the three partners would acquire 40% of station in equal shares and that 60% would be sold at public stock issue largely to Louisville and Kentucky residents.

KMPC transaction evokes more than cursory interest because of status of Richards stations, now under FCC hearing order on license renewals. Hearings have been set down in conjunction with NBC’s proposal to transfer control of all three stations to three (Continued on page 88)
Features

- Arthur Godfrey
- This is Show Business
- Fred Waring
- Silver Theatre
- Candid Camera
- Studio One
- Inside USA
- The Bigelow Show
- Ed Wynn Show
- Football
- Wrestling
- News

for the Dallas-Ft. Worth VIDEO AUDIENCE
Exclusive CBS Outlet

13,500 T-V Receiving Sets in the Great Dallas-Fort Worth Area NOW!

Soon!

DALLAS  KRLD-TV  FORT WORTH
AM  CBS-CHANNEL 4  THE TIMES HERALD STATION
FM

THE BRANHAM CO., Exclusive Representatives

BROADCASTING • Telecasting

October 17, 1949 • Page 5
"... we attribute our 13.6 percent increase over and above sales quota solely to radio." So writes Automatic Heat, Inc., selling Timken Oil Burners, who originally bought John Facenda's "Night Extra" news program 3 nights weekly ... then renewed and added two nights a week and a 15-minute pre-football period every Fall Saturday!

What do YOU have to sell?
BIG THINGS HAPPEN IN THE WWVA AREA

Power...

FROM THE WORLD'S LARGEST STEAM POWER PLANT

- In October the first unit of this electric power generating giant will go into service at Graham's Station, W. Va., on the Ohio River near Pomeroy, Ohio. The world's largest steam generating plant... will produce enough electrical current every hour to supply more than one million people... will consume 4,800 tons of coal daily in its four ten-story high boilers. Operated as part of the American Gas and Electric Company system.

WWVA Has the Power to Serve and Sell the Industrial Heart of the Nation

WWVA is a powerful station in a powerful market. Its 50,000-watt voice delivers friendly local programs plus top-flight CBS shows into more than two million radio homes... covering eight and one-half million people... in the rich industrial and mining heart of the nation: Eastern Ohio, Western Pennsylvania, Virginia and West Virginia.

Twenty-three years of service to this vast market has built up a loyal WWVA audience... has made WWVA the top medium of the area for alert advertisers. WWVA can stimulate sales for your products, too, at a surprisingly low cost. An Edward Petry Man can show you how and why: For good business, it's good business to buy WWVA.

WWVA

50,000 WATTS CBS WHEELING, W. VA.
NATIONALLY REPRESENTED BY EDWARD PETRY & CO.

National Sales Headquarters: 527 Lexington Ave., New York City
Watch the New WDSU

No Other New Orleans Station Offers As Many Varied Attractions Especially Packaged for Sponsors

RADIO

"Crescent Matinee"
Baritone discovery, Jack Daboub, delivers popular and classical songs backed by Johnny Reininger's Orchestra.
(Segment Participation Available)

VIDEO

"Tulane Football"
One of the nation's top teams provides thrills and highlights of its weekly gridiron clashes.
(Sorry—already sponsored by D. H. Holmes Co., Ltd.)

See your JOHN BLAIR Man!

AM - TV - FM
WDSU
NEW ORLEANS


OCEDAR Corp., Chicago, extending TV spot schedule for new mop to WTMJ-TV Milwaukee, with further expansion planned. Agency: Young & Rubicam, Chicago.

CANADIAN BAKERIES Ltd., Vancouver (bread), starts four spot announcements daily on 17 western Canadian stations. Agency: James Lovick & Co., Vancouver.

INTERSTATE BAKERIES Corp., Kansas City, Mo., is using 431 spots on seven AM stations and 286 animated announcements on five television stations in southern California to promote its new white bread, Log Cabin Bread. This is corporation's first use of TV. Agency: Dan B. Miner Co., Los Angeles.


PETER FOX BREWING Co., Chicago, sponsors Armchair Detective on WBBB (TV) Chicago, by teletranscription. Show is live on KTLA (TV) Los Angeles. Telecast 9:30 p.m. CST, Sat. Show will continue for 26 weeks. Station account man: JAMES F. BROWN.

Network Accounts • • •

REVERE CAMERA Co., Chicago, to sponsor ABC broadcasts of A Date With Judy starting Nov. 10, 8:30-9 p.m. for 26 weeks [CLOSED CIRCUIT, Oct. 10]. Contract placed through Roche, Williams & Cleary, Chicago. Show premiered sustaining on ABC, Thursday, Oct. 12. Revere to continue sponsoring Name the Movie Thursday 9:30-9:45 p.m. until Nov. 10.

AS GUEST of honor at a reception given by the Philadelphia Bulletin, Donald Thornburgh (second right), newly-elected president of WCAU Inc., was formally introduced to the city's business, educational and political officials. The reception, held at the Midday Club, was attended by 400 civic and industrial leaders. On the receiving line are (l to r): Richard W. Slocum, general manager and secretary of the Bulletin; William S. Poley, chairman of the board of CBS; Robert McLean, president of the Bulletin; Mr. Thornburgh, and William L. McLean Jr., Bulletin vice president and treasurer.
You can’t cover California’s Bonanza Beeline without on-the-spot radio

Catch the Beeline audience and you’ve really caught something: more buying power than San Francisco and Portland combined ... higher retail sales than the whole State of Connecticut.

But remember where these prosperous people live — in inland California and western Nevada. And the radio stations they listen to most are their own on-the-spot stations.

Each of the five BEELINE stations is located right in a major Beeline shopping center. Use all five stations for solid Beeline coverage, the kind of coverage you get, for example, from KERN Bakersfield: a 30% greater share of the evening radio audience than the next best Bakersfield station.

†Sales Management’s 1949 Copyrighted Survey

WILLIAM PITNEY named to executive staff at Earle Lodgin & Co., Chicago. He is former account executive at Leo Burnett Agency and general sales manager of Trine, division of United Wallpaper, both Chicago.

ROBERT W. GARRISON, formerly with Ross Roy Inc., Detroit, and TOMI BLOCK, formerly with Federal Adv. Agency, New York, as account executive, join copy staff of Kenyon & Eckhardt. Mr. Garrison will work in Detroit office while Miss Block will be in New York office.

C. MANFORD GROVE, art director of W. B. Geissinger & Co., Los Angeles since agency's inception three years ago, elected to board of directors and made vice president of agency. Prior to joining Geissinger Co., he was art director with BBDO, Los Angeles.

FRANK A. WOODS joins copy staff of Brooke, Smith, French & Dorrance, Detroit.

ALF LEWIS, formerly of CHML Hamilton, and Exclusive Radio Features, Toronto, joins Alkin-McCracken Ltd., Toronto, as radio and TV director. He comes from Atherton & Currier Inc., Toronto, where he was radio director.

JIMMY FRITZ, formerly president of Fritz, Carlson & Cash, Los Angeles, joins Ted H. Factor Agency, same city, as vice president.

F. CLIFFORD ESTEY, joins account executive staff of Casler, Hemphstead & Hanford, Chicago, after working as vice president of W. W. Garrison & Co., same city. He worked previously at Reincke, Meyer & Finn, Geyer Co, and American Zinc Products, division of duPont.

MARY MORRIS, formerly in television department of J. Walter Thompson Co., Hollywood, joins Biow Co., that city, as agency contact on NBC This Is Your Life and Don Lee Red Ryder programs.

RAYMOND J. LEICHT, formerly with advertising staff of Pelham (N. Y.) Sun, and before that with Fuller & Smith & Ross Inc. as copywriter and account contact man, joins copy department of Geyer, Newell & Ganger, New York.

ALFRED E. SMITH, formerly with Charles R. Stuart Adv., San Francisco, joins Harrington, Whitney & Hurst, same city, as account executive and marketing and research director.

KEN DERBY, formerly assistant supervisor of night operations at NBC, joins Fletcher D. Richards Inc., New York, as radio-TV copywriter. FRANK H. CANKAR, formerly in sales, sales promotion and advertising for International Register Co., Chicago, joins agency as account executive for Foremost Dairies, Jacksonvile, Fla., account.

WALTER CASH, formerly vice president of Fritz, Carlson & Cash, Los Angeles, joins Foote, Cone & Belding, same city, as account executive.

ROBERT CAREY, public relations director of Bottell & Jacobs, Chicago, elected director and treasurer of Public Relations Society of America.

BRIAN DEVLIN appointed manager of Montreal office of Erwin, Wasey of Canada Ltd., Toronto.

AGENCIES elected to membership in American Assoc. of Advertising Agencies recently include: MOGGE-PRIVETT Inc., Los Angeles; LEWIS Adv., Newark, N. J.; HIXSON & JORGENSEN Inc., Los Angeles, and OHIO ADV. AGENCY Inc., Cleveland.

McCANN-ERICKSON Inc., New York, changes telephone number to Judson 6-3400 effective today (Oct. 17).

Business is always better in Washington, D.C.

Fact: Washington ranks 11th in population among metropolitan areas, but moves up to 9th place in retail sales. Why? Consumers consume more in Washington. And WTOP reaches 25% more of those eager consumers than any other station.
Needs Extra Addenda
EDITOR, BROADCASTING:
I would appreciate it very much if you would send me another copy of the 1949 Broadcasting Market-
book addenda sheet. As we have two copies of the Marketbook, we should like the corrections to ap-
ppear in both.
Nathalie D. Frank
Librarian
Geyer, Newell & Ganger
New York

Cites Lund Piece
EDITOR, BROADCASTING:
We read with interest the article entitled “What Agencies Want” by Art Lund in the Sept. 26th is-
... Jim Bridges
Radio-TV Div.
Hugo Wagneniel & Assoc.
Dayton, Ohio

Open Mike"

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

More on ‘Series Time’

You have a most interesting ar-
ticle commencing on page 23 Oct.
3 entitled, “It’s Series Time.” The
article goes on page 81 to make
reference to a successful stunt orig-
nated by MBS-affiliated-WCSC at
Charleston in 1947.
From then on the article deals
strictly with events as they hap-
pened, but I think there are two
things that should be pointed out.
First, the stunt was performed by
WCSC probably in 1940 or 1941,
when we were as now, affiliated
with CBS. I have the warmest re-
gard for Frank White and would
enjoy an association with him, but
we have not had an association
with Mutual except for some spe-
cial event like the World Series.
Incidentally, two things stand
out in my mind about this Jackass
episode. The first is a personal
experience when our janitor, after
parading said Jackass at a foot-
ball game, tied him to a fence and
the owner failed to show up after
the ball game. I then had the most
usual experience of leading a
Jackass, in this case neither an
employe or myself but an animal,
out of the side window of an auto-
mobile down the main street of
Charleston with my wife driving,
she having a mild case of hysteresis
and I frequently suffering from
what seemed like a broken arm,
because my much amused spouse
and the reluctant donkey could
never agree on the speed.
The other thing that stands out
in my mind is that Tom Means,
who was then doing some part-time
promotion for us, likewise nearly
died laughing and some eight or
nine years later, sits in a respon-
sible position at CBS, which proves
two things: first that a basically
funny stunt can be used over and
over again. And next, that one of
the great pleasures in broadcasting
is to supply the beginning oppor-
tunity for capable people who
will go to greater responsibilities.

John M. Rivers,
President WCSC
Charleston, S. C.

Here’s the Idea----
Sell both young and old
with
Jimmy Young’s
“YOUNG IDEA SHOW”

11 a.m. to 12 noon daily
(Music and Topical Conversation)
Available—Quarter Hour Segment
11:30 to 11:45 a.m.

30.9 Share of Audience
July-August HOOPER Audience Index

WHHM

Independent—but not Aloof
MEMPHIS, TENNESSEE

Patt McDonald, manager

Cites CKEY’s Coverage
EDITOR, BROADCASTING:
... writing ... in the interest
of giving credit ... in connection
with radio coverage of the Noro-
mic disaster. ...
... CKEY (Toronto) did an
outstanding job, one of the finest
I’ve seen in some 25 years in news-
papers and broadcasting.

We in Buffalo know CKEY’s cov-
erage was excellent because CKEY
staffers were more than generous
in responding to WEBR’s call for
help. CKEY staffers, using our
telephone recorder connector, pro-

(Continued on page 15)
How Popular Can You Get?

The campus hero has nothing on WCAO these days. Smart advertisers take a gander at the super-colossal CBS programming job this Fall—and rightly figure that WCAO is a better buy than ever in the Baltimore market. Ask your Raymer representative about availabilities on some of these popular WCAO local favorites—“Musical Clock”—“Hold Everything”—“Your Friendly Neighbor”—“Afternoon Carousel”—“The Hal Victor Show”—“Saturday Night Frolic”—and many others. It’s a bonus audience—backed up by constant WCAO local promotion and showmanship.

... and every program and announcement on WCAO is duplicated on WCAO-FM (20,000 watts) at no additional cost to the advertiser!
MAN'S DIGNITY was tickled in the ribs a bit, but a sure-fire promotion scheme to increase polio emergency fund coffers in the Greensboro, N. C. area counted votes and pennies to total of more than $15,000 in WIBG's campaign to select the "Prettiest Man." Capacity for hard work and love for fun-making gave Bob Jones, WIBG morning man and contest supervisor, full sway for originality.

While similar male beauty contests had been held before, this year the balloting had a price tag of one penny a vote to the Guilford County Chapter polio fund. Deadline for the three-week drive was set at midnight Oct. 1. Eighty candidates were entered. WIBG's offices and studios were swamped with young and old contributing pennies, nickels, dimes, quarters and others even made use of checkbooks. The more money contributed...

(Continued on page 19)

**On All Accounts**

When any of the three advertisers serviced by the Hollywood office of Cecil & Presbrey casually visit the West Coast manager of the office, Riley Jackson, they have reason to be pleased. Atop Mr. Jackson's desk they find a carton of Philip Morris cigarettes; on his wrist a Speidel watch band, and on a shelf a tube of Ammi-i-dent toothpaste. Nor are these products just on display for such occasions. They are rather an indication of his belief in the products he is advertising. That Riley feels, is prerequisite to honest advertising. One must believe in what one is attempting to sell, in order to convince others, he contends.

Riley's official duties towards these clients are to supervise their shows: MBS Queen for a Day for Philip Morris (co-sponsor with Alka-Seltzer); CBS Burns and Allen Show for Ammi-i-dent; and CBS TV Ed Wynne Show for Speidel. The last-mentioned show which debuted Sept. 29 amidst klieg lights and formal dress in CBS Hollywood studios is one of the first major commercial television shows to originate on the West Coast and be kinescoped for Eastern showing.

**RILEY**

Queen for a Day reigns will be removed from the able hands of Riley Jackson this week (Oct. 21) when the cigarette firm transfers its two-year sponsorship to two programs which will emanate from New York — Ladies Be Seated and One Man's Opinion, both on full ABC network.

Riley's entrance to radio came in 1935 when he deserted his business education at Illinois Wesleyan U., Bloomington, Ill., after two years to become an announcer with local station WBC. Here, Riley recalls, he had the opportunity to "learn radio the hard way."

In addition to announcing, he wrote (and typod) copy, sold time and turned records. Before long he was promoted to program manager.

In 1937 he transferred that title to WIND Chicago. One of his chores at that station was to be disc m.c. for an all-night record show Night Watch. Here on one of his duties was to play "I Love You Truly" every morning at three for the listening ears of his fiancee, who would set her alarm daily for the occasion. This went on until the station objected on the grounds that the song was being plagiarized.

On another occasion, when Riley playfully answered a request (from... (Continued on page 20)
Acme in Sound Reproduction

...The foothills... This is perfection—or is it peak?
...Quiet on the Bottomless Lagoon... created in
Bioacoustic Clear on the Sun-Enchanted Mountain
Mystery in Miniature

The NEW Acme-Worth

Lang-Worth
Fire Prevention
IN an all-out effort to cooperate with Washington's Fire Dept. during Fire Prevention Week, WWDC Washington worked out the following arrangement: Fire alarm headquarters telephoned the station's newsroom whenever a fire company was called out to answer an alarm; station then gave an immediate spot broadcast, relaying the report to the radio audience. Each announcement was preceded with the sound of a fire siren and ended with a tag-line pointing up Fire Prevention Week.

Caravan for Hero
HEROIC rescue of two children from a rocky "jetty" by life guard Gene Beck resulted in his being paralyzed from his shoulders down for life. WMID Atlantic City, N.J., promptly organized the "Gene Beck Caravan" in order to raise money for a fund for the young man. Entire staff of the station worked on the 17-hour caravan which netted $2,500 in pledges.

News for Deaf
NOT only does KPRS Olathe, Kan., keep a light on the AP ticker in its front window so that students at the Kansas School for the Deaf may keep up with the news but General Manager Tex Witherspoon also sends all unused wire copy to the school so that large groups of students may be "read" the days news by sign language. Mr. Witherspoon claims the 240 deaf students are the biggest boosters of KPRS in the county.

Wins Award
PRACTICALLY single-handed, Henry Hickman, disc jockey for WBFR Baltimore, won the station Al Jolson Activity bronze plaque for the Polio Emergency Drive in Maryland. Mr. Hickman made daily appeals over his Club 1800 show, siring the alarming facts about polio. Special additional effort was involved in tape recorded interviews of victims in iron lungs at the opening of the Emergency Drive.

FM Results
GENEROSITY of the FM audience was proved recently when WLAG-FM LaGrange, Ga., made an appeal during its baseball broadcast. Money was needed for an urgent "blue baby" operation for an 18-months old LaGrange boy. By the next day, $450 had been pledged.

To the Rescue
WHEN a plane was lost in darkness above an airport near Pittsfield, Mass., WBIR Pittsfield came to the rescue. Police called the station to say that the airport's lights had been put out of commission by a severe rain storm. Immediately the station asked cruising motorists to drive to the airport and use their lights to illuminate the runway. Fifteen minutes later cars were lined up beside the airfield, making it as bright as day, station reports. Over 100 automobiles had to be turned away. The plane was able to get its bearings and land safely.

FUND RAISERS
Radio Helps Polio Fight
FUND raising by promotional know-how to lift sagging emergency polio campaigns in home areas was prevalent among stations in various parts of the country in recent weeks. Among reports to Broadcasting last week were these:

WMBO Auburn, N. Y., held an auction sale over the air, prizes being an 825-pound prime beef steer and other animals. Conceived by General Manager Frederick L. Reese, the mayor, president of the city bank and other civic leaders, emceed a disc jockey show asking listeners for pledges. Final tabulation showed about $10,000 for the fund.

The four AM stations in Portland, Me., WCSS, WGAC, WPOR and WMTW, joined forces and gave its area's emergency fund a shot in the arm to the tune of more than $4,000 in one evening's effort. The stations took turns in continuous programming from 6:30 p.m. to 2 a.m., each broadcasting a segment. Telephone pledges were taken and specials programs aired. At each segment of the Polio Parade near conclusion the broadcasting station called attention to its "good neighbor" station which next carried the ball in the fund raising drive.

A total of $12,746.17 was solicited by WHAS Louisville which turned over the station's facilities for 24 hours to recruit funds for a fund campaign that fell short in the area. Campaign began at 5 a.m., sign-on time on Sept. 24 and ended at 5:15 p.m. the following day. Featured were documentaries, personal appeals by polio victims, an all-night live talent program and other shows. On "Polio Dollar Day" listeners were urged to send in dollar pledges, and names of the senders were read over the air.

Entire operation of WNOR Norfolk, Va., for one day was dedicated to raising funds for the Polio Emergency Drive. Ted Harding, station's morning disc jockey, spent the day appealing for money, interrupting all programs for reports on funds raised, and interviewing former polio patients, Navy admirals, civic figures and representatives of the drive. At the end of the day's activities, over $3,000 had been pledged.

Page 16 * October 17, 1949
Whether you sell... Architects' Buildings... Caloric Dinners Effecting Favorable Gastronomical Happiness... Intricate Jade Knick-Knacks... Lovely Maidens' Negligees Or Pajamas... Quality Retail Staples... Tapestry Upholstery... Veneered Wooden Xylophones... Yachts... Zippers... Better Buy Radio... Better Buy WGN!

Yes, from A to Z, WGN can do a selling job for you. And currently WGN has a fabulous array of new shows available that are the most potentially potent, high-rated sales makers WGN has ever offered to sponsors. Here's your opportunity to sponsor great name programs featuring star studded casts... at a cost designed to fit any pocketbook. Just look at this list of programs and the amazing galaxy of stars—THERE'S A SHOW HERE TO FIT YOUR NEEDS!

M-9-M THEATER
A weekly, hour-long dramatic program featuring great screen plays with TOP Metro-Goldwyn-Mayer stars... including Marlene Dietrich, John Garfield, Brian Aherne, Van Heflin, Margaret O'Brien. Here's a show comparable to the best, at considerably less cost.

AT HOME WITH Lionel Barrymore
Three fascinating quarter hour visits per week with one of the most colorful, beloved stars of stage, screen and radio. A sparkling addition to your radio sales staff.

CRIME DOES NOT PAY
Thirty minutes, once a week, of tease, terrific entertainment. Screen Academy Award Winner, now on radio with a top cast, headed by a well-known Hollywood player each week. A sure favorite with listeners.

THE Adventures of DR. KILDARE!
Now, this unforgettable show comes to the air, with the popular stars that listeners remember... LEW AYRES and LIONEL BARRYMORE. Here's a half hour once-a-week show of thrilling, wonderful listening.

MAISIE
A half hour each week of hilarious adventure starring the one and only ANN SOTHERN in her original role. A sure fire winner in any radio schedule.

JUDGE HARDY'S FAMILY
Once-a-week, 30 fun-filled minutes with America's funniest family... featuring the stars who make the Hardy Family so famous: MICKEY ROONEY, LEWIS STONE and FAY HOLDEN. You can't miss the family audience with this great featured

Don't Delay... make your Best Buy today with WGN!

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

A Clear Channel Station... Serving the Middle West

WGN
Chicago 11
Illinois
50,000 Watts
720
On Your Dial

MBS

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

October 17, 1949 • Page 17
"Those aren't the figures I wanted..."

shouted the V. P.

... look in the

for facts and figures

mail NOW!

BROADCASTING • TELECASTING
NATIONAL PRESS BUILDING, WASHINGTON 4, D. C.

Please reserve space in 1950 YEARBOOK as checked:

□ 1/4 PAGE $70  □ 1/2 PAGE $120  □ 1 PAGE $200  □ 2 PAGES $350  □ 2 PAGES $700

The above one time rates are subject to frequency discounts for regular contract advertisers.

FIRM

ADDRESS

CITY  ZONE  STATE

SIGNED BY

final ad deadline Dec. 1st 1949
Open Mike
(Continued from page 12)
vided WEBR with on-the-scene, fast and (as later events proved) accurate reports for all our early morning hourly news periods and direct summaries for subsequent news periods. . . .
Cy King
Station Director
WEBR Buffalo, N. Y.

* * *

For The Record
EDITOR, BROADCASTING:

Woe is me and long are the faces of the TelePIX newsread staff at WPIX, The New York News station, after reading the story about radio and television coverage of the Noronic disaster on page 65 of the Oct. 3 issue of BROADCASTING. . . . Your alert publication missed the outstanding television beat scored by TelePIX on this news event.

For the record, here is what happened:
Less than 18 hours after fire broke out on the Noronic, early on the morning of Saturday, Sept. 17, a complete film story of the tragedy was shown on WPIX at 9 p.m. that night. TelePIX staff cameraman Les Mannix flew to Toronto in the Daily News plane Saturday morning. His films arrived back in New York at 7:15 that night and were developed and edited in time to be shown at 9 p.m. The reel was shown again at closing time and repeated twice on Sunday.

Robert L. Coe
Vice President and Manager
WPIX (TV) New York.

Buddy Clark Photo
EDITOR, BROADCASTING:

Thought you might have a use for this photo of a seldom-pictured guy, Buddy Clark. So far as I know, it's his last photograph and was taken just a few days before his death [Oct. 1], in Hollywood, where I was tape-recording interviews with some of my friends, among them Sinatra, Como, Dinah Shore, Dick Haymes, Andrews, Sisters, Phil Harris, Minsky, Carson, Tony Martin, Andy and Della Russell, Larry Parks and Betty Garrett, etc.

Incidentally, Buddy was to have started his starring role in a new film this month, a picture titled "Dick Jockey," in which he would play a singing disc jockey—and just to show you the kind of a swell guy he was—he insisted that I appear in the film with him so he could publicly credit me as the original singing disc jockey. I was to have flown over to Hollywood on the 23rd to begin shooting on my small part.

As a tribute to a great artist and a good friend I devoted the last hour of my show last Monday (Dick Gilbert Show, Mon.-Fri., 12-3 p.m.) to a memorial program of Buddy's 15 most popular records plus a first broadcast of the interview he is pictured giving. By public demand the show will be repeated. . . .

Dick Gilbert
KYL Phoenix, Ariz.

* * *

WXTL Carries 'Em Too
EDITOR, BROADCASTING:

Just as we do every week, we've just finished reading the current issue cover-to-cover (Sept. 26). On page 62, there appears an item under Promotion titled, "How Many Ballparks jewels to you as a press release from the station whose call letters appear there. It's quite a story, but it isn't very accurate.

In the first place, that station carries the day games of the Braves and Red Sox on AM as well as FM. Thus FM cannot be given exclusive credit for whatever measure of success they claim for the stunt.

Secondly, the giveaway was extensively promoted each day after day on AM as well as FM. So it is not true to claim that a single announcement was aired.

Finally, the station's correct location is Chicopee, not Springfield.

Our only interest in the matter is that WXTL is now the station here for night baseball to the delight of many thousands of fans without FM equipment.

Lawrence A. Reilly,
General Manager
WXTL West Springfield,
Mass.

Mr. Gilbert (r) interviewing the late Buddy Clark.

* * *

El Paso, Texas

5000 WATT KROD'S
El Paso Southwest Market

$171,824,000 Retail Sales
34,462,000 Food Sales
35,111,000 Automobile Sales
14,131,000 Eat-Drink Sales
5,508,000 Drug Sales

5600 on the dial

Dorrence D. Roderick, President
Val Lawrence, Vice-Prez. & Gen. Mgr.
Represented Nationally by Taylor-Boroff & Co., Inc.

October 17, 1949 * Page 19
Three "Boys From Syracuse" exchange congratulations at WHDH Boston as Managing Director Bill McGrath (I) celebrates his 20th anniversary in the radio industry. With him are Actor Bill Luedigan (center), who appeared for the Boston opening of his new movie, "Pinky," and George Perkins, WHDH program director. All three are alumni of Syracuse U. and began their careers together announcing at WFLB Syracuse.

Right on the heels of a 167,244,000 bushel wheat crop comes the tidal wave of a "super" yield of corn. Crops are full. Barn yards are dotted with temporary storage units. And on many farms this surplus "cash" is even piled on the ground.

WIBW Listeners Are Rich
The 1,202,612 farm folk in WIBW's audience are buying as never before. But what tickles our advertisers (and us, too) is the flood of reports from dealers that these loyal listeners are flocking into their stores and insisting on brand names they've been hearing about on WIBW.

Moral: For result-full selling the farm families in Kansas and adjoining states, depend on WIBW!

KANSAS

WIBW
SERVING AND SELLING
"THE MAGIC CIRCLE"
WIBW • TOPEKA, KANSAS • WIBW-FM

Rep: CAPPERS PUBLICATIONS, INC. • BEN LUDY, Gen. Mgr. • WIBW • KCKN

BROADCASTING • Telecasting

(Continued from page 11)

two men later proved ineptiated) to play two records together, the present Mrs. Jackson, hearing the congestion of "Adios Muchachos" and "I Won't Be Home To-Nite," thought he was drunk and threatened to break their engagement.

In 1939 he left the station to join Wade Advertising in Chicago. For that agency he produced the Quiz Kids and National Barn Dance and was associated as agency supervisor on NBC News of the World. Service in 1942

The war interrupted his agency career and in 1942 he joined the Air Force. Stationed at Chanute Field for the next year, he wrote and directed training films for the Training Command of the Air Force. A year later he transferred to the Armed Forces Radio Service, working on shortwave newscasts out of New York.

In 1946 he was out of uniform and back with Wade, where he resumed the discipline of the Quiz Kids. The following year Riley left to open and manage West Coast office for Louis G. Cowan Inc. (packager) in Hollywood. A year later he parted with that office and became Cecil & Presbrey representative on Queen for a Day for Philip Morris.

On Sept. 1 of this year he established a Hollywood office for the agency in the Equitable Bldg. at 6233 Hollywood Blvd.

Riley was born in Clinton, Ill., in 1917. There he attended grammar and high school before entering Illinois Wesleyan.

In high school and college he distinguished himself by "blowing his own horn"—as a trombonist in the orchestra. The high school orchestra served as a romantic meeting-ground, for Margaret Reeser, the present Mrs. Jackson, played drums in the same group.

In 1941 the two musicians decided to make it a permanent and took out their wedding license. Riley does little trombone playing now. In fact he was recently discouraged against ever playing again. For, taking the instrument out of its case, where it had gathered dust for years, to charm their 13-month-old son, Brian, he was rewarded with screams of terror from the unappreciative little fellow.

The Jacksons carry on their three part harmony in a North Hollywood home.
For six years KVOO has been the only station out of the 120 used by Dr. LeGear to carry year-round advertising for this account! Why? — Year in, year out, Dr. LeGear (and all KVOO advertisers) know they can always count on KVOO for RESULTS!
COMPARE

COST PER THOUSAND HOMES
6:15 - 6:30PM . . . MONDAY THRU FRIDAY
FOR CLEVELAND REGIONAL NETWORK STATIONS

<table>
<thead>
<tr>
<th>6:15 - 6:30 PM</th>
<th>WHK</th>
<th>NET. B</th>
<th>NET. C</th>
</tr>
</thead>
<tbody>
<tr>
<td>HOOPERATING AVERAGE</td>
<td>8.55</td>
<td>5.65</td>
<td>4.75</td>
</tr>
<tr>
<td>HOMES</td>
<td>842,000</td>
<td>759,000</td>
<td>623,000</td>
</tr>
<tr>
<td>Primary Area</td>
<td>71,991</td>
<td>42,884</td>
<td>29,593</td>
</tr>
<tr>
<td>HOMES Reached Daily</td>
<td>$81.00</td>
<td>$121.50</td>
<td>$95.90</td>
</tr>
<tr>
<td>COST PER PROGRAM (Time only)</td>
<td>$1.11</td>
<td>$2.83</td>
<td>$3.24</td>
</tr>
</tbody>
</table>

AVAILABLE M.-W.-F. - SEE YOUR RAYMER REPRESENTATIVE ABOUT "OPEN RANGE"

(1) Hooper—Fall-Winter 48-49
Winter-Spring 48-49
(2) Based on coverage patterns on file with FCC and BMB radio families 1946
(3) Projected rating for primary area
IS U. S. SPECTRUM HOG?

FIRST serious effort to make Uncle Sam justify the barring of important spectrum space from general use was under way at the weekend.

This official resistance to the thousand-fold increase in demands for private operations has finally come under the Congressional spotlight, giving rise to hope that more space may become available to the broadcast-TV industry.

While such hopes are strictly long-range, the fact that a branch of Government at last has dared to challenge the always sacrosanct governmental use of the spectrum was welcomed in both industry and other governmental quarters.

Conducting the probe is the Senate Interstate Commerce communications subcommittee, of which Sen. Ernest W. McFarland (D-Ariz.) is chairman [CLOSED CIRCUIT, Sept. 26].

Noting the startling growth in the radio communication arts, with the demand always greater than the supply, Sen. McFarland declared, "FCC cannot allocate what it does not have." Sen. McFarland reported he had sent letters to the Interdepartmental Radio Advisory Committee, which allocates frequencies between private and government users, and other interested sources seeking extensive information for basic use by the subcommittee. Text of the inquiries was not disclosed. Early next session the group expects to delve into the overall spectrum problem on a comprehensive scale.

Complaints Lodged

The inquiry is believed to have stemmed from complaints that many government agencies, including the military, are preempting precious spectrum space at the expense of private users—among them, radio and television—with our justified use, while other services lack adequate frequencies.

The Senate subcommittee probe will also encompass a study of the extent of government operation of communications systems in competition with privately owned wire and telegraph companies.

"In getting frequency assignments for private use, (FCC) must compete with the demands of the Army, Navy, Air Force and a dozen other government departments," Sen. McFarland pointed out. He observed:

"Some of us thought that the unification of the armed forces would result in a tremendous saving of frequencies by permitting a single communications service to handle the business. There is some doubt that it has turned out that way.

"Each service apparently thinks it must have its own frequencies to be operated by itself for command, tactical and just plain, everyday communications, although in peacetime no circuit is ever used to anywhere near capacity; some in fact are merely reserved without any use.

"On top of that, the defense forces want frequencies for experimental work of a secret or confidential nature and other frequencies are being used for such purely military uses as sonic detection, guided missiles, radar for detection of aircraft, and similar uses."

Sen. McFarland said it was evident domestic and international communications companies should be strengthened and felt the nation must rebuild its communications network for "future defense needs."

He noted that FCC, in handling frequency allocations for private use, is called upon to grant licenses for radio broadcasting, television, radio communications all over the world, marine and coastal communications, aviation, bus and truck use, taxicab use, amateur communications, inducing heating and "scores of other uses."

The military, State Dept. and General Services Administration operate their own extensive communications systems, Sen. McFarland added. State Dept., for example, is assigned radio frequencies for overseas communications and also uses the facilities of the Army and Navy as well as private companies, while the three armed forces also maintain and operate (Continued on page 80)

SPOT RADIO

Cost to Client Down, Study Shows

SPOT RADIO initial costs have gone up 37% since 1943 but at the same time the number of set owners has increased 40%.

Those were the conclusions reached in an exhaustive analysis of spot radio just completed by the research staff of Free & Peters which firm will send this week to advertisers and agencies.

The study was made, says the foreword of the 46-page report, "to determine whether this major advertising medium is now (1949) giving you advertisers as much (or more or less) for your dollar as it did three and six years ago."

The study's conclusion is succinctly stated in the report's title—"Spot Radio Costs Less Today."

For comparative purposes, F&P selected the years 1946, a mid-war year; 1946, the first full post-war year, and 1949, the present year. Most of the data were taken from the 33 stations represented by F&P "partly because we knew most about them" and partly because they are well distributed geographically (the counties covered contain a total of more than two-thirds of the U. S. radio homes), and are well divided as to network affiliation (13 NBC, 10 CBS, 10 ABC).

The study's first finding is that the cost of spot radio has increased since 1943. In that year the average cost per station on the full F&P list of one daytime announcement at the maximum discount minute rate was $11.19. By 1946 it had risen 17.7% to $13.16. In 1949 the announcement cost $15.32, a rise of 37.3% over the 1943 figure.

"While program time rates have increased less," the report explains, "talent, news service, etc., have tended to increase as much or more in some cases. Because of the variables like program changes, talent calibre, etc., we cannot make as hard and fast a campaign comparison as in the one-minute announcement rates."

But other things than station rates have changed since 1943. The country's population has risen from 130,982,000 that year to 177,000,000 in 1946 and 146,496,000 in 1949. More pertinent here, the number of U. S. radio families, which was 32,500,000 in 1943 and 33,988,000 (Continued on page 80)
CENSUS POLICY

Hauser Says FM Count In ’50 Not Feasible

COUNT of FM homes in the 1950 decennial census is not feasible because of scientific problems in collecting the data and the lack of funds required to do an accurate job, according to Philip M. Hauser, acting director, Bureau of the Census.

The bureau’s decision to include AM and TV but not FM was based on field tests in which it was found that a substantial share of set owners reported they have FM though such is not the case. This confusion is partly ascribed to the dual call-letter practice.

Writing to the editor of Broadcasting, Director Hauser said the bureau has received a number of letters from the FM industry and from members of Congress in which inclusion of an FM tabulation is requested. He added that he had read a letter from Nathan Frank, WHNC Henderson, N. C., in the Oct. 8 Broadcasting implying discrimination on the bureau’s part for failing to include an FM count in the 1950 census.

Explaining the bureau’s problem in attempting to count the number of homes with FM, Mr. Hauser said: “We have serious doubts concerning our ability to obtain satisfactory information on this subject. In fact, our experience indicates that a separate question on FM radio is neither simple nor readily understood.

Experience with owners of radio sets indicates that many report that they have an FM radio even though their set is unable to receive FM programs. In fact, some receivers so reported were purchased before FM receivers became available. One of the factors contributing to this error is the practice of using the identification ‘This is WXXX and WXXX-FM,’ by stations which broadcast simultaneously on FM and AM. Furthermore, many set owners are not acquainted with the technical differences between AM and FM receivers.”

Mr. Hauser said the bureau did not feel “a relatively large expenditure of our limited funds would be justified to obtain and publish data, the accuracy of which would be subject to grave doubts.” He explained the bureau “cannot conscientiously include any items which are essentially experimental in character and the success of which are not definitely assured by previous experience.”

He said inclusion of an FM question in later statistical or census programs will be seriously considered in growing experience indicates the data can easily be obtained with adequate accuracy.

In selecting questions to be included in the hearing portion of the 1950 census, Mr. Hauser said, data on radio and TV industries “is definitely not a central objective in these enterprises. In designing the schedules to be used for the Housing Census in connection with which a radio and television question will be asked, major space and consideration of the schedule was given to items directly related to housing and housing facilities.”

The two radio questions in the 1950 census read: “Is there a radio in this unit?” covering AM, FM and shortwave bands or combinations, and “Is there a television set in this unit?” The first question, Mr. Houser noted, includes AM sets, FM sets and those having AM and FM in combination.

He said there was considerable demand for these questions from business groups and government agencies, as well as the radio and television industries. Moreover, and this is of considerable importance,” he said, “experience indicates that these are relatively simple questions, readily understood by the public; that we shall be able to obtain these data with a high degree of accuracy; and that they will require a relatively small amount of time and expenditure.”

---

Color TV--This Week’s Summary

RCA COLOR television was revealed last week in a series of Washington demonstrations, while the FCC, wrapping up the third week of its hearings, officially abandoned hope of completing them before late December.

RCA’s official showing for the FCC record, staged with equipment set up within a few hours of delivery and admittedly disappointing, was followed by a series of informal demonstrations which brought reports of marked improvement as the week progressed.

In the Commission’s hearing room, the RCA demonstration was also the target of stinging criticism by Dr. Peter C. Goldmark, inventor of the rival CBS system, who said he thought RCA might as well abandon the system now. RCA authorities said he would be answered point by point.

FCC’s new time-table for the hearings left no chance that testimony on other phases in the overall television review— including UHF, changes in existing TV standards, and nationwide VHF-UHF allocations—could begin before the first of the year.

This obviously would affect the lifting of the year-old black-and-white licensing freeze unless the Commission yields to industry pleas for a “haw” before the other far-reaching determinations are made.

Recess in Color Oct. 27

The time-table anticipates a recess in the color hearings starting about Oct. 27, when FCC hopes to complete the taking of direct testimony. Comparative demonstrations of black-and-white and the RCA and CBS color systems are slated for the week of Nov. 14, and the week of Nov. 28 the Commission will go to San Francisco for a demonstration of the third color system, Color Television Inc.’s, to be held not later than Nov. 30.

Cross-examination, deemed certain to be long and detailed, will begin Dec. 5. With a few exceptions, general questioning by the participants is being deferred until that time. Exceptions include Columbia’s Dr. Goldmark, who is slated to return to the stand today (Monday) for cross-examination, and Dr. Charles Willard Geer, who described his three-gun color tube and subhed to questioning last week.

Color Television Inc., opening its case late Thursday and expected to continue this week when cross-examination of Dr. Goldmark is completed, reported laboratory work is being started on development of a single direct-view three-color tube which would permit conversion of existing monochrome sets to CTI color for $65 to $75. But at the present stage the company’s witness, Charles W. Partridge, said CTI does not favor conversion because the apparatus is “troublesome and costly.”

Manufacturers Give Testimony

Much of the week was devoted to manufacturers’ testimony on behalf of the CBS system, anticipated by Dr. Goldmark’s statement the week before [Broadcasting, Oct. 10]. They respectively foresaw color sets with an effective 10-inch picture retailing at about $220; external electronic adapters for existing sets selling at about $40 and “adapter kits” for perhaps $20, and external color converters as low as $70 at the start and about $55 later.

A surprise witness for CBS was Dr. Dean Brewster Judd, Bureau of Standards color expert, who said he was appearing with the knowledge of Bureau of Standards Director E. U. Condon, head of a special group investigating color prospects for the Senate Interstate and Foreign Commerce Committee.

Dr. Judd said he considered CBS color fidelity comparable to that of Technicolor movies, and compared RCA’s two-color system to partial color blindness.

Dr. Allen B. DuMont of DuMont Labs, meanwhile reiterated to newsmen that he still considered color TV years away.

Until the late-October recess, the hearing will proceed on a 3½-day week, Monday through Thursday noon, to give FCC a better chance to keep up with other pressing business.

(Detailed resume of hearings, page 47)
McGee & Molly on behalf of its floor wax, was optimistic about the continuing value of radio. He said:

"Radio is still a good buy—the best buy if you’ve tried it successfully over a period of years—and radio for the next few years will continue to be the most massive and economical national advertising medium for most advertisers."

Television, he said, is progressing at different stages in various markets and therefore should be viewed "on a market-to-market basis for several years."

Radio has not stopped growing because of television, he emphasized. Radio set sales are currently running ahead of television sets by a ratio of 4 to 1, he said.

He said there are now 39 million radio homes, 10 million car radios, two million portables and five million sets in public places. In 1950 it is predicted there will be more than 40 million radio homes, almost three million radio and television homes. In 1951 he predicted 41 million radio homes and six million radio and TV homes.

"Faced with these figures," he said, "it’s fantastic to think that radio’s potential as a national advertising medium will suffer a measurable reduction, at least for the next two years."

He admitted, however, that television’s impact is the greatest of any medium, but said: "With Fibber and Molly doing quite well, I hesitate to trade coverage for impact."

Hugh M. Beville Jr., director of research, NBC, also supported the "Don’t Give Up Radio" theme. He said the growth in radio families between 1946 and 1949 exceeded the combined circulation growth of all daily newspapers by almost a million and a half. During those years, 44 million new receivers were sold, he reported.

"A basic advertising fact," he said, "is that radio reaches a larger..."
TONIGHT the Cities Service Band of America takes the second of two of the most important steps in its 22-year continuous history as a network account.

The first was the transfer, Sept. 26, of the program from the Friday night spot it has occupied without interruption from the beginning to a better time on Monday night.

The second is its debut on television which begins tonight (Oct. 17) with the first of a four-week series of experimental simulcasts over 16 NBC-TV affiliates.

Cities Service long and successful use of top-flight musical programs as its radio voice had its inspiration back in the early years of this century when a young lawyer . . . was scheduled to make the major address at the Fourth of July celebration in a small Colorado town. Proudly he rode a white horse at the head of the parade; proudly he sat on the bandstand, awaiting his turn and looking out at the townsfolk and nearby farm families who packed the benches in the town park. Proudly he thought, "they're all here to hear me."

The voice of the mayor's introductory remarks suddenly cut sharply into his happy reverie. "... As soon as Mr. Aylesworth has finished talking the band will play."

"It was then I learned in a way I shall never forget that while most people can take Fourth of July oratory or leave it alone, everybody loves a band," M. H. Aylesworth told Broadcasting last week. "And it's just as true today as it was 40 years ago," he added.

The truth of that observation was dramatically proved last month, when the band lovers of America, by direct individual action, forced Cities Service Co. to move its radio program from the Friday night period it had occupied without interruption for more than 22 years.

"A boy named Tommie started it," explains a folder prepared by the company to announce that Band of America was moving Sept. 26 from its 8-8:30 p.m. spot on Friday to the 9:30-10 p.m. period on Mondays.

"Tommie plays in a high school band. He loves the Cities Service Band of America. But he hardly hears it because, you see, there always seemed to be something else going on. . . . basketball games, high school dances, or a movie date with his girl friend. So he wrote us a letter."

"The whole Smith family . . . they all signed a letter saying that they liked the Cities Service Band of America best of all radio shows . . . but Friday night . . . couldn't it be some other night? . . . Any other night?"

"And finally among the 25,000 letters received from band lovers and band directors, many asked for another night. So we decided to move to a better night of the week, a better hour . . . and a much better spot for a band music program. The new time is Monday night on all the same popular NBC stations."

This folder-announcement was sent to the complete list of more than 25,000 individuals who have written to the company about the program. Most of the letters were received early this year in response to an offer of a free picture of the Band of America. But there were many who wrote independently of the picture offer. Mr. Aylesworth stated, to express their enjoyment of the program.

"These letters came from members of bands, directors of bands and former band members as well as from people who just plain love band music," he said. "In thanking Cities Service for this program, which they said should be "must."" listening for every band member, letter after letter asked if it could not be broadcast on some other night than "date night.""

So, despite our sentimental attachment for the time the program had been broadcast without missing a week since Feb. 18, 1927, we made the move."

Mr. Aylesworth, who now serves Cities Service as radio consultant, recalled that the company was the first sponsor he signed up after he became president of NBC when the network was organized in November of 1926. "Curiously enough, that first series also featured a band, led by Edwin Franko Goldman," he remarked. "When that series was replaced with music of the concert type, Mr. Goldman's band was sponsored by another company for a couple of years, but since then there has been no regular band program on the air until...

As the band of America moves to Monday night, its move is met with a jubilant reception. It is the band of America that has been the source of inspiration for so many families for the past 22 years, and it is the band of America that will remain a favorite among its listeners for many years to come.

Radio's oldest continuous sponsor, with an unparalleled record of more than 22 years on the NBC network without missing a week, Cities Service Co. has found good music, a consistently good vehicle for taking its commercial messages into the home, equally successful in winning friends for the company and customers for its gas and oil products. Tonight, this veteran user of radio makes its first use of a new medium—television—that will permit thousands of TV families to watch as well as listen to the Band of America. The fundamental appeal of this all-star brass band which has so captured the listening audience is its sound. The initial Cities Service contract is for a short trial period, only, but it may well be that Oct. 17, 1949, will mark the beginning of a video run as long and as successful as that which started on radio on Feb. 18, 1927.
Marches

radio user. From December of 1925 until June of 1926, it had sponsored a half-hour musical program on a four-station hookup originating at WEAF (now WNBC) New York.

SINCE those early days Cities Service has consistently used music as a part of its program material. After the Goldman band ended its series in June of 1927, it was succeeded by a concert orchestra, a male quartet and a female vocalist. Unlike many advertisers who change their program formats annually or more frequently, Cities Service believed in hanging onto a good formula when it found one and this pattern was maintained until the fall of 1946. During that time, the program featured some of the most famous names of radio, who became Cities Service features, almost as enduring as the broadcast series itself.

Jessica Dragonette was soloist for seven years and her successor, Lucille Manners, played that stellar role for an even longer period. Graham MacNamee announced the program in its earlier days. Ford Bond, who subsequently took over the announcing spot, is still at it, 19 years later. Rosario Bourden directed the Cities Service orchestra for more than ten years, and Frank Black for more than eight.

In August 1940 the Cities Service concert was redesigned as a 30-minute broadcast, instead of an hour, as it had been up to that time. Four years later it was retitled Highways in Melody, appropriate for a company selling gasoline and motor oil, and Paul Lal valle installed as conductor. Mr. Lalvalle is now director of the Band of America.

Meanwhile, the program’s NBC station line-up has grown from the original 17 stations that carried the first broadcast in 1927 to 32 stations in 1930, to 67 stations in 1940 and 81 stations in this year of 1949. In 1927 Cities Service used $109,150 worth of NBC time. Ten years later, in 1937, its gross time charges were $575,603. Last year, copies per year.

Spring sports guides and budget books have also been offered and distributed in much the same manner and with much the same success. Such the same, the company feels, serve as a constant reminder of the company, its products, its dealers and its radio program, producing both good will and sales.

Commenting on such offers in an article in Broadcasting, March 15, 1940, Elliott McEldowney, then advertising manager, stated:

“All these offers are used to direct listeners as much as possible to the 16,000 dealer service stations located in the states. It has been found to be an excellent sales stimulant, for most people who desire the book feel somewhat guilty if they drive into a service station without at the same time buying gas or some other product.”

In line with its consistent policy of company, product and program promotion, Cities Service has used every avenue to publicize the switchover of Band of America from Friday to Monday. In addition to the 25,000 brochures already mentioned, thousands of envelope stuffers announced the change to recipients of bills and letters from the entire Cities Service organization.

The Cities Service Dealer company newspaper distributed monthly to the men who operate the 16,000 service stations, devoted large space to change in day and time of the broadcasts. This paper also is running a series of “Know Your Bambmen” articles, thumbnail biographies of the members of the Band of America.

Window streamers and similar display material also went to the stations to help them inform their customers of the new broadcast time. It was also the subject of a page ad in Service, another publicizing of Cities Service, which goes monthly to 90,000 top business executives, government officials, college professors and other influential persons.

Newspapers across the country carried two advertisements identifying Sept. 26 as move-to-Monday day for the program. All of this promotion and publicity was tied in with NBC’s own promotion of Monday as the network’s “Night of Music,” where the Band of America joins such other top musical programs as the Telephone Hour, Railroad Hour and Voice of Firestone.

A new promotion will shortly get under way, based on three types of band instrument oil developed by Cities Service petroleum engineers. Samples of these oils—one for valves, one for slides and one for keys—will be distributed to leaders of high school and other bands throughout the country. C. G. Conn Ltd., musical instrument company, Cooperating with Cities Service in contacting these band directors, estimates that the company will receive more than half a million requests for sample bottles of the oil. This in itself will constitute good program promotion, as each copys (Continued on page 80)
By JOHN OSBON

1949's MAJOR communications proposals last Thursday appeared virtually doomed to the legislative limbo of adjournment as the 81st Congress plodded wearily along toward the end of the first session.

While Congress failed to evolve any real definitive legislation affecting radio and allied interests, most observers felt radio-minded lawmakers were not particularly deficient in getting action by "raised eyebrow" through incessant pressure and prodding aimed largely at FCC.

Prime mover behind most Capitol Hill communications activity the first session was Chairman Edwin C. Johnson (D-Col.) of the Senate Interstate & Foreign Commerce Committee under whose paternalistic eye the Commission has consistently fallen. Others included Sens. Charles Tobey (R-N.H.) and Ernest McFarland (D-Ariz.), who steered his procedural FCC reorganization bill through the Senate only to see it languish in the House Commerce Committee.

Primary issues of concern to Sen. Johnson are the clear channel case, color television, TV allocations, re-assignment of FCC's procedural methods and liquor advertising on radio and television. In the end, the Commerce Committee had to settle for a "non-controversial" measure (S 1794) on FCC reorganization as the best hope for passage this session.

Following Sen. Johnson's fiery "prostituting" speech in April, FCC handed down decisions on the May

until the present NARBA conference. Sen. Johnson had warned he had high water marks the Commission was "preparing" to rule in favor of the clears. Subsequently, the Senator and Clear Channel Broadcasting Service proved at odds on the issue. He also cautioned FCC not to issue Stratovision licenses at this time—another field commanding his attention.

Sen. Johnson originally introduced legislation (S 1620) including cease-and-desist orders, eliminating FCC's discretionary power to modify licenses and construction permits, incorporating a fraud section, etc. His action followed a committee report, based on the 1948 communications study of Sens. Charles Tobey (R-N.H.) and Ernest McFarland (D-Ariz.), which generally endorsed FCC's Blue Book principles on programming and clear channel breakdown. A resolution calling for $15,000 was approved for study of overall communications including FCC licensing practices.

FCC Reorganization

The original Johnson bill gave away, however, to a watered-down reorganizational bill introduced last June by Sen. Ernest W. McFarland, which comprised some of the features of the old White Bill and certain portions of the Johnson measure.

The bill would realign the FCC staff on a functional basis (a minimum of three divisions); set a deadline on

AGENCY GROUP at NAB District 6 sessions (1 to r): Lester W. Cole, of agency bearing his name; Marshall Smith, Merrill Kremer Co.; Bill Greenhaw, Greenhaw & Ruser; Hugh Murphy, of Lake, Spiro, Shurman.

LUNCHEONERS AT NAB District 6 meeting are (1 to r): Earl Winger, WDOD Chattanooga; Edgar B. Stern Jr., Louis Read, Robert D. Sweeney, all WDSU New Orleans.

Slavick, WMC Memphis, District 6 director; NAB President Justin Miller; Hoyt Wooten, WREC Memphis; Patt McDonald, WHHM Memphis; Julian Haas, KARK Little Rock, Ark.; Harold Wheeleran, WSMB New Orleans. Memphis Publishing Co. owns WMC WMCF (FM) WMCT (TV) Memphis.
BUSINESS continued steady in September with very little fluctuation being registered in most fields. Unemployment decreased slightly from the previous month and the rate of national income remained high. With the advent of cooler weather, retail business made gains in many fields, often catching the merchant with too small a stock to take advantage of the increase in buying.

With the channels of supply well filled in most fields, and buyers becoming more selective in their purchases, it is not difficult to look forward to a great demand on its services. As the buyer becomes more selective the manufacturer must stimulate the demand in his product to stay on a sound competitive basis. Advertising, on a national scale and with the cooperation of local outlets, is the natural solution to this problem. The premise of making more for less has sparked American production for years—making this the great country it is. As the nation's rate of income and production grows, advertising plays an increasingly important part in the overall economic situation.

Income Practically Steady

The flow of income to individuals in July, latest reported figures, was at a seasonally adjusted annual rate of $209.7 billion. Although this was a slight drop from the $212.1 billion reported in June, personal income remained within 3% of the peak reached last December. Very little fluctuation has been noted in this important economic factor, with a range of variation since last February limited to less than 2%. During the first seven months of the year personal income remained 2% above the same period last year, reflecting an important element of underlying strength in a period of economic readjustment.

Farm income experienced the widest change with most of the other components of personal income showing small variation. Nonagricultural income as a whole, which accounts for about 90% of total personal income, dropped only slightly below the June level. The July annual rate for this segment was $191.1 billion, $2.5 billion below the high reached in December 1948. The decrease in farm income for the month stemmed mainly from a seasonal reduction in the volume of crops marketed. Net income from farm property and operations for the first seven months of 1949 was approximately 13% below the corresponding period last year. Reduced prices of agricultural commodities are credited with being the basic factor behind the decrease.

Civilian employment dropped slightly in September, according to Census Bureau figures, but the decline was smaller than is seasonally expected. Total civilian employment was estimated at 58,411,000 in the week ended Sept. 10 compared to 59,947,000 for the week of Aug. 7. The return to school of many summer workers accounted for a large part of the decline in the labor force. Non-agricultural employment stood at 51,264,000 in September, only slightly below the high August figure.

Employment in agriculture dropped to 8,160,000 in the week ended Sept. 10 from 8,500,000 in the week ended Aug. 13. According to reports, the drop was influenced by the late maturing of the tobacco and cotton crops, which usually exert a heavy demand for harvest workers.

Unemployment also dropped from August to September, showing an appreciable decline for the second successive month. The number of unemployed went from 3,682,000 in August to 3,351,000 in September, according to Census Bureau figures. Much of this reduction reportedly occurred among persons of high school and college age, but there was some indication of a decline among workers above school age.

With the August-September drop, unemployment returned to the level of last May before the summer expansion of the labor force.

The decline in unemployment (Continued on page 60)


CORRIDOR RIO at NAB 6 Meetings (1 to r): J. C. Fugates, WMC Memphis; Jack M. Draughon, WSIX Nashville; Henry B. Clay, WKWH Shreveport, La.

How's Business?

By TYLER NOURSE

Scare Talk' Fails to Make Inroads

NAB MEMBERSHIP Drive Urged at Dist. 5 Meet

"FREE RIDING" stations who share in the benefits of work done by the NAB without adding their strength to its efforts for betterment of the industry came in for criticism at the association's District 5 meeting in Jacksonville, Fla. Thursday and Friday.

Sounding the call for a more intensified effort to enlist additional stations under the NAB banner Allen M. Woodall of WDAK Columbus, Ga., NAB District 5 director. "I cannot see any consistent effort on the part of the association to sell its service to the stations," Mr. Woodall remarked in a surprise address at a luncheon meeting which highlighted the opening day.

"I think we should hire a capable person to make personal solicitation of non-member stations," he continued. "Lack of an aggressive selling campaign is giving too many stations a 'free ride' in the sense that they do not contribute financially to the work of an association seeking benefits which apply to all. "Take for instance the very city of Jacksonville where we are in session. Of the seven stations in the immediate area, only one, WMBR, belongs to the association. This convention opens. You cannot gain members just by writing letters. You will have to organize an aggressive selling campaign in which personal solicitation will play the key role." Mr. Woodall also asked delegates to the district meeting to join him in support of a proposal to the Broadcast Division of the Census Bureau as a part of the association. Citing the advantages of the services provided by BAB, Mr. Woodall declared: "If BAB separates from NAB, I am of the opinion that many of us will continue to take BAB service and let NAB get along as best it can."

Judge Justin Miller, NAB president, supported Mr. Woodall in his plea for a bigger membership. "We like to hear expressions from local, state and district organizations," Judge Miller said: "I hope Mr. Woodall's spirit will catch on. Your national association's board of directors needs to know just how you feel so that policy may be drafted to reflect the true sentiment of the radio and television industry."

"I am surprised by the shyness and timidity of some broadcasters in telling their story. It reflects a sort of atmosphere in which it is considered bad form to just come out and ask a man to join the association. Your board is not a self-perpetuating hierarchy as has been charged, but a representative organization elected by you. If you fail to tell (Continued on page 60)
Geller, Chicago, show, and president of Forbes Tea and Coffee Co., St. Louis, looks over the promotion campaign for his new series Mon.-Fri. 1:15 p.m. on KXOK St. Louis. With Mr. Forbes are (l to r) Charles Burge of KXOK sales; Bert Somson, representative for Frederic W. Ziv transcription syndicate, and Lee Seelig, Seelig Advertising Agency, St. Louis.

NARBA TREATY

ENFORCEMENT of any treaty adopted by the Third NARBA Conference at Montreal appeared as less of a stumbling block at the weekend as delegates of North American nations wound up a series of working sessions by small groups.

Signs appeared at the weekend that a treaty might be adopted which Mexico would be willing to sign, though that nation is not officially represented at the conference.

The Juridical Committee believes it has solved major objections to the compulsory enforcement plan favored by the North American Regional Broadcast Engineering Conference, which caused prior Mexican rejection and non-observance as well as Cuban objection to procedure proposed by the United States.

Under the committee's new plan, NARBEC enforcement would be on a voluntary rather than a compulsory basis. This would meet Cuba's insistence on maintenance of its sovereign rights. Hope was voiced around Hotel Windsor headquarters that such a change would permit Mexico to participate.

Carlos Maristany, controversial figure in Cuban broadcast circles and director of the Office of Inter-American Radio (OIR), arrived at the conference Wednesday. His conference status and that of OIR are undetermined.

Interest in the working groups centered on the time of operation of daytime stations on 1A channels. The Canadian proposal would limit stations to those situated west of the United States. Hope was voiced this problem could be worked out.

In an effort to halt the U.S.-Canadian stalemate, Canada proposes that Class I channels be protected externally to the nation's border of 1A and protected internally to 1B service areas as determined by the conference. Roughly it is suggested that the internal protection extend to 750 miles. Such action would not be retroactive.

Aiming at high-power Mexican border stations, apparently, Canada proposes that not more than 50 radiated kw be permitted to another country unless such increase in power would not cause interference to a station in another country.

Cuba is expected to submit corrections and modifications in its earlier list of assignments and proposed assignments [Broadcasting, Oct. 10].

The NARBA conference did not work last Monday because of the Canadian Thanksgiving celebration. Bahama's delegation desires to be seated with the right to one vote in joint participation with Jamaica. Bahamas succeeded in having its position brought before the Juridical Committee.

MARSHALL TERRY

Is Crosley Merchandising V.P.

MARSHALL N. TERRY will become vice president in charge of merchandising for Crosley Broadcasting Corp., shifting his emphasis from the television administrative field to the establishment of a merchandising operation in the TV field, the company said last week.

Mr. Terry, formerly vice president in charge of operations, will assume his new position following a brief vacation.

Meanwhile, Crosley said TV activities of WLWT (TV) Cincinnati, WLWD (TV) Dayton and WLWC (TV) Columbus will be coordinated through R. E. Dunville, vice president and general manager.

J. M. Zinselmier continues as director of merchandising of WLW Cincinnati but will add to his duties market studies in connection with future Crosley expansion in broadcasting, the company added.

FCC ACTIONS

PROPOSED decision to grant WLAP Lexington, Ky., switch to 630 kc announced by FCC last week along with initial decision to deny KTVC(4) Portland, Ore., additional time to complete construction. New AM station at St. Cloud, Minn., also approved, as were transfers of WKAG San Juan, P. R., and KSIW Woodward, Okla. James A. Noe, WNOE New Orleans owner, and Rep. Henry D. Lazarde Jr. (D-La.) are principals in new AM applicant at Baton Rouge. Details of these and other FCC actions since FCC Roundup on page 79.
PRODUCTION of TV sets with tuners for the 88-108 mc FM band is threatened by a Bureau of Internal Revenue ruling which proposes to apply the 10% factory excise tax to many more components of such receivers [CLOSED CIRCUIT, OCT. 10].

Serious competitive dislocation is involved, especially in the case of TV-FM sets having continuous-band tuners. These comprise a substantial portion of TV production. But the ruling also would apply to expensive phonograph combination receivers tuning both AM and FM.

The Revenue Bureau issued its ruling in the form of letters to TV set manufacturers. Bureau spokesmen said no manufacturer has yet filed an objection.

NAB, Radio Mfrs. Assn. and FM Assn., however, are planning to investigate the tax ruling. NAB has referred the matter to its Excise Tax Committee, of which S. Insull Jr., Stewart-Warner Corp. vice president, is chairman.

The NAB FM Division has contacted the bureau, fearing the tax will be a serious blow to FM circulation. NAB officials have taken up the matter, according to Ed Sellers, executive director.

To Include TV

Although the luxury tax law, passed over a decade ago, taxes radio receivers and does not mention television sets, the Revenue Bureau proposes to interpret the law as applying to FM radio components in TV receivers.

Thus the portion of the set used to receive the 88-108 FM band would be taxed as a radio unit even though this ability of a TV switch to bring FM stations into the speaker is based on the fact that the FM band happens to be located between the upper and lower TV channel groups.

The bureau's ruling may apply also to built-in antenna equipment featured in many of the new models.

While manufacturer spokesmen were unable to give any definite indications of what effect the tax ruling will have, it was indicated the tax payment might be increased as much as 500% or more on some models. Few factory officials have had a chance to study the problem because they have been tied up in the FCC television hearings.

One instance suggested by a manufacturer relates to TV sets using the DuMont tuning circuit, in which FM band tuning is inherent. The tax might jump from around $1 to $1.25 on some models to as much as $8 or $10.

This increase would price such sets out of the market, it was predicted, since set prices are going down as competition increases and production techniques are perfected.

Rather than pay this greatly in-

creased tax, TV set makers would be tempted to add a 15-cent switch cutting out the 88-108 mc FM portion.

Should this happen, total output of radio and TV receivers with FM tuners would be sharply curtailed. At present roughly 50% of all TV receivers are capable of tuning the FM band. This includes sets of the DuMont type as well as combination sets tuning both AM and FM bands.

Since NMA started last April to compile figures on TV sets capable of tuning the FM band, its member companies have turned out 755,771 TV sets of which 172,271 have FM.

In addition Admiral, not an NMA member, claims to have turned out a fifth of all TV sets made and about half of them tune the FM band.

NMA and NAB both were active in promoting inclusion of FM tuners in television circuit design, and last spring persuaded RMA to separate its monthly TV production figures into FM and non-FM models.

At the Revenue Bureau it was stated that decision to bring additional portions of TV sets within the radio tax followed more than a year of study. Views of manufacturer groups were sought, it was said, along with FCA's opinion.

If the industry can show that the tax is unjust or works a hardship, the bureau will be willing to reconsider the action, it was stated. One bureau official put it this way, "We aren't so straight-laced that we would refuse to change a ruling if an industry showed us we were wrong."

The 10% excise tax, concealed by Congress as a luxury tax in the 30's, applies to most radio set components. The tax was raised from 5% to 10% in 1939. Since the law does not cover TV sets, the tax is applied to their audio components. Cathode-ray viewing tubes and other essential TV parts are not taxed.

RMA has tried frequently to obtain repeal of the old luxury tax on the ground that radio is a household necessity. The Revenue Bureau deems radio sets a luxury item, though the wartime OPA held radio was not a luxury and established its price controls on that principle.

Obermeyer To B&J

HENRY Obermeyer, advertising director of Consolidated Edison Co., New York, has resigned to become vice president of Bozell & Jacobs Inc., Omaha, making his headquarters in New York.

TWO HUNDRED agency men from seven midwest states heard top-level experts relate down-to-earth facts on current problems at the Central Council meeting of the American Assn. of Advertising Agencies Friday.

The day-long business session at Chicago's Drake Hotel was preceded by a closed management meeting Thursday afternoon at the Racquet Club, conducted by AAAA President Frederic R. Gamble. Agency and Central Council officers aired their approaches to current pressures and conditions affecting their industry.

Although radio was an indirect concern of the speakers—cropping up only secondarily in general advertising analyses—TV took the spotlight as Louis L. Brockway, executive vice president of Young & Rubicam, New York, explained "How To Use Television Today" (see later story).

Agency men were equally enthusiastic about the way in which advertising increases security values, as outlined by Stanley Harold Morgan, Chicago financial analyst. Claiming that an "effective advertising record is widely regarded as concrete evidence of a company's progressive management policies," Mr. Morgan pointed out that investors first consider prestige and brand preference, both established by advertising.

The analyst made four major assertions on his theme: (1) leading investment trusts and well-advertised companies; (2) enterprise must win public acceptance if it is to get public funds on a favorably capitalization; (3) a well-advertised firm is likely to have its earnings capitalized at a higher rate than a comparatively unknown company; (4) better-advertised organizations consistently have their securities more favorably regarded by investors than generally comparable but lesser-advertised companies, and (5) the advertising dollar delivers to the individual enterprise and to the public the economic benefit of the multiplication factor.

Cites Acquisitions

Six acquisitions by heavy advertisers of leading advertising-conscious firms were cited by the speaker. The companies—International Cellu-Cotton Products, Standard Brands, S. H. Kress & Co., Borden Foods, General Foods, and International Harvester—all invest heavily in advertising, including radio and TV.

"Need for additional capital continues to grow more severe, and more money must come from the public," Mr. Morgan asserted. The public is prone to invest in companies about which it has heard and knows—firms which advertise widely, he said.

Although advertising's "primary force is economic," secondarily it "flows into adjacent areas," he claimed. An example of this multiplication factor "is the emergence of women as majority stockholders in many leading enterprises. Women...

"I won it on 'Stop The Melody'... but Voskinsky vetoed the idea!"

Drawn for Broadcasting by Sid Hix

"I won it on 'Stop The Melody'... but Voskinsky vetoed the idea!"

"I won it on 'Stop The Melody'... but Voskinsky vetoed the idea!"

"I won it on 'Stop The Melody'... but Voskinsky vetoed the idea!"

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SET EXCISE THREAT Revenue Ruling Hits FM

Experts Air Agency Problems

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Business Cycles... 

... and Broadcasting

By Richard P. Doherty

NAB Director of Employee-Employer Relations

AN INDUSTRY which is in an intensive period of growth feels the impact of business cycles to the greatest degree. For this reason, it is undoubtedly true that audio broadcasting will, for the first time in its history, experience future cyclical ups and downs in the manner felt by most other American industries.

However, this conclusion—even if correct—does not imply that sound broadcasting will undergo business cycle recession declines of the magnitude commonly in such industries as steel, autos, shoes, construction, etc. In fact, the characteristic cycle pattern varies greatly among different industries. The durable goods lines, e.g. steel, machinery, construction, furniture, etc., notably fluctuate very widely. By contrast, such lines as cigarettes, cosmetics, soap, gasoline, meat packing, groceries, etc., have a much narrower range between their prosperity peaks and depression lows.

Incidentally, there is a bit of ironic paradox in the FCC policy concerning the availability of license opportunities in broadcasting as related to growth trends and cyclical features of the industry. During the period of accelerated expansion in the industry, the number of stations privileged to operate by the Commission was relatively restricted. This policy enhanced the profitability of the operating licenses because total radio revenues grew rather rapidly and the number of units increased very little. As a result, there were virtually no marginal stations in the industry.

By the time the industry had its period of intensive growth, with an attendant lesser rate of underlying acceleration, the FCC threw the doors wide open to entry into the industry. New stations—AM and FM—came into being at a rate well in excess of the normal rate of growth in available total radio revenue.

Simple household economics indicate that if you increase the number of persons at the table faster than you increase the size of the pie, you decrease the potential portion available to each person. In 1946, 1947 and 1948 marginal and sub-marginal stations became increasingly common. This situation occurred, not because total radio income declined—it actually increased—but because the number of operators increased (via FCC licenses) at a faster pace than did total broadcast revenues.

In 1948, total radio income approximated $500 million thereby reaching a new all-time high. Nevertheless, at least 20% of the industry's licenses (AM and FM) lost money or barely broke even.

This relatively poor financial situation reflects a growth crystallization, within the number of operating units of the industry itself, rather than any reversal of trend in broadcast revenues.

TAKING a backward look we see that radio has had an accelerated growth since the late 1920's or early 1930's. Ordinarily, this would have attracted new operators. However, FCC license restrictions limited entry into the industry and the number of new stations increased relatively little during the late 1930's and early 1940's. In addition, the war both expanded radio income and placed scarcity obstacles upon new station construction. Consequently, when the FCC "let down the bars" to fuller entry, after 1945, new capital and new operators increased appreciably.

Temporarily, at least, the industry is going through a period of capital gestation. Within a couple of years this situation should correct itself either by: (a) an increase in total radio revenues to support the existing number of units in the industry, or (b) the gradual demise of sub-marginal stations with the results that there will be a workable balance between the total number of economically supportable stations and the total volume of broadcast revenue.

Which of these two factors will exercise a dominant role depends on the general business cycle picture. A reasonably near term decline in business activity, national income and total advertising expenditures undoubtedly will reduce the number of stations on the air. Continuation of good times, preservation of current national income and sustained or increased advertising outlays will permit an "adjustment" of many stations which are presently operating in the red. However, we must not lose sight of the fact that this intra-industry situation does not alter the basic conclusion that the income of the radio industry is geared to the advertising appropriations of American Business. Furthermore, these advertising dollars tend to vary in volume according to the ebb and flow of general business.

While sound radio may now be a cyclical industry, it is logical that even a good-sized depression in general business will not cause more than a reasonably moderate decline in total radio revenue (AM-FM-TV).

This apparent situation appears logical, due to at least two reasons: First, the major sponsors of radio programs are industries which, characteristically, possess a comparatively narrow amplitude or range in their own cyclical variations. These principal sponsors of radio programs are producers and distributors of drugs and toilet goods, food and food beverages, soaps and household supplies, tobacco, cigars and cigarettes, soft drinks and beverages. Add to this list, for local markets, sponsorship by various types of retail stores, department stores and other local service and distributive outlets.

Fortunately for broadcasting, these lines of business suffer less from depression effects upon consumer demand than do the so-called heavy goods or durable goods industries. In other words, the prime suppliers of radio revenue are industries which, in themselves, experience only relatively moderate business cycle declines when times get bad.

The study of business cycle economics indicates that depressions are characterized—though not caused—by a great shrinkage in new investments and by heavy declines in the production and sale of producers' goods and consumer durable goods. When the business outlook grows uncertain and when consumer buying power falls off, the biggest contraction in new purchases takes place in those goods whose replacement can easily be deferred to a later date and in those goods and services which derive considerable benefit from "surplus" income in good times. Thus during recessions or depressions, very substantial shrinkages take place in the public absorption of new autos.

(Continued on page 34)
WHO HAS UNCHANGED LISTENING HABITS IN IOWA

TAKING THESE 14 IOWA COUNTIES, FOR INSTANCE

It takes more than power (or proximity) to attract and hold a radio audience. It takes programming.

In the ring of 14 counties selected by Station "B" for a late 1948 telephone coincidental, most have signals stronger than WHO because of geographical location. Regardless of this fact, the 1949 Iowa Radio Audience Survey shows that from 5:00 a.m. to 6:00 p.m. the 14 county average percent "listened to most" is 38.8% for WHO and 4.2% for Station "B".

Iowa has 38 commercial stations, each of which puts an excellent signal into a certain number of homes. Thus if signal strength were all-important, State-wide audience preference would hardly be possible for any one station.

Actually, the listening habits of the people around Waterloo are very like those in every other section of Iowa. In virtually every area WHO's programming and Public Service have for many years won and held the largest share of the audience. In 1949, WHO is "listened-to-most" in 57 of Iowa's 99 counties! Ask us, or Free & Peters, for all the facts. The evidence is overwhelming and conclusive.

*These 14 counties were used in a 1948 coincidental area study.

The 1949 Iowa Radio Audience Survey is the twelfth annual study of radio listening habits in Iowa. It was conducted by Dr. F. L. Wham of Wichita University and his staff, is based on personal interview of 9,116 Iowa families, scientifically selected from cities, towns, villages, and farms. It is universally accepted as the most authoritative radio survey available on Iowa.

WHO

+ for Iowa PLUS +

Des Moines ... 50,000 Watts

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

FREE & PETERS, INC.
National Representatives
Business Cycles

(Continued from page 32)

Composers

HARRY STONE, vice president and general manager of WSM Nashville, was revealed as latest composer on BMI rolls at NAB District 6 meeting in Memphis Oct. 7. Bob Burton, vice president and general counsel of BMI, disclosed that Manager Stone was the author of a new song titled "Shoeshine Boy" and predicted it would make the Hit Parade before long.

Getting the women's point of view at the NAB District 13 meeting in Dallas a fortnight ago [Broadcasting, Oct. 10] are these wives of station executives (1 to r): Mrs. Ralph Nimmons and Mrs. Martin Campbell, both of WFAA Dallas; Mrs. Darrold Cannon, of KFDX Wichita Falls; and Mrs. Howard Fry, KFIM Beaumont. A record turnout of 140 registrants attended the Texas gathering held at the Hotel Adolphus.

Statistical evidence proves that radio has steadily improved its competitive position as an advertising medium. Contrasted with the 1945 figure of 13% (radio advertising to total media advertising), the industry received only 7 cents of every $1 of advertising appropriation in 1935, and 11 cents of every $1 in 1940. Through success results, broadcasting has steadily improved its percentage share relative to total advertising expenditures, but broadcasting still has potentially untapped gold mines in the advertising dollars which don't flow into the broadcaster's cash register.

Only if radio remains in a given, or static, position with relation to other competitive media and in relation to the national fund of total annual advertising dollars will broadcast revenues fluctuate, up and down, in proportion to future cycles in advertising expenditures.

On the other hand, if radio continues to undergo a trend of enhancing its position, in relation to competitive media, broadcast revenues will rise more than, and fall less than, the recurring cycles in total advertising expenditures and general business.

Incidentally, because radio listenership does not cost the public anything and, hence, does not suffer during an economic recession, broadcasters have a right to claim a sustained impact for advertisers. Therefore, radio should be more effective than other media in serving the advertiser, whenever a business recession occurs.

A MAJOR problem facing our economy is that of finding ways of inducing the consumer to spend his money and maintain a reasonably even rate of spending and investing. By planning advertising budgets and expenditures, in relation to the ups and downs of the economy, undoubtedly would level off the top peaks of the boom periods and fill in the valleys of recession.

Historically, many producers and distributors and, consequently, advertising media have ultimately suffered from the practice of "firing" the bulk of advertising ammunition when the consumers marched, en masse, to the retail stores and figuratively threw their money on the counter. Yet, when this consumer march began to fade, advertising retrenchments were put into effect. Such situations were bound to occur because advertising expenditures were related directly to current, prevailing market demands.

Business cycles have not been caused by but they have been intensified by the advertising medium's potential to capture the maximum amount of spendable dollars on the market during boom years. Conversely, the advertising medium, whenever buyers grew reluctant, helped to generate unwarranted spirals of depression.

If the advertising budgets were given the same consideration as sales salary budgets; if the volume of money expended for advertising were determined by consideration of the fact that it is needed to do the best job in the largest market rather than by a reference to a percentage of an assumed, expected sales figure, we might promote the economic stability desired by all business firms.

CORRELATION which has, in the past, prevailed in the cyclical swings of general business and advertising is evidently a result of the fact that the majority of firms—the major corporations—do not use advertising to better their position in falling markets while, at the same time, maintaining a sustained and adequate level of advertising in times of heavy market demand.

Once business leaders have accepted the thesis that there should not be a direct quantitative, and temporal, relationship between sales and advertising budgets, we shall take a major step toward cycles of stability.

Radio, like other advertising media, has everything to gain and nothing to lose by promoting the concept that there should be a stabilizing device within the business cycle phenomenon. Under such a program of planned advertising the overall and long-range economic expenditure for advertising would still adhere to the same underlying rate of growth which currently prevails. Yet,

(Continued on page 36)
Success story: A little does a lot on WLEE! Take the case of the Richmond coal company that buys only three participation announcements per week.

In less than three weeks, this company got 33 new customers! All these new customers telephoned and said they had heard about this coal company on WLEE!

Local Richmond merchants get fast, profitable results like this on WLEE all the time. More and more national advertisers are following their lead. You ought to get the whole WLEE story from your Forjoe man.

WLEE
MUTUAL IN RICHMOND

TOM TINSLEY, President • IRVIN G. ABELOFF, General Manager • FORJOE & CO., Representatives
Business Cycles
(Continued from page 31)

there would be less of the prince and pauper characteristics to this trend.

THis theory of business cycle correction possesses increased emphasis when we consider our current national policy concerning consumer credits. Through the mechanism of the Federal Reserve System, we now tend to tighten up on installment and other credits when business rises appreciably above normal, and to relax these credits when consumer resistance increases.

The Future:
The still unanswered questions in the future business cycle patterns of radio are: How much of the advertising dollar will go to sound broadcasting, and how much to television? Will TV attract new advertising dollars and, hence, raise the total level of advertising expenditures? Will TV take sales revenue principally away from other (non-radio) competitive media?

Economics and science have assured radio of a continued upward growth trend. Radio has had a profitable and substantial expansion in the past. The future holds equally attractive horizons for those stations whose operating policy is grounded on sound economic thinking, and fired by a creative “know-how” in catering to public listening — and looking — tastes.

Some Conclusions:
1. For fully a decade, American businessmen have made decisions under an expanding economy. Not since the sharp—but relatively short-lived—recession in the fall of 1929 and spring of 1938 have we experienced adverse times. This long sustained trend has given some executives the idea that the "old-fashioned" cycle, with its up and down movements, has now become an academic phenomenon of the past.
2. As we move farther away from the artificial stimulants of a war economy, we should recognize that our free, competitive economy cannot run on a completely even keel forever. We are bound to get some alternating fluctuations between good and bad times or, at least, between good and less good times. It is hoped that substantial recessions in business will, and can, be avoided. Yet no tangible evidence exists to justify the opinion that depressions are relegated to the archives of history. Nevertheless, there is hope that business executives will adopt policies which will minimize the swings between boom and bust periods. Planned advertising could be one potent force making for some degree of cyclical stability.
3. Historically, total advertising expenditures tend to fluctuate with the cyclical tides of business. Normally, total advertising appropriations correlate closely with the movements in national income, department store sales and other primary business indexes.
4. The audio broadcasting industry has now moved into a period of maturity, and will undoubtedly experience the cyclical variations common to other lines of business. The "depression proofness" which radio had during the 1929-33 depression is no measure of cyclical immunity for audio radio in the future.
5. Television is a new and vigorous field and, for several years to come, will possess such strong and pronounced underlying growth forces that a recession—or even depression—in general business will not have a serious impact upon the year-to-year expansion in TV income. TV has only recently entered its phase of extensive expansion, and will not experience its greatest rate of total growth for another few years.
6. Sound business policy for AM-FM broadcasters should, perforce, recognize the cyclical character of their industry. In good times, adequate reserves should be set up against possible periods of recession; costs should be watched and controlled when business is on the upgrade, to avoid or minimize undue and unwarranted expansion in break-even points. Just because broadcasters have not, hitherto, been accustomed to a cyclical downswing, they should not become panicky if and when downturns occur in the future. On the other hand, audio broadcasting will witness the demise of many marginal stations when general business deteriorates—a condition which has rarely existed in the past history of the industry.

Long-range planning is of prime importance to broadcasters. The high prosperity years are the periods when stations should get out of debt, or reduce their indebtedness. Capital expansion planning indicates the wisdom of minimizing new capital indebtedness during boom periods, except for emergencies which arise without regard to the cycle.

Examples may be taken from the telephone, electric power and similar industries. They possess continued growth; yet they plan their plant and facilities expansion, not on a year-to-year basis, but on a 5-year, 10-year or longer program. In other words, it is better to project and control new capital investment and new capital expansion on the basis of established trend patterns, than to follow the easy policy of spending more money whenever income is high and, alternatively, pursuing a stringent belt-tightening policy whenever the pocketbook gets a bit pinched.

Likewise with regard to personnel policy, broadcasters should strive to avoid cumulative expansion in staff, just because revenues are large. This industry requires...
a high type of creative personnel. Employment should be geared to the effective broadcast services of the station, and not merely reflect the amount of available "dough" in the cash register. Undoubtedly, many broadcasters have expanded their staffs in 1945, 1946 and 1947, largely because they had plenty of income with which to hire more people.

Without a clear concept of staff requirements, based upon service performance, there is a tendency to spend "loose" money on added manpower. When less favorable times arrive, slashes are made. Often these, too, are motivated by the objective of saving "x" percent of the payroll, rather than by careful examination of long-range personnel requirements in relation to programming, operation and sales.

8. Broadcasting—audio and video—has the genuine and logical prospect of offsetting cyclical downswings in business by obtaining a larger share of the total advertising outlay of American business. Adequately merchandised, the radio industry should, within the next few years, expand its "take" of the available advertising dollars to the point where at least 20% of the national advertising outlay goes into broadcasting. This trend, of itself, would afford a rather substantial upward swing from the prevailing level of broadcast revenues and would tend to offset the potential decline in revenues, should a business recession occur.

Because sound radio has entered into its era of extensive expansion, it is more than ever necessary that the industry promote itself so as to acquire a larger share of the nation's advertising expenditure.

9. Better programming, more aggressive selling and industry promotion, rather than rate cutting, would appear to be the proper policy if radio is to out-compete the competitive media which share in the distribution of the nation's advertising dollars.

10. Marginal units are a characteristic of all non-monopolistic industries in their extensive phase of growth—the phase in which radio now finds itself. The fact that there are many marginal radio stations is not, per se, any indication that broadcasting has lost its vitality. During periods of business prosperity, the number of radio stations breaking even or losing money will be relatively few, but they will, nevertheless, exist. When the business picture turns downward, the percentage of "loss" stations—and even bankruptcies and reorganizations—will increase. Hitherto, radio has not experienced this phenomenon. Yet it is the typical picture for industries in their extensive period of growth. However, as in other industries, the capably managed and well-financed stations will successfully ride the waves of good and bad times, and serve as the leaders of the industry.

All of which adds up to one apparent conclusion: Broadcasters must become more and more industry conscious. Cooperative thinking and cooperative acting will build a sounder fabric for the entire industry and, hence, reflect themselves in benefits to the individual station.

**PAPP'S SERIES**

**Starts Airing Jan. 1**

FRANK PAPP, NBC producer-director, who returned last week from a three-month survey tour of European relief centers, announced that six 15-minute transmissions of his interviews abroad would be released, starting the first of the year, to 900 stations in the U. S.

He also reported that four half-hour network programs, One Great Hour of Sharing, under auspices of Church World Service, official Protestant relief organization, would be scheduled by the network before March 12.

**STILLI NAMED**

**Joins WBZ-WBAZ Staff**

APPOINTMENT of John G. Stilli, Jr., of Philadelphia, as advertising and sales promotion manager for Westinghouse's WBZ Boston, WBAZ Springfield, Mass., was announced last week by W. C. Swartley, manager. Mr. Stilli assumed his new position effective immediately replacing Lynn Morrow who is leaving the company to take up permanent residence in Florida.

Mr. Stilli first became associated with radio while attending the U. of Illinois. He announced at the college-owned WILL and at nearby WDWS Champaign. Later he served as staff announcer at WHIO Dayton, O., and WLW Cincinnati and in New York where he freelanced with networks and agencies announcing, writing and producing.

He joined Westinghouse in September 1947, as a producer at KYW Philadelphia. In addition, Mr. Stilli has produced television shows at WPTZ (TV) Philadelphia for the past two years.

**W. Earl Bothwell**

W. EARL BOTHWELL, 55, founder of the agency bearing his name, died Oct. 12 in Pittsburgh. Mr. Bothwell organized the agency in Pittsburgh in 1935 and had expanded to branch offices in New York, Chicago and Los Angeles.

These are only items taken at random. The point is, of course, that WBT talent is a smart local buy for national spot advertisers . . . as WBT's first-by-far Hoopers prove. (All week long, WBT leads the nearest competition by an average 152.9%*) For a big-time buy at small-time cost, ask us or Radio Sales about our big-league hillbillies.

*Oct. 1948-Feb. 1949

Jefferson Standard

WBT

Broadcasting Company

50,000 watts • Charlotte, N. C. • Represented by Radio Sales

WBT

Broadcasting Company
SERIES RATING

Radio won its highest ratings in World Series history during the 1949 playing of the five-game classic, according to MBS, which had exclusive rights to carry the games.

A survey made for Mutual by Crossley Inc. put the average rating for the Series at 37.9.

The previous all-time high was chalked up in 1947 at 36.7 when the same Series contenders, Brooklyn and the Yankees, fought for the world title.

Significant in the radio record is the fact that it was scored at a time when television viewing was at a peak. Approximately one-third of the families surveyed by Crossley, the games were carried on video as well as on AM.

The Crossley figures, when finally broken down, may show that out of every 10 radio homes heard at least one game.

Two-day samples were used in the Crossley computations, except for the final day, when the rating was at 54.6. Two-day calculations were used to make the sample larger. Breakdown on them:

Wednesday and Thursday, Oct. 6 and 7—sets in use 47.1; share of audience 65.0; rating 30.6.

Thursday and Friday, Oct. 6 and 7—sets in use 48.0; share of audience 68.0; rating 32.8.

Friday and Saturday, Oct. 7 and 8—sets in use 50.3; share of audience 75.7; rating 37.1.

Saturday and Sunday, Oct. 8 and 9—sets in use 55.7; share of audience 81.8; rating 42.7.

Sunday, Oct. 9—sets in use 66.4; share of audience 82.3; rating 54.6.

Five-game average—sets in use 52.1; share of audience 72.8; rating 37.9.

The Crossley ratings have been conducted for the Series for 16 years, during five of which all network stations carried the entire series during 11 of which MBS carried it exclusively.

Satisfaction over television telecasts of the Series was noted by S. H. Fabian, president of Fabian Theatres, whose Fabian Fox Theatre in Brooklyn brought big screen television to his moving picture audiences.

He said that receipts from the performances added up to four or five times those that could be expected for regular film features during the period. Concession business also boomed, he said. Box office prices were advanced from $5 to $7 a set on weekdays and from $5.50 to $8.15 on weekends.

He praised the RCA equipment used in the telecasts and promised to bring other theatre audiences as they become available.

Nathan Halpern, Fabian's consultant on television, said the series proved a success from the point of view of picture quality and audience enjoyment.

promise is expected between the House top ceiling of $15,000 and the Senate's $12,500.

SERIES RATING

Highest in AM History, Crossley Finds

NER PRIMER

Covers World Radio Field

PRIMER on international broadcasting, titled Who Gets the Air, published by NAB, was written by Forney E. Rankin, NAB government affairs director, in collaboration with NAB's engineering and public relations officials.

The 64-page volume appears with decorative cover and is heavily illustrated. It is designed to explain the whole international radio picture, with proper documentation. Publication was ordered by the NAB board at its February 1949 meeting.

The first part is titled "Physical Obstacles to Good Listening." It covers NARBA, the International Telecommunications Convention, sharing of high frequencies, good neighbor committee and gentlemen's agreements. Part 2 is called "People Speaking to People" and covers UN, UNESCO and Voice of America.

Part 3 deals with government relations, including broadcaster relations with the FCC, State Dept., interdepartmental committees and similar matters. Part 4, "Relations With Other Countries," discusses foreign propaganda in the U. S., how governments speak to people, and the cooperation of broadcasters in the Americas.

POWER OF FM

FMA Cites Pulse N. Y. Survey

FM broadcasting is concentrated in the biggest buying bracket—upper and lower middle class groups—according to FM Asso. Based on a Pulse Inc. quarterly survey covering 5,000 New York homes, FMA declared the oft-heard theory that FM is enjoyed only by "long-hairs" has been disproved.

A socio-economic study of homes with FM showed 11.5% of homes of the rich were equipped, 37.7% of upper middle class, 40.8% of lower middle class and 7.8% of poor homes. FM's "national pulse" broke down its contacts as follows: Rich 7%, upper middle class 24%, lower middle class 41% and poor 28%.

New York metropolitan area has more FM-equipped homes than the number of AM homes in any one of 26 of the 48 states, according to FMA. The survey showed that 40.9% of the homes were bought in 1948 compared to 21.1% in the first half of 1949. FMA concluded 1949 FM set sales in New York may exceed the 1948 FM total despite the falling off in total production of radio receivers.

FOSTER PRESS

No Large Staff Turnover McConnell Says

JOSEPH H. McCONNELL, in his first week of office as NBC president, said last week that no large turnover in personnel was contemplated in the reorganization of the network.

Mr. McConnell told Broadcasting was to "try to use the best advantage the talent we already have at NBC."

"We are not going to have any revolution at NBC," he said.

He clearly implied, however, that although no sizeable turnover could be expected, many executives and employees would be reassigned.

In response to an inquiry as to when the reorganization would get underway, he said that it already had. He pointed out that the network now has one of the three principal operating chiefs—one each for the radio, television and owned and operated stations divisions—appointed. In August Sylvester L. (Pat) Weaver Jr., vice president in charge of television, was named.

Mr. McConnell would not predict the date on which the appointments of the other two operating chiefs would be announced, but it was believed they would be among the first to be assigned in the reshuffle.

The theory of the reorganization, in addition to improving the administrative and operating functions of the network, is to establish definitive standards for all positions of responsibility, Mr. McConnell said.

The establishment of such standards, he said, serves two purposes—it not only enables the company management to arrive at justifiable figure against requirement, but it also gives a job-holder a means of checking himself to determine whether he is accomplishing the job he is expected to do.

If an executive or employee knew precisely what the company expected of him, Mr. McConnell said, he would be more sure in his job than if he were not sure what

FCC PAY BILL

Clears Conference Hurdle

CONFERENCES last week agreed on executive pay legislation which would grant Commissioners of FCC, FTC, SEC and other independent agencies an annual salary of $15,000 [Broadcasting, Oct. 5].

Pay boosts also were approved for ten Assistant Secretaries of State, including the Public Affairs post which supervises Voice of America activities. George Allen was raised from his present $10,330 to $15,000. All pay increases take effect first day of the first pay period after enactment of the bill (HR 1098).

The $15,000 figure for FCC represents a compromise pushed by 34 Senators as a substitute to the House version which called for $16,000. Stricken before Senate passage of the bill was a provision empowering the President to approve $18,000 for the chairman of FCC and other independent offices.

Classification legislation, covering top-level executive employees in FCC, also was discussed last week by other conferes. A com-
To the PRESS and RADIO:

Subject: WHAT RAILROADS MEAN TO MOTORISTS

Few people have as great a stake in the continuous successful operation of our railroads as those who own and operate the millions of trucks and private automobiles in this country.

This is true because America could not have built, and could not maintain and operate, its motor vehicles were it not for the basic low-cost mass transportation of raw materials and finished products which only the railroads can provide. Moreover, the great American network of public highways could not have been built, and could not be maintained today, without the essential service rendered by the railroads.

But there is another, and equally important, reason in the fact that railroads help our already overcrowded public highways by moving freight on their own special highways of steel. In 1948, the railroads performed more than 640 billion ton-miles of freight service -- or seven times more transportation service than was provided by intercity motor trucks. It doesn't take much imagination to picture what would happen to our public highways and to motorists if any considerable part of the traffic which moves by rail had to be carried by truck.

The more the nation’s freight is moved on the special steel highways of the railroads, the less will be the wear and damage to the public highways, and the lower will be the cost of building and keeping them up. And the more freight that is transported by the railroads, the greater will be the convenience, the satisfaction and the safety with which motorists can use the public highways.

Sincerely yours,

[Signature]

William T. Faricy

President
SUBSTANTIAL radio listening not shown in most research is found in the audience tuned to sets outside the home and to auto-receivers.

This additional listening is shown in the 13th study of the Kansas radio audience, conducted under direction of Dr. F. L. Whan, chairman of the U. of Wichita Committee on Radio. It confirms findings shown in a study of the Iowa audience by Dr. Whan [Broadcasting, Aug. 29].

The Kansas study was conducted for WIBW Topeka and sent to the trade by Ben Ludy, general manager.

As in the case of the Iowa study, Dr. Whan's Kansas figures show an important amount of additional listening in homes having more than one radio set.

Nearly 9% of the 7,020 families interviewed in the Whan Kansas Survey reported one or more members of the family "regularly" listen to sets not located at home or in the family car. This additional listening occurs as follows: at school 18.8%; office, 8.5%; retail store, 13%; gasoline station, 4.1%; hotel, 0.4%; restaurant, 0.8%; at work, 17.5%; other places of business 6.4%; barn, 3.9% (18.5% on farms); other buildings on home place 3.1%; another person's auto, 1.5%; in homes of others, 17.5%; all others, 4.1%.

This type of outside-the-home listening is broken down to 5.5% of farm homes, 9.9% of village families and 11.3% of urban families.

Car Radio Use

More than a third of those owning auto-radios use them "almost all of the time" when on long trips; approximately one-fifth use them "almost all of the time" when driving around town or on short trips. Less than a fifth reported they use the radio "not often" on long trips and only four of them reported "not often" on short trips.

With 40% of all Kansas families owning car radio, says Dr. Whan, "broadcasters may feel confident of a 'plus' audience at any quarter-hour of the radio day." Of all car owners in Kansas, 45.9% have car radios.

Analyzing number of sets in the home, Dr. Whan found one set in 70.2% of farm homes, 68.3% of village homes and 54.5% of urban homes. Two sets were found in 24.2% of farm homes, 22.3% of village homes and 32% of urban homes. Three sets were found in 4.8% of farm homes, 7.1% of village homes and 9.8% of urban homes. More than three sets were found in 0.8% of farm homes, 2.3% of village homes and 4% of urban homes.

One fourth of all families owning two or more sets use them simultaneously "nearly every day" or "quite often" in the evening, it was found. Simultaneous use of two or more sets in Kansas homes is depicted in the adjoining chart, showing percentages based on replies from 2,444 homes equipped with two or more radios.

More than one set in a home was found by Dr. Whan to increase the number of listeners and the amount of time these listeners hear the radio. This increased amount of listening was found to be 18%.

ANTENNA SITE

HOPE that Civil Aeronautics Administration will throw a little light on its confused antenna-site policies was expressed at the weekend as the FCC planned Monday morning resumption of its hearing on WOR New York's effort to secure approval for an increase in tower height from 410 to 638 feet [Broadcasting, Oct. 10].

C.A.A. last week was granted permission to intervene in the case, as were NAB, Television Broadcasters Assn. and Air Transport Assn. of America.

Confusion over C.A.A.'s attitude arises from the fact that its New York office approved the WOR application. The C.A.A. Washington office called for reconsideration of this action. In asking to intervene, C.A.A. said it is supposed to encourage development of civilian aeronautics and air navigation aids, and desires a complete record of the facts in the case.

Duke M. Patrick, WOR Washington counsel, contends C.A.A. should go on the record and disclose any specific objections to the grant. C.A.A. thus far has failed to state objections. It was believed C.A.A. would testify this morning (Monday).

In asking to intervene, NAB contended the increased tower height "will not menace airways in the Newark airport area." NAB argued it should take part if Air Transport Assn. is to present views and conclusions. The NAB petition was signed by Don Petty, general counsel, and Richard W. Jencks.

A geographical breakdown of the state into eight districts shows the percentage of homes with FM sets ranges from 4% in the northeastern area to 9.8% in the southwestern corner.

Analyzing age of radio sets, the survey shows that 54.2% were bought before the end, 15.7% during and 42% since the war.

KFI SUIT

High Court Denies Appeal

KFI Los Angeles last Monday was refused a U. S. Court of Appeals hearing on its appeal from a state court decision holding it lacked jurisdiction in the station's damages suit against a state judge and KVOE Santa Ana, Calif.

The highest court in effect held that denial of broadcast rights to KFI in a murder trial is not the basis for action for $150,000 damages based on usurpation of civil rights under the 14th Amendment and civil rights statutes. KVOE had been given exclusive permission to broadcast the verdict by Judge Kenneth E. Morrison, of the Orange county (Calif.) Superior Court.

Hearing had been opposed by counsel for Judge Morrison and KVOE, the judge justifying his refusal of permission on the ground his authority to control his own court. In the appeal to federal court, Judge Ben Harrison ruled that body lacked jurisdiction, and said that state law gave Judge Morrison the right to control his courtroom and also ruling the issue was not one of federal jurisdiction.

The defendants' brief had been argued that the question is whether a judge may "decline to give a radio station coming into the picture at the close of the trial as convenient accommodations as one that has been there the entire time."

By attorney.

Air Transport Assn. contended 1/2 of its member carriers use the Newark Airport and said its witnesses will attempt to show the higher antenna would be a menace to air navigation. M. W. Arnold, vice president for C.A.A. on his air traffic control specialist of the association, will testify. Paul Reib is counsel.

TBA asked to intervene on behalf of its member stations. Counsel for the association is Thad H. Brown Jr.
GIVES YOU TWICE AS MUCH POWER GAIN PER DOLLAR!

NEW Andrew MULTI-V FM ANTENNA

<table>
<thead>
<tr>
<th>TYPE</th>
<th>NO. OF BAYS</th>
<th>POWER GAIN</th>
<th>PRICE</th>
</tr>
</thead>
<tbody>
<tr>
<td>1308</td>
<td>8</td>
<td>7.3</td>
<td>$2800</td>
</tr>
<tr>
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<td>4</td>
<td>3.7</td>
<td>850</td>
</tr>
<tr>
<td>1302</td>
<td>2</td>
<td>1.6</td>
<td>320</td>
</tr>
</tbody>
</table>

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

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

FEATURES

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

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

Typical vertical plane field intensity pattern of 4 bay Multi-V FM Antenna.
EMPIRE with

50,000 WATTS (DAY)

25,000 WATTS (NIGHT)

MINNEAPOLIS • ST. PAUL

New Opportunity for Shrewd Time Buyers...

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

BY AVERY-KNODEL, INC.
EDITORIAL

Can a Corpse Grow?

PROPHETS of radio's impending doom seem to have choked on their own funereal smoke signals, for the time being.

At any rate, the elegists who last winter were prematurely mourning radio's demise seem now to be niniety.

The start of the fall round of meetings among media people and advertisers in New York during the past few weeks has been characterized by absence of alarms about what television will do next.

Maybe the doom-hollingers are silent now because they are a year older. Maybe it's because radio, instead of dying, seems to being—strange behavior for a corpse.

Radio set sales are running ahead of television receiver sales 4 to 1, it was pointed out to the Assn. of National Advertisers this past week by William N. Connolly, advertising manager of S. C. Johnson & Son (see story this issue). The number of radio homes is constantly growing. Can a corpse grow?

Radio's Roaring Forties

CHANGING of the order at NBC is demonstrative of the newer order in radio.

In elevating Niles Trammell to the NBC chairmanship, the parent RCA has freed that network's best salesman and one of the outstanding inspirational sales executives in America from the rigors of overall network management and operations. Even competitive media will agree that Niles Trammell will do more than sell business for NBC—he'll create new business for the mass radio media.

In selecting Joseph H. McConnell for the NBC presidency, the RCA board plucked from its own executive staff a young man schooled in administration and in finance and law. Since 1941 he has moved steadily forward in RCA and only last July was named third in command as executive vice president of the parent company. It was in pursuance of this duty that he figured prominently in shaping of NBC's reorganization project, ultimately to result in full separation (or unification) of radio and TV operations, and in the establishment of a distinct owned-and-operated stations unit.

Mr. McConnell's judicious handling of this tough assignment doubtless led to the recommendation of Mr. Trammell that he assume the NBC presidency, to team up with the energetic young Charles Denny, who assumed the executive vice presidency of the network 16 months ago. He had left the FCC chairmanship nine months earlier to join NBC.

Mr. McConnell's appointment, at 43, is indicative also of the vigorous pace of modern radio and TV. Three networks now have presidents in their forties. CBS President Stanton is 41. ABC's top executive—the veteran Mark Wood—will do to radio the dean of network presidents. And MBS President Frank K. White, who assumed office last May, has just turned 50.

The NBC reallignment is symbolic of something else too—the era of more aggressive selling in radio and among all media. It reflects pointedly those twin maxims of salesmanship: (1) you send out your best salesmen; (2) the more calls you make the more you're likely to sell.

CITIES SERVICE RECORD

TODAY RADIO ought to have a parade. There will be the band—the Cities Service Band of America, which after 22 years in one musical format or another, has held forth Friday nights over NBC. On Sept. 26 it moved to Monday largely by juvenile listener demand because there's always something else doing Friday.

The Cities Service program is the oldest continuous network commercial on the air. It began on Feb. 18, 1927, and it hasn't missed a week since. It was the first program sold by the first network president—M. H. "Deac" Aylsworth, a former rancher and farmer formed in latter 1926. "Deac" sold it to W. A. Jones, Cities Service president, and it has remained sold. "Deac," since his retirement from NBC's presidency in 1956, has remained as Cities Service radio counselor.

The story of Cities Service and radio is recounted on another page. It is the original network success story. For Cities Service business has increased in ratio to its radio expenditures. It spent $200,000 in radio time in 1927, when its gross income was $158,000-00. In 1948 its time bill was $630,000 and its gross nearly $605,000,000.

Today Cities Service also launches a series of experimental simulcasts, with 16 NBC-TV affiliates to carry the Band of America along with the 82 AM affiliates. It is the same "Deac" Aylsworth, who presided over Cities Service first AM program, who moves behind the scenes on its first simulcast.

We are constrained to judge that Mr. A., who a few months ago predicted an early doomsday for what he chose to call "ear radio," may now feel that "ear radio" and "eye radio" not only can live side-by-side, but can thrive together, simultaneously, as if in radio wedlock.

FCC's HCL Increase

RADIO REGULATION is about to come a little economically, that is.

Twenty-one years ago Congress created the Federal Radio Commission as a temporary body to bring order out of the then existing chaos in allocations. It stipulated a salary of $10,000 for the first five Commissioners, the recognized standard stipend for policy-level bureaucrats.

In 1934, the seven-man FCC succeeded the FRC. The $10,000 ceiling remained.

Now, after those 21 battle-scarred years, Senate and House committees have agreed on increases for the FCC members to $15,000 per annum. Whether the FRC and its successors and assigns have yet delivered radio from chaos is open to serious question, but no one can question the necessity of the pay hike.

It was only because of the assurance from Congress and the White House that there would be salary increases that Wayne Coy agreed to stay—provisionally—until the expiration of his current term in mid-1951. Two and possibly three others had resignation in mind unless the Congress acted.

We have said many hard things about this Commission and its immediate predecessors over the years—and we've certainly meant them. But we have not been unmindful of the handicaps under which Commissioners have labored. For most of them it has been hand-to-mouth.

But we feel that reasonably careful attention to FCC proceedings—like contented cows—will produce better results.

Henceforth we shall look for homogenized decisions with vitamin B added from the more opulent, but still under-paid, Commissioners.

(Continued on page 48)

BROADCASTING • Telecasting

JOSPEH HOWARD McCONNELL

JOSEPH HOWARD McCONNELL, the tough-minded administrator who was picked from the top command of RCA to direct the reorganization of NBC as its president, is a Southerner.

He is a Southerner with a Southerner's affable manner, but he is canny enough to trade a spavined horse to the shrewdest Yankee. He is a scholar with a Phi Beta Kappa key, but was also a center on the Davidson College football team and later a coach at the U. of Virginia. He is not ill at ease in a locker room conversation, but he is equally unhushed in arguing an intrigue of grave importance to his labors.

In RCA, a corporation which is not the least formal of U. S. businesses, Mr. McConnell calls his superior "boss" and, within days after moving to NBC, was on a first-name basis with subordinate executives.

His diversity of interests, however, has not conspicuously hampered his progress. Seventeen years ago, fresh out of law school, he earned $900 in his first year of practice. Today his salary, although not a matter of record, is known to be in excess of $75,000 a year.

Mr. McConnell was born in Chester, S. C., May 13, 1908. His parents were residents of Davidson, N. C., where the elder McConnell was dean of Davidson. They journeyed to Chester only because they wanted Dean McConnell's brother, a Chester physician, to deliver their child.

Once Joseph McConnell arrived, the family returned to Davidson, and it was there he grew up. He attended public schools and entered Davidson College.

At that time Mr. McConnell was bent on a medical career. By the time he graduated, however, he had turned against medicine. His degree was in chemistry.

It was the conviction of Mr. McConnell's father that a young man ought to teach school for a while before making his final decision on a career. Accordingly, young McConnell got a job at boy's preparatory, in Virginia, where he taught chemistry and coached football.

After a year of that, he elected to study law. The U. of Virginia offered him a job as coach of the freshman football team and scout for the varsity. In a feat that could be accomplished only by a man with slight regard for sleep, Mr. McConnell held the coaching and scouting jobs and simultaneously took a full course in law, finishing in par—three years.

Mr. McConnell bore an even heavier burden in those three years than is immediately ap-
1. **ALBANIA PLANTATION**, Jeanerette, La.
   Built in 1842 by Charles Grevemberg. Since 1910, Albania's 1,100 acres of sugar cane and this beautifully preserved mansion have been owned and maintained by the City of New Orleans.

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

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

**WWL-LAND**

The greatest selling power in the South's greatest city

50,000 WATTS  CLEAR CHANNEL  CBS AFFILIATE

BMB Maps of WWL-coverage and other data available from the Katz Agency, Inc., our National Representatives.
ABC REALIGNS

Day, Simmel Get New Posts

REALIGNMENT of executive duties in ABC’s spot sales and cooperative program departments was announced last week by Murray Grabhorn, network vice president and manager of owned and operated stations.

Harold D. de Vries, the former cooperative program sales manager, has been named to the newly created post of director of radio and television sales development for spot sales, while Ludwig W. Simmel, formerly business manager of the cooperative program department, has been appointed department manager.

Reorganization was planned by the network to coordinate the operations of spot sales and cooperative program departments, and to provide a more specialized service for advertisers and agencies, it was said.

Also involved in the shifting of duties is Frank Atkinson, formerly sales service manager of cooperative program sales, who has been named as assistant manager to the manager of the cooperative program department.

Tom Black, who has been manager of sales development, ABC spot sales, becomes manager of radio sales development, cooperative program department.

Management

CLIFFORD D. McKAY, former commercial manager of WATN Clearwater, Fla., appointed acting manager of station succeeding the late DENZIL PULLEY, recent victim of automobile accident (BROADCASTING, Sept. 26).

TOM SLOAN, formerly of British Broadcasting Corp., North American Service, appointed assistant ABC representative for Canada, and is now at Toronto ABC office.

REX PREIS, assistant manager of KTSB San Antonio, Tex., before that commercial manager for station, resigns. He was with station for more than 10 years. Future plans have not been announced.

WILLIAM S. PALEY, CBS board chairman, arrives in Hollywood today (Oct. 17) for two weeks conferences.

HUGH B. TERRY, vice president and general manager of KEZ Denver, Colo., elected general treasurer of Colorado Div., American Cancer Society.

WILLIAM H. SPENCER, general manager of WHOT South Bend, Ind., named co-chairman of community division for local Community Chest Campaign.

Respects

(Continued from page 44)

parent in the record. He not only had to hold his coaching job and get through law school but also to make Bieta Kappa to boot.

It had been a source of disappointment to his father, who came of a family of Phi Betas, that his son had failed in admission to a honorary scholastic fraternity in his undergraduate days. Law school, the young man realized, provided a last chance to redeem himself.

Mr. McConnell, haggard from his rigorous three-year schedule, was offered a position with a West Palm Beach firm. Mr. McConnell accepted an opportunity to abandon the penury of law in the region and to join a firm of businessmen. Charlene, 23, close enough to home that I knew I could at least be sure of eating," he explains.

Mr. McConnell chose, a year later, to quit the Charlotte firm and go to Washington as an attorney in the newly organized National Recovery Administration.

Charlotte’s Pride

Despite the fact he has not returned to reside since it was 1933—he is not forgotten there. A week ago the Charlotte Observer, a journal of profound local pride, presented the news of his station as NBC president on page one.

Mr. McConnell worked in the NRA until its dissolution in 1935. Then he joined the New York law firm of Cotton, Franklin, Wright & Gordon. In the last four years of his association with that firm, he was assistant of his time legal service to the RCA Manufacturing Division.

He finally abandoned private practice in late 1943 to become a member of the legal staff of the RCA division, which later became RCA Victor. Within a year after he joined the company he became general counsel of the division and three years later was elected a vice president.

From April 1947 to January 1949 he supervised RCA Victor as vice president in charge of law and finance. Last January he became vice president in charge of finance for the parent company.

Only last July he was elected executive vice president of RCA, a position which had not been filled since 1934, and became the No. 3 officer in the RCA corporation.

During his service with the parent company, he worked closely with Booz, Allen & Hamilton, the management consultant firm which has been appraising the functions of NBC. A year before that, he had been an important figure in a similar management survey of the RCA Victor Division.

In 1938, when he had become established in the New York law firm, Mr. McConnell married Elizabeth Bernard, of Jacksonville, Fla., whom he had known since childhood. Miss Bernard’s father and his jointly operated a summer camp for boys.

The McConnells have three daughters, Elizabeth, 11, Mary Meade, 8, and Catherine, 3. They live in Bronxville, N. Y.

Mr. McConnell owns to only two hobbies—golf, in which he indulges regularly each law with avidity (his handicap is 14), and deep sea fishing, which he manages less often.

He is a member of Kappa Alpha, Southern—the same fraternity to which his NBC predecessor, Niles Trammell, belongs—Phi Delta Theta (a legal fraternity), the Rittenhouse, Ga., of Philadelphia, and the University Club of New York.

ALABAMA MEET

Fell Urges Cooperation

RADIO and newspapers "must stand shoulder to shoulder" to enjoy equal protection from any government agency that might try to intimidate or gag them, Charles A. Fell, managing editor of the Birmingham News- Age Herald, told the Oct. 6-7 fall meeting of the Alabama Broadcasters Assn. Sessions were held at Tuscaloosa.

Howard E. Pill, WSFA Montgomery, was named president of the association at the opening luncheon Easton C. Woolley, NBC stations relations department director, said the challenge of TV competition should stimulate broadcasters to realize radio’s full potential.

Taking part in a sales panel conducted by James E. Reese, WWWB Jasper, were Bert Bank, WTBC Tuscaloosa; Malcolm Street, WEKU-EH; Hugh Smith, WGWC Selma, and Clarence Persons, WAPI Birmingham. Lionel Baxter, of WAPI served as moderator of a program panel assisted by John Kirkpatrick, WCOT Montgomery; Mrs. Wilhelmina Doss, WJRD Tuscaloosa; John Garrison, WBUN Huntsville; W. C. Needham, WTVK-TV and Glen Plumstead, WSGN Birmingham.

Students of the U. of Alabama, on whose campus the meeting was held, presented a skit, "The Miracle of Columbia Radio," at the luncheon banquet. Frank M. Headley, of Headley-Reed Co., spoke at the Friday luncheon (BROADCASTING, Oct. 10).

Allen M. Bell, WDAK Columbus, Ga., NAB District 5 director, discussed the NAB's activities on behalf of the industry. Dr. Kenneth H. Baker, Birmingham, BM acting president, reported on the second coverage study. Mr. Woodall showed the NAB slide film, "How To Turn People Into Customers."

Commercial

FORD BILLINGS, formerly associated with WEIM Pithburg, Mass., appointed commercial manager for WWCO Waterbury, Conn.

CHARLES J. HOBAN and IRVING F. TEETSSELL named to sales staff of WKBW Buffalo. Mr. Hoban had been associated with Mr. Teetsell's own public relations business for last four years, and was active in selling production merchandising for many years previous to that. Mr. Teetsell formerly was general manager and sales manager for WFPQ Atlantic City, N.J. He also did sales work for WTNJ Jamestown, N. Y.

HOWARD SELGER, formerly with NBC in sales research, joins promotion department of Edward Petry & Co., New York, station representative.

NORMA F. FESTLIN joins commercial staff WABC Halpern, Conn.

ROBERT L. GERSON, formerly of technical staff of WSS-TV Atlanta, Ga., joins commercial department of WBS and WSS-TV.

KSB Blass, Palo, S. D., WTXL Springfield, Mass., and WYVV Fairmont, W. Va., appoints Donald Cooke Inc. as national representative.

KENNETH L. CARTER, account executive for WTVI-TV Baltimore, resigns. He is former sales manager of WBAL-WBAL-TV Baltimore. His future plans have not been announced.

CHARLES D. MILTON appointed commercial manager of WSGC-AM-FM Statesville, N. C.

WNJN Newark, N. J., appoints Wm. J. Baum Co., Chicago, as national representative.


RICHARD E. GREEN, manager of national sales and service at KOMO Seattle, named radio co-chairman in local polls for National campaign.

KSDO San Diego, KCMJ Palm Springs and KVEN Ventura, Calif., all name Western Radio Sales of Hollywood as their representative.

FRANK G. MORELAND becomes account executive in Los Angeles office of John Blair & Co., Chicago representative firm of former manager of W.S. Grant Co., San Francisco, and account executive at KSMA Santa Maria, Calif.

ROBERT SCHLINKERT, assistant sales manager of WWJ-TV Detroit, is the father of a girl Judith.

FTC's Mason Sworn In

LOWELL MASON, reappointed by President Truman to the Federal Trade Commission for his first full seven-year term, was sworn in to the commission today, retroactive to Sept. 25, runs through Sept. 25, 1956. He joined the Commission in 1945.
TV SESSIONS LENGTHEN

Hope of December End Abandoned

HOPE of completing the color television hearing before late December was officially abandoned last Thursday as the FCC reached the end of the third week of its increasingly complex color investigation [Broadcasting, October 5, 10].

With this hope went any remaining likelihood that hearings on other far-reaching phases of the overall television review— including the opening of UHF channels, changes in station standards, and nation-wide allocations— could be undertaken before the new year.

There was also speculation that the Commission, when it finally finishes what started out as a three-week hearing on color, may elect to decide the color question before launching into the next and perhaps equally long-drawn phases.

Unless the FCC follows repeated industry suggestions and lifts the current licensing freeze without waiting for final determination of the other issues, this could mean the ban on new black-and-white grants, in effect for more than a year, will remain until spring or perhaps summer.

The Commission's revised color time-table calls for 3½ days of hearings per week until about Oct. 27, followed by a recess until the week of Nov. 1, when the CBS and RCA color systems and black-and-white transmissions by Allen B. DuMont Labs will be shown comparatively.

San Francisco Trip

FCC then will go to San Francisco to witness a demonstration of the color system of Color Television Inc. during the week of Nov. 28 (“in no event later than Nov. 30”), after which cross-examination of the various witnesses will be started Dec. 5.

For the most part there has been no cross-examination, which is expected to take at least as long as the direct testimony. Dr. Charles Willard Greer, physics professor at the U. of Southern California, who outlined the principles of his electronic color receiver tube last Thursday, was cross-examined the same day. Dr. Peter C. Goldmark, developer of the CBS color system, will go on the stand for cross-examination today (Monday), in view of his plans for early departure to attend demonstrations of his color system in London and on the continent [Closed Circuit, Sept. 19].

In order to cut down the time needed for cross-examination in the period starting Dec. 5, and also to eliminate “unnecessary trips” for those of whom no further questioning is desired, the FCC has asked participating counsel to file by Nov. 18 a “cross-examination form” for each witness they want to interrogate.

The date when the interim recess of the hearings will commence will depend upon the time needed to complete the direct testimony of all the participants. The FCC said “it is anticipated” that this may be completed by Oct. 27. Until then, the hearings will be in session only from Monday through Thursday of each week, giving the Commission a chance to spend a day and a half per week on other pressing business.

Announcement of the new timetable came at the end of a week in which the Commission, in sequence:
1. Had its first look at RCA's color system, the second to be demonstrated officially (see story this page);
2. Heard the inventor of the rival CBS system, shown the week before, voice “grave doubts” that RCA’s will “ever emerge from the laboratory”;
3. Received manufacturers’ time and cost estimates on adapters and converters for the CBS technique, as forecast a week earlier in statements of CBS witnesses [Broadcasting, Oct. 10];
4. Heard Dr. Greer explain his three-color single-tube plan and call for adoption of color standards “not immediately, but soon”; and
5. Was told by a witness for Color Television Inc., opening his firm’s presentation, that with a single direct-view three-color tube,

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RCA'S COLOR

Equipment Completed in 77 Days

RCA COLOR television took the spotlight in a virtually continuous series of showings in Washington last week, with what started out as an admittedly disappointing official demonstration to the FCC adjudged greatly improved at week's end, four days later. ***

Although RCA officials made no attempt to alibi for Monday's demonstration to the Commission, it was pointed out that the equipment had been developed under pressure and was in use in the official showing just 12 hours after it reached Washington from the RCA plants in Camden. It was known that work on the equipment shown the Commission had begun in just 77 days, at a cost estimated at approximately $500,000. Four days later observers saw marked improvement in its performance, though it was still lacking in fidelity and resolution. Many engineers argued that this showed what might come with additional development. RCA authorities have suggested a minimum six months of field testing.

First Showing

In Monday's showing, first exhibition of the RCA system outside the laboratory, color signals were transmitted over the standard Channel 4 (66-72 mc) facilities of NBC's WNBW Washington, in the Wardman Park Hotel, and picked up on RCA color receivers in the Washington Hotel. Air distance was about 2½ miles. Developments included:

- Revelation that RCA is concentrating research on a single full-color kinescope tube slated for completion in 6 to 12 months. System now uses three tubes, one each for red, green and blue.
- Announcement that the single, full-color tube would be used in some of the first color sets produced if the FCC approves RCA's system.
- Report that RCA is giving exacting attention to a number of color TV problems and principles, including a virtually new 6-me "compatible" color system which

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RCA's Color
(Continued from page 47)

may be ready in another six months or a year.

Comments on Monday's tests ranged from disappointment to ac-
claim for the principles of RCA system, with CBS observers out-
spoken in their criticism (see story this page). The issues centered on
color fidelity and problems of image registration and optical focus, res-
olution and detail. Most impress-
tive to many observers was the degree of compatibility reflected in
monochrome reception of color sig-
als on standard black-and-white
sets.

RCA engineers indicated the
test was not all that had been
cmpared for in view of many "bugs" that appeared at the last minute, but they stuck firmly to their affir-
mation that fundamentally RCA's
system is technically superior.

They claimed the operative kinks
that developed can be ironed out
easily when treated separately.

One RCA official reported that
at 1:30 a.m. Monday all of the receivers were in perfect register
and color, but that by the time of the
demonstration at 10 a.m. nat-
ural inclinations to adjust sets
"just a shade better" had resulted in
the opposite effect. He indi-
cated a better showing could have
been made if only four more days
had been available to arrange the
many complex details.

RCA's claim that its system is
completely compatible with exist-
ing black-and-white television was
given a crucial test Monday eve-
nings on the NBC television net-
work. Studio color demonstrations on
Monday afternoon at WNBW ran right up to network time and
black-and-white cameras had not
been warmed up. The network
program, *Kukla, Fran & Ollie*,
also featured in the tests, was
picked up by the color cameras and
the resulting WNBW color
signal was fed into the coaxial
network.

WNBW reported that several
outlets in the Midwest reported the
detail and clarity of the program,
which came out in monochrome,
were better than past monochrome
transmissions.

Commission Chairman Wayne
Cay, who is presiding over the
TV hearing, and Comra. Hemond,
Jones, Sterling, Walker and Web-
ster headed the FCC group partic-
ipating. Brig. Gen. David Sarnoff,
chairman of the board and chief
executive officer of RCA, was
present, as were Niles Trammell,
newly-elected chairman of the
board of NBC, and a host of other
RCA-NBC officials.

RCA showed its color TV
throughout the week to represen-
tatives of other government agen-
cies, Congress, the military, con-
gressional attorneys and en-
genies, Washington and New York
advertising executives, NBC affil-
iates and RCA licensees and dis-
tributors, the diplomatic corps and
others. Some 15 demonstrations
will be concluded Wednesday and
Thursday this week when an esti-
imated 2,000 persons will have seen
the tests.

McConnell Introduced
At the demonstration Thursday
afternoon for NBC affiliates, Mr.
Trammell introduced Joseph H.
McConnell, former RCA official
and RCA vice president who has
succeeded him as president of NBC [BROAD-
casting, Oct. 10]. Approximately
2,000 persons were on hand.

Dr. Elmer W. Engstrom, vice
president in charge of research for
RCA Labs, described Monday's of-
ficial demonstration as it pro-
ceeded. The battery of color and
monochrome receivers included:

- Direct view color receiver using
three dichroic mirrors and two
dichroic mirrors [This set blanked out just
before and through failure of high volt-
age circuit]; color receiver using
two-color reproducing system; projec-
tion three-color set using reflective
optics and magnifying ten; with
small picture; projection three-color set
with 15 x 20 inch picture using reflec-
tive optics; direct view color converter
using three 16-inch kinescopes and two
dichroic mirrors; standard monochrome
set to which was added a color con-
verter using three dichroic mirrors
and reflective optics; stand-
ard monochrome set to which color
converter was added using two-color
system; and black and white direct
view sets having 10 and 16-inch tubes.

**COLOR set (r) of Color Television Inc., alongside a black and white projection receiver.**

RCA trains its color TV cameras on
entertainers during demonstrations be-
fore the FCC and industry representa-
tives at WNBW (TV) Washington
studios. Lower photo shows Richard
C. Webb, research engineer for RCA
Labs, explaining the inside of one of
the new cameras. In center fore-
ground appear two dichroic mirrors
which allow green rays to pass
through to lens of center image orthi-
con tube, while reflecting red rays
via a silvered mirror to right-hand
tube and blue rays to another mirror
tube on left. In rear some of the
camera's electronic control elements
**and monochrome projection set with**
**15 x 20 inch picture, for comparison**
**purposes.**

The initial demonstration was a
half-hour entertainment program telecast in color by WNBW. The show
began with the NBC television
puppet personalities, *Kukla, Fran & Ollie*, who introduced other specialty numbers.

Metropolitan Opera's *G. I. ad y Swarthout, who sang "Habanera" from
Carmen*, appeared in a yel-
low gown with a ruffled skirt of
various hues. Some observers con-
sidered the color reproduction somewhat artificial and said it
varied according to the receiver
being observed. The background
for this and other scenes appeared to
vary from shades of dark blue to
different lights and darks of
green, many noted.

Juggler Rudy Cardenas followed,
weaving a light cream costume
patterned down the front with a
colorful flower-like design. Certain
witnesses commented that his
movements appeared much more
free than those of the juggler who
appeared in the CBS showing of a
fortnight ago [Broadcasting, Oct.
10].

Before the test had started, Dr.
Engstrom explained that "we are
not in a position, of course, to
demonstrate things such as flicker,
color break-up, lack of smoothness
of motion, because in the particular
system we are proposing these ef-
effects do not show up for any practi-
cal conditions of operation, be-
cause the conditions are equiva-

tent to that of the black-and-white
system."

In one sequence some witnesses
commented that as the dancers
moved about they appeared to step
into a red spotlight.

Miss Swarthout reappeared in a
dress gown to sing a duet with Dick-
son Eastham, understudy to Ezio
Pinza, star of the Broadway play,
"South Pacific." Commercial possi-

bilities of color television were
demonstrated in lighter vein by Sid
Stone, comedian "pitch man." Mu-

sion was provided by 13-piece NBC
orchestra under direction of Nor-
man Cloutier.

Following the live telecast, RCA
demonstrated 16 mm color movie
film strips and Kodachrome slides.
At this point Dr. Allen B. DuMont,
TV manufacturer and broadcaster
who is one of the chief opponents to
adoption of color at this time,
requested that the contrast and
brightness of the monochrome re-
ceivers be turned up to their "nor-
mal" values. After adjustments

(Continued on page 50)
WCAU

"The Philadelphia Bulletin Station"
announces the appointment of

RADIO SALES

Radio and Television Stations Representative... CBS

as its representative

in New York

effective October 17, 1949

(WCAU is already represented by Radio Sales

in all other markets.)
DETROIT LIONS pro grid Coach Alvin (Bo) McMillin (r) prepares for new WWJ-TV Detroit weekly series inside football with (1 to r): front—Goebel Brewing Co.'s (sponsor) V. P. Charles E. Carey and Pres. Edwin S. Anderson; rear—Alison Monroe, Brooke Smith French & Doniance; Barnum P. Coolidge, Goebel; Keith T. McKenney, WWJ-TV; Hugh Hole, BSF&D, and Willard E. Walbridge, WWJ-TV.

PICTURED at the press preve for The Life of Riley, which premiern on NBC-TV Oct. 4, are (1 to r): O. C. Willemin, Pabst Brewing Co. division sales mgr.; Sylvester (Pat) Weaver, v. p. in charge of sales for the Hoffman Brewing Co., distributor of Pabst Blue Ribbon Beer, shot at the press preve for The Life of Riley (started Oct. 4), Jackie Gleason is star of the NBC-TV show.


PIEL'S BEER sponsored telecasts of boxing matches will beam out from WOR-TV New York transmitter tower, sketch of which is shown by R. C. Maddux (r), WOR v. p. in charge of sales, to (1 to r) Bill Barech, Piel's ad. mgr., and William Esty agency officials, Kendall Foster and George Oswald.

DON'T KILL COLOR TV
Dr. De Forest Urges Compatible System

DR. LEE De FOREST, pioneer radio inventor, last week urged adoption of a compatible color television system and said he had abandoned work on a mechanical system of his own because it lacked compatibility.

He said he thought it would be "disastrous" if the FOC acted in any way to inhibit television's growth.

"The only way that color can come about, without serious harm to the television industry, is by means of a compatible system," he said.

Dr. De Forest reported he had worked on the WNBW-T network, a mechanical color system which varies from that developed by CBS in that no color disc is used. Dr. De Forest's system uses a color filter which is no larger than the face of the receiver television tube.

The filter moves in an orbital pattern, agitated by a small motor that is synchronized with the transmission frequency. Although he said he had quit work on transmission aspects of his system, Dr. De Forest reported he thought the mechanical filter technique might be adapted as a device to convert black-and-white sets to receive RCA color transmissions.

He did not intend to discuss this possibility with top RCA Lab executives this week.

The veteran engineer spoke favorably of the color demonstrations which he observed in Washington last week. He said he had not seen the current demonstrations of CBS color.

were made, some observers noted that the comparative values of the color pictures dropped considerably.

Dr. DuMont also asked that black-and-white transmission be reserved for comparative purposes. After RCA switched to monochrome cameras, Adam Murphy, CBS vice president and general executive, stated that all the color receivers "showed very rough differences in color from very bright pink to greens and oranges."

It also was observed that Dr. Engstrom had been able to call the WNBW crew to tell whether they had switched back to color cameras from monochrome.

At CBS' request, the ambient illumination of the demonstration hall was measured at two locations and found to be 0.12 foot lamberts. Some observers thought this less than normal viewing conditions.

Mock-up of a small field camera for color work, now under development and slated to be ready by next spring, was shown along with a new midget image orthicon tube measuring only one by six inches. Dr. Engstrom explained the small tube has been used in non-broadcast black-and-white experimentation. Its image size is about that of a 16 mm film, it was explained. Similarly, the 16 mm movie line of lenses would be used with the tube.

In showing the principle of the single full-color tube being investigated, Dr. Engstrom emphasized that such a tube would greatly simplify the converter and receiver problems, including image and focus registrations. "It is for that reason," he said, "we are placing real emphasis on our research and development program so that we hope shortly to be in position to have such a tube."

RCA omitted tests by microwave and coaxial cable, Dr. Engstrom said, because "we did not have the time to prepare for this demonstration and its program and at the same time do the work necessary together with the telephone company to arrange for the switching and other matters." He said such tests would be shown later.

Still in Future
Immediately following the morning session, Dr. DuMont stated that the tests had "confirmed" his belief that practical color television was still some years away. He noted the effect of varied colors on the sets when test signals were telecast.

The afternoon was devoted to tours of the WNBW facilities and inspection of the color studio equipment. A series of entertainment features was presented to enable a direct comparison on a large three-tube set in the studio.

NAMES PETRY
To Represent WOAI-TV
APPOINTMENT of Edward Petry & Co. Inc. as nation representative for WOAI-TV San Antonio, which will begin operations next month, was announced last week by Hugh A. L. Half, president and general manager of WOAI and WOAI-TV. Mr. Half stated the appointment was determined by Petry's plan of operations and television sales and the "gratifying results of the firm's representation in AM broadcasting over a period of many years."

WOAI-TV, the first television station in South Texas, will begin test pattern operations early in November with commercial programing scheduled to start in December. Station is assigned to Channel 4 and is basically affiliated with NBC. It is expected to carry other TV networks on a non-interconnected basis.

BROADCASTING • Telecasing
WBRC-TV
BIRMINGHAM, ALABAMA

ANNOUNCES THE APPOINTMENT OF

BLAIR-TV INC.

AS NATIONAL REPRESENTATIVES!

Today, it's see Blair-TV for information on WBRC-TV, Birmingham. Blair-TV, because it's an organization of experienced men, devoting all their time and talents to SPOTelevision . . . making it work for station and advertiser alike. WBRC-TV, because it dominates one of the South's biggest, richest, most TV-conscious markets!

If you advertise, it will pay you now to know television, WBRC-TV and the big Birmingham market. For accurate facts on all three, ask any Blair-TV man today!
WU's Telcoarc Lamp

THE answers to some of television's more stubborn lighting problems may be provided by a new high-power, high-intensity electric light, named Telcoarc described Friday by W. D. Buckingham, assistant to the electronics research engineer of Western Union Telegraph Co., in a paper presented before the Society of Motion Picture Engineers convention in Hollywood.

Light source of the new lamp, which operates in the open air and not in a glass bulb, is a pool of molten zirconium two-tenths of an inch in diameter. Maintained at a temperature near 6500 F, this source is one-eighth as bright as the sun, Mr. Buckingham said. The light, which has a brightness 20 times that of the tungsten filament lamp, totaling 20,000 lumens with a maximum brightness of 130,000 candles per square inch, is an outgrowth of WU's wartime research in military communications, he reported.

Asking about the uses of the Telcoarc in TV, Mr. Buckingham said that it will probably be used chiefly for illumination. However, he added, the new light may well be used for the projection of background lighting and scenes for studio shows. When a 5 kw tungsten filament lamp was used for such projections, so much heat was generated that the slides had to be watercooled, he stated. The same light, 2000 lumens, can be produced by a 1 kw Telcoarc lamp, he said, and comparatively so little heat is produced that a slide can be left in for an hour without harm.

The Telcoarc will be "ideal" for flood and spot lighting and searchlights, Dr. Buckingham stated. He predicted that it also will have wide medical and scientific use and will be of special importance to color photography. No prices have been set for the Telcoarc lamps as yet, but they will be priced competitively with the tungsten lamps, he said. Manufacturing plans also are unknown, but it is expected that WU will license lamp companies to produce them rather than enter this field itself.

TS B&B Projector

FOB reportedly the first time in television history, last week during the telecast of This Is Show Business, action films were shown on the screen of a studio television set which appeared along with the announcer demonstrating it to home viewers. Heretofore when a video set was presented, the picture inserted in the tube frame was a "still."

CBS in collaboration with the Benton & Bowles television department, built a special projector geared down to synchronize with the phasing and pick-up rate of the telecasting camera. The projector slowed the film from 60 frames per second to 30 frames so that the material could be inserted in the tube space of a demonstrated Crosley television set, and the image of the set in its entirety was picked up by the TV camera, giving the effect of another video show being retelecast by the studio camera. As the announcer turned the switch on the Croseley set, the projector inside the set started simultaneously.

Herb Leder, director of TV for Benton & Bowles and Bill Valve, technical director of TV for the agency, developed the technique along with Fred Reinhart and John De Mott of CBS. This Is Show Business is sponsored by Aveco Corp., Crosley Div.

Projectall Dissolve Unit

TRESSEL TELEVISION Productions, Chicago, which manufactures the Projectall, plans to release, within two weeks, a new attachment which will make automatic dissolves possible.

George Tressel, company president, said the new mechanism adds no bulk to the Projectall as it fits on the back of and in the instrument. It includes a second aperture, lighting system and cooling system, enabling immediate dissolves and use of more title cards, he said.

Sergei Fomenko, firm's design engineer, returned recently to Chicago after a two-week trip to northeastern TV stations which telecast Projectall news, time, temperature, music and advertising. He exhibited a working model of the new attachment and explained its operation. All Projectall-installed TV stations are expected to use the new device, Mr. Tressel said.

Rectangular TV Tube

RECTANGULAR TV tube, designed to be used in a cabinet small in proportion to picture size, is ready for mass production at American Structural Products Co., Toledo. Firm is a subsidiary of the Owens-Illinois Glass Co. The rectangular shape will give tube makers "an ideal glass tube" for 100% reception of the transmitted picture, according to Stanley McGiveran, American Structural president.

KSL-TV Periscope

WHILE covering the Sept. 30, Oct. 1-2 semi-annual conference sessions of the Mormon Church, KSL-TV Salt Lake City employed new methods of telecasting. A periscope-like instrument caught the front-view image of the speaker on the pulpit and sent it by reflecting mirrors to a camera built in the Tabernacle basement. Also used was a special platform erected in front of, and a little lower than, the south balcony of the Tabernacle. The telecast was the first of general sessions in the history of the Church. Receivers were set up in the Assembly Hall on Temple Square for the benefit of overflow crowds. Crowds.
Still more results on WMAR-TV in Maryland!

**TV Success Story**

Submitted by

**The National Brewing Co.**

NATIONAL BOHEMIAN BEER and WMAR-TV have really "hit the jackpot"—The most recent television audience survey showed our Tuesday WRESTLING to be the TOP LOCALLY ORIGINATED TELECAST—our afternoon NATIONAL SPORTS PARADE is the MOOST POPULAR AFTERNOON SHOW—and our NATIONAL AMATEUR PARADE has the highest rating for the Saturday 7:00 to 7:30 period—"Hats off" to WMAR-TV for these excellent jobs of production and promotion.

NORMAN S. ALMONY

☆

The television advertising referred to above was placed by

Owen & Chappell, Inc.

New York City

**TV Success Story**

Submitted by

**CLOVERLAND FARMS DAIRY**

In analyzing television results for Cloverland's "I'm the man who comes around with Golden Guernsey Milk," we must award the palm to WMAR-TV for its part in the ever-increasing stops our man who comes around makes.

MAYNARD C. KEMP

☆

The television advertising referred to above was placed by

St. Georges & Keyes, Inc.,

New York and Baltimore

**TV Success Story**

Submitted by

**WEBER MOVING & STORAGE CO., INC.**

WMAR carried the first spot we placed on Television many months ago. We have maintained our schedule with WMAR continuously since then. Results have been increasingly noticeable from month to month, with substantial business resulting directly from this television advertising. WMAR was first in demonstrating to us that television is a powerful medium for our business, and it will definitely be included in our future advertising plans.

CARL F. WEBER

☆

The television advertising referred to above was placed by

Louise Waite Advertising

21 E. Centre St.

Represented by

**THE KATZ AGENCY, INC.**

NEW YORK ▪ DETROIT ▪ KANSAS CITY ▪ SAN FRANCISCO

CHICAGO ▪ ATLANTA ▪ DALLAS ▪ LOS ANGELES

TELEVISION AFFILIATE OF THE COLUMBIA BROADCASTING SYSTEM

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on which work is being started, conversion of existing receivers to the CTI system would cost set owners about $65 to $75 but that at the present stage CTI does not generally favor conversion.

A surprise witness for CBS when testimony was resumed after the RCA demonstration was Dr. Dean Brewer Judd, physicist in charge of colorimetry for the National Bureau of Standards, who said he considered the RCA color pictures at Monday's demonstration poor in fidelity than those in the CBS showing.

He criticized primarily the RCA two-color system and said he was testifying "as a possible customer for a color set" but with the permission of Dr. E. U. Condon, Bureau of Standards director who also is heading a color investigating committee for the Senate Interstate and Foreign Commerce Committee.

Rebuttal Planned

RCA authorities said they would offer witnesses to rebut Dr. Judd's testimony and also that in which Columbia's Dr. Goldmark recommended that RCA drop its system now. They also said they would present their own analysis of the CBS demonstration the week before.

Dr. Goldmark was particularly sharp in his criticism. The RCA demonstration, he said, "revealed all the difficulties I have discussed thus far in my testimony concerning the RCA system, only to a much greater and more disturbing extent than I had thought would appear."

When "presumably" black-and-white transmissions were being received on color cameras, he said he saw "marked differences in the colors of the images on the color receivers." Further, he said: "No flesh tones or true whites were visible on any color receiver. Faces were dark red, purple, green or orange."

On a 16-inch three-tube direct-view color set, Dr. Goldmark said, the background curtain appeared purplish when it was actually redish brown; a gray coat showed purplish, while a singer's face was "purplish with dark purplish reds in the shadows."

Close examination disclosed a "most serious lack of geometrical resolution and crispness on every one of the color receivers," he asserted.

He contended that RCA's dot-sequential system cannot effectively convey definition equivalent to current monochrome standards because it "forces the viewer in order to avoid the disturbing dot structure, to retreat to a distance past 10 times picture height. At this distance, the eye is unable to resolve any detail finer than that contained in a 210-line picture," he testified.

During black-and-white transmissions, he contended, one color receiver showed green and orange pictures, another purple and green, two orange, one green, and another pink and purple.

Questioned by Comr. Frieda B. Hennock, he said he didn't think the RCA system should be field-tested at all and that, indeed, nothing would improve the system.

The only witness thus far presented for the third color system—Color Television Inc.—asserted that with the development of a direct-view tube existing monochrome sets could be converted to CTI color for $65 to $75.

He was Charles W. Partridge, a member of the CTI executive committee, who claimed Columbia's $70 to $140 conversion estimates are beyond the range of low-income groups. He said CTI feels it has a well-perfected color system and is now setting up a laboratory for design and development.

The CTI system, Mr. Partridge claimed, is simpler than those of RCA or CBS.

He said that the firm does not favor conversion on the basis of present developments because converters are "troublesome and costly." It is undertaking to develop new sets which would receive both monochrome and color, he reported, and "may engage in the manufacture of sets," though it has made no plans toward this end.

The tube meanwhile described by Dr. Geer, who holds a patent on it, "would employ a screen with one color on the front side and the other colors on "pyramids" on the back. Its "forerunner," he said was developed by the late John L. Baird in England, with DuMont also having worked on one of a similar type.

It can be built relatively inexpensively, he asserted, and can receive color transmitted "sequentially by frame (or field), line, dot, or simultaneously." He said it possesses "inherent simplicity, low cost, adaptability and universality, [and] promises to open color to all who are within range of the color transmitter and who can afford to purchase a television receiver of any sort at all."

Color 'Here'

Under questioning, Dr. Geer paid tribute to the color achieved by the CBS system, and said he was confident the RCA system could be improved substantially. He said color television is "here" but that standards should be adopted soon, but that FCC should see the Color Television Inc. system before reaching a decision. His own tube, he reported, is not yet "demonstrable" but could be built in eight months to a year.

The manufacturers who appeared on behalf of the CBS system offered time and cost estimates as forecast in Dr. Goldmark's statement, released the week before.

President Edward F. Mulhern of Birnman Electric Co., Chicago, exhibited a sample color disc converter built according to design information which he said CBS started providing on Aug. 25, after a demonstration Aug. 24. He said Birnman immediately started work on 25 pre-production samples to be used by CBS, Air King Products Co., and Tele-Tone Radio Co. for field-testing work.

He estimated a color converter for existing sets would cost consumers about $70 and that this should be reduced to about $55 when laboratory designs have been production-engineered. A color disc assembly to be factory-built into future sets should add about $50 to the retail price of the sets, he predicted.

Mr. Mulhern thought production "in reasonably large quantities could start within 90 days" after FCC approval of the CBS system. His estimates were based on "a monthly volume of 7,500 sets."

The operation of the converter, and other technical details, were outlined by Charles H. Sparklin, Birnman vice president in charge of engineering, and John Sehubit, production vice president.

The Birman cost estimates were exclusive of service charges where home installation would be required. So was the estimate of President Milton J. Shapp of Jerrold Electronic Corp., Philadelphia, who thought an external electronic adapter to permit present sets to receive either monochrome or color transmission would retail at about $40.

But Mr. Shapp thought an easier and less expensive method of adapting existing sets would be to build an adapter kit, which he said should retail for about $20 and could be installed in 90 minutes.

He said, however, that production of the external adapters can reach 100 units a day after FCC approval of the CBS technique.

Cites Charges

Comr. Hennock cited charges of "inefficiency" which she said had been levelled against FM converters, and wanted to know how well the adapter would perform. Mr. Shapp contended that "for all practical purposes" it would give black-and-white pictures as good as the present system's.

He conceded, however, that he had seen only one adapter in operation and that there was "a certain change" in the picture when the line rate was reduced from the standard $25 to Columbia's 405.

President H. G. Hamilton of Eastern Air Devices Inc., Brooklyn manufacturers of electric motors, exhibited a motor which he thought could be produced for the CBS color disc at about $8 each and per-

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SURGICAL demonstrations presented via CBS color at medical conventions were reviewed by J. N. DuBarry of Smith, Kline & French Labs., pharmaceutical manufacturers, and sponsors of the showings.
haps ultimately as low as $5.

C. P. Cushman, executive vice president of Webster-Chicago Corp., noted that his firm participated in the development and production of 27 color converters used in receivers built by Zenith Radio Corp. for CBS and Smith, Kline & French Labs for medical meetings. He said his firm redesigned the CBS diagrams, modified initial units and produced the 27 units within 50 days. Asked whether he could produce converters for 16-inch or larger pictures, he said he would like to do 16 inch size "a little farther along" and that "then there will be no secret on the larger units."

Converters for medical meetings would cost $75-80, Mr. Cushman estimated, with external scanning adapters $40-50. He said it was proposed to supply stripped-down converter units, minus legs, to other manufacturers for new color sets at about $17.50 to $19.50 each.

$220 Set Foreseen

Mel Kohner, Webster-Chicago's chief project engineer for color television, said his firm received all basic information necessary from CBS and then proceeded to add its own improvements and modifications. He said information on the scanning adapter was received in late August and that one man produced a pilot model in two days.

S. W. Judd was president of Teletone, said his firm contemplates building complete color-monochrome receivers with built-in mechanical color wheel converters. He estimated the retail price at about $220 for a set using a 7-inch tube enlarged to give the equivalent of a 10-inch picture. "Quantity production will be possible," he said, "but probably within 60 to 90 days after FCC approval of the CBS system."

He also disclosed that his company will begin field testing today a number of black-and-white models which have been internally adapted to receive either standard black-and-white or CBS color in monochrome. These, he said, are provided with connections for easy addition of external color wheel converters.

David H. Cogan, president of Air King Products Co., said his firm's standard 10-inch monochrome set, retailing at $199, would cost $75-80 more when converted to CBS color. A color set with an effective 12-inch image would cost about $100 to $125 more, he predicted.

Cushman said his firm has been working on production of 10 color receivers for CBS and that they should be ready for field tests by Nov. 15.

The Bureau of Standards' Dr. Judd, an unannounced witness, said he personally judged the color fidelity of the CBS system to be "comparable to what we get in technicolor motion pictures" and that RCA color fidelity, as he saw it, was "much poorer" than Columbia's.

Dr. Judd was asked by Conm.

DURING interlude in RCA's showing of its all-electronic color system NBC Board Chairman Niles Trammell chats with Miss Gladys Swarthout, Metropolitan opera star who appeared in the demonstration.

* * *

Jones whether he could test the relative capacities of the CBS and RCA systems for quantitative values of intelligence. He replied affirmatively, but said the request would have to clear through the Bureau's Director Condon.

Conm. Sterling also asked him to study the CBS system further and upon his return for cross-examination to submit a technical analysis of the CBS theory of "crispness" in relation to picture detail.

In response to other questions, Dr. Judd said he thought FCC should let "the potential customers" get a look at the respective systems.

J. N. DuBarry, assistant to the executive vice president of Smith, Kline & French Labs, sponsors of the demonstrations of CBS color for medical meetings, told FCC these shows had brought enthusiastic response from doctors and that there had been no equipment failures.

At the suggestion of Conm. Robert P. Jones, he said he would consider the possibility of an "objective" survey of doctors attending the demonstration to be conducted for the Chicago meeting of the American College of Surgeons this week.

He said that "basically" the color fidelity shown in the RCA demonstration to FCC was not as good as that produced in the medical showings via the CBS system.

Mr. DuBarry was questioned at length by W. A. Roberts, counsel for DuMont, on his statement that one receiver could accommodate about 60 viewers. When Mr. Roberts noted that the best viewing distance for maximum detail is only a few feet, he replied that the doctors nevertheless appeared to be satisfied satisfactorily at 25 to 30 feet.

He also reported that his company had approached RCA as well as CBS concerning surgical demonstrations via color TV, but that RCA "declined to consider the furnishing of color equipment."

He said he had heard Dr. Goldmark question surgeons on the detail and color fidelity of demonstrations while they were in progress, and that this answer was typical: "It couldn't be better. For God sake don't fiddle with it."

Mr. DuBarry estimated attend-

ance at the medical demonstrations at Atlantic City last June at more than 30,000, and said from 40,000 to 50,000 doctors are expected to be registered at meetings where demon-

strations are slated through next June.

He predicted that all accredited medical schools in the U.S. will eventually have color television installations, but said this cannot be achieved until color television has been authorized by FCC and quanti-

tity production has brought equip-

ment costs down.

Dr. Goldmark, continuing with the prepared statement which he had commenced the week before, meanwhile reported in answer to questions that it shouldn't take more than a week to modify existing TV recording equipment so that color programs could be filmed for use by black-and-white stations.

He thought that within three months a method might be designed for recording color programs in black-and-white for re-transmission in color.

Edward K. Wheeler, attorney for RCA, wanted to know how a station on a network would get a network color program to its audience, under the CBS color system, if there weren't enough color sets to justify colorcasting.

"I'm afraid I don't know," Dr. Goldmark replied. Later, he said one solution would be to film the shows for black-and-white telecast-

ing by the station at a later date. Another, he said, would be for the originating station to relay the program in monochrome as well as color and let the affiliate use the one it wished.

Conm. Jones, emphasizing the possibilities for testing color equipment, brought out that any station within relay reach of a color originating station may make color tests without special transmitting equipment.

Toward this end he elicited Dr. Goldmark's assurance that CBS would not "hold back" on information which might be used by manufacturers to build equipment for "exploratory" or testing purposes.

Dr. Goldmark said CBS would make its information available even to what Conm. Jones called "unfriendly" manufacturers, and would require licensing agreements only if the information was to be used for commercial rather than test purposes.

The CBS research chief presented Commission with 45 drawings of its color converter. Asked whether he had given the RCA color committee full data on the CBS system, he said he had not, because the committee didn't seem "in a mood to dig too deeply into our color system." Such information, he said, would have been useless without a visit to the CBS laboratories.

Your Solution for Better TV Broadcasting at LOWEST COST—The New Stage No. 1 and the GRAY TELOP

This most versatile telecasting optical projector enables dual projection with any desired optical distance under exact control.

The accessory STAGE NUMBER 1 adds three functions separately or simultane-
ously: a) teletype news strip, b) vertical roll strip and c) revolving stage for small objects.

The TELOP, used with TV film cameras, permits instant fading of one object to another, change by lap dissolve or by superimpos-

ing. Widest latitude is given program directors for maximum visual interest and increased TV station income.

For full details write for Bulletin 1-101

GRAY RESEARCH

and Development Co., Inc.

16 Arbor St., Hartford 1, Conn.
**WOR-TV RATES**

**Class A Time $1,200 Per Hour**

BASIC time rates for WOR-TV New York, which premiered last Tuesday, have been announced by R. C. Maddux, vice president in charge of sales.

Rates for general advertising, 7-11 p.m., class A time, are: $1,200 per hour, $720 per half-hour, $480 per quarter hour and $360 for five minutes. Weekly volume dollar discount will be the same as that for WOR-AM.

One minute announcements and one minute participations are $250, and 30-second station breaks $200 each.

Evening time signals and weather reports are $2,000 per week, including 20-fifth-second breaks weekly. Studio facilities are $200 per hour with one hour the minimum time sold. Film facilities, one-hour minimum, are $75 per.

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**DuMont Moves Sales**

EXECUTIVE offices of the Receiver Sales Div., Allen B. DuMont Labs Inc., were moved to the recently-dedicated East Paterson, N.J., plant over the weekend and will commence operations from there today (Oct. 17). The move affects DuMont national receiver sales, advertising and order administration departments.

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**RE-APPRAISAL**

**Selling Aids, TV Costs Eyed by Loewi**

CALL for a re-appraisal by broadcasters and advertising men of "several aspects" of television as a sales medium, was sounded last Friday by Comdr. Mortimer W. Loewi, director of DuMont Television Network, at the Radio Executives Club of Boston.

Topping the list, he said, was "the question of how much an advertiser should spend on the entertainment side of his program" followed by how most effectively the new medium could be utilized.

"To an advertiser who must pay for it, entertainment is only incidental...a device by which he raises an audience before whom to display his wares—like the Barker in front of the side show—the beautiful girl on a magazine cover..."

A DuMont study of more than 100 programs and their costs, when a "competing network was making quite a 'to-do' about a $20,000 television program that it was airing," found DuMont's "lower rated program aired at the same time" delivered an audience at one fifth of a cent a viewer as against the 50 cents per viewer that the sponsor of the $20,000 program paid," Comdr. Loewi said. How can advertisers and broadcasters sell a sponsor consciously the idea that one viewer group is "27 times more attractive than another...?" he asked.

**Obligation to Sponsors**

Other points scored by Comdr. Loewi were: There's an obligation owed sponsors and clients to see they use all of TV's selling aids—entertainment, display, demonstration and merchandising; radio could "never present an acrobat" because he must be seen to be appreciated; TV will attract "scores of new advertisers whose products an older medium just could not sell."

TV is cheaper than actual home demonstration, he said. For example, he pointed out the automobile pays $5 per personal demonstration as against 30¢ on TV.

"Gentlemen," he concluded, "there's a new Glamor Girl coming 'round Advertising's Mountain. She's Miss Television—and I hope you get to know her well—and soon."

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**KASPER-GORDON**

**Plans Christmas Toy TV Show**

TINSEL tinkling comes from Kasper-Gordon Inc., Boston, in its announcement that it is producing a Christmas toy promotion TV series for sponsorship by department stores and toy retailers. Series, made up of 15 quarter-hour programs, is called "Adventures in Christmas Tree Grove," same title of its transcribed radio packet that has had wide distribution in past seasons.

Episodes, each leaving room at opening and close for a commercial, will be available on an exclusive basis, leased to one sponsor in a city. They may be used on a three-a-week basis between Nov. 21 and Dec. 23 or on a five-a-week basis for three weeks preceding Christmas, the producers said. Rates, based on population and number of TV sets in each market and station time charges, begin at $112 per episode for the smallest markets.

Firm uses the transcription as sound track for its television installments, synchronizing action of marionettes with the dialogue and sound. Marionettes, specially designed, are larger than those ordinarly used to permit an undistorted image proportional to toys displayed. Story and plot are fantasy.

Filming is being done in color with black-and-white prints to be available for telecasting. Kasper-Gordon Inc. says "when color TV becomes a reality" toys can be seen in their natural color. In cities where there are no television stations, the company plans to lease films as an in-store feature. Also planned is a specially edited 60-minute version for home movie rental.
POLITICIANS PONDER TV

Explore Video as Addition to Radio Campaigns

NOW that adjournment of Congress is imminent, the legislators are casting an eye toward public sentiment that will go far in determining their political fortunes in the 1956 Congressional elections. Many of them are focusing the other eye on television’s progress as it affects their constituent areas—and, of course, the perennial use of radio.

Television may turn the corner as a feasible medium on Capitol Hill in 1956 if production costs and a host of other problems can be solved. But already many Senators and Representatives, alert to the possibilities of being seen as well as heard, are thinking and inquiring about video.

One logical source to which they are currently directing their inquiries are the Joint Senate and House recording facilities where nearly 200 of the legislators turn out weekly or bi-weekly records on their re-election or shipment to stations back home.

Robert Coar, supervisor of the government-operated studios, has been thinking seriously about making TV films for members of Congress as an adjunct to the recording project. Such a venture is not economically feasible now, he feels, but he predicts it may be a reality by next April or May.

Mr. Coar explained that present only 33% of members of Congress represent areas within the range of television reception. By next spring, depending on opening of UHF channels and with addition of more TV stations, a higher percentage might make it worth while. Mr. Coar estimates he can turn out a series of five-minute film strips at a basic cost of $18, excluding production and other factors. Further, the recording project currently enjoys a $15,000 surplus which could serve to buy equipment. Whether many stations which run members’ records in the public interest would carry that policy over to video is another matter for speculation.

Television, showing legislators in action in chambers or committee sessions, is a new opportunity and a new problem. Some members have blown hot and cold on the idea of telecasting Congressional proceedings. One Congressman—Rep. Thomas J. Lane (D-Mass.)—urged networks early this year to schedule regular telecasts. His proposal also included aural broadcasting [BROADCASTING, Jan. 31].

In any event, television appears to have a place in the affections of the House. In the current renovation of the Capitol, provisions are being made in the House Chambers to include facilities for telecasts. Placements for three cameras are part of the blueprint, with cables to stretch out to a central box circuit outside the Capitol. Mobile units would be able to pull up and take it from there.

The Senate has named a five-man committee headed by Sen. Dennis Chavez (D-N.M.) which will take up the whole question sometime next January. No proposal is being made in current re-modeling of the Senate chamber. The recording facility, which has operated by dint of appropriations for the past two years, will be given legislative status in a current resolution (H J Res 332) passed by the House and slated for Senate consideration. In the event Congress decides to authorize the television project, another resolution would be necessary inasmuch as the current one covers only radio broadcasts.

WNBQ (TV) STAFF

Six Changes Announced

FOUR men at WNBQ (TV) Chicago were upped to directors and assistant directors last week, it was announced by Program Manager Ted Mills.

William Hobin and Robert Banner, new directors, handle The Wayne King Show and Garrovay-at-Large, both NBC-TV features. New assistant directors are Russell Mayberry, who worked at WBKB (TV) Chicago, and Lynnwood King Jr., former TV operations assistant. David Brown replaced Mr. King.

Shirley Seidel of the Chicago Goodman Theatre Co. joins the staff as costume designer and makeup artist, succeeding Rite Dhu Wray, who resigned to work for a Dallas theatrical production firm.

TELENEWS ADDS

Four Take INS Newsreel

FOUR additional television stations have signed for Telenews-INS newreel, with KRLO-TV Dallas and WMAL-TV Washington contracting for the daily service, and WXEL (TV) Cleveland and WBAL-TV Baltimore taking the weekly preview.

The Dallas station’s contract is effective on or about Nov. 1, the Cleveland station’s early in December, when the station begins operating. The daily newreel started Monday, Oct. 10, on WMAL-TV under sponsorship of Valley Forge Brewery. The weekly newreel started Oct. 9 on WBAL-TV.

WTXJ (TV) Miami has sold its telecasts of the daily newreel to the American Broadcasting Co.
Film Report

E. T. SOMLYO, Beverly Hills, Calif., planning on-the-spot filming of non-royalty and original college productions for one-hour television series. First shooting will start late this month at New Orleans when Tulane U. presents Gilbert and Sullivan operetta. Scheduled next is "Taming of the Shrew," production of U. of Utah at Salt Lake City. National sponsorship is being sought. . . . United Productions of America, Hollywood, has completed three of its scheduled nine one-minute animated television commercial films for Ford Motor Co.

Sherman Plan Inc., Washington, has produced two-minute open-end spot for TV sign-off. Film presents changing pastoral scenes while narrator recites The Lord's Prayer. Presently available in black-and-white, spots are being filmed in color looking toward advent of color TV. National sponsorship is being sought on exclusive basis and cost of film is less than 25 cents per day to station.


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.

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 delivered more 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 Hooper point, KXOK's wide coverage, and KXOK's low-in-St. Louis rates, he'll be even cockier!

Unhappy Wife

KXOK, St. Louis
630 on the dial

Admission price to this TV World Series party for agency men and sponsors at WIP Philadelphia was an unshaven face and purchase of a Gillette Razor set at the station. Paying the price are (1 to r): Ralph Huberman, sponsor of full hour "Man 'N Dance" program; Benedict Gimbel Jr., WIP president and the party's host; Gordon Gray, station vice president; Gene Tanz of Cox & Tanz agency, and Murray Arnold, WIP program director. In background is Ralph Minton, station promotion manager.

TV CLINIC

Set for Chicago FPRA Meet

JOHN J. BARRY, vice president of the National Shunnawt Bank, Boston, will supervise a television clinic Friday afternoon at the annual convention of the Financial Public Relations Assn. in Chicago. Mr. Barry's bank is using TV advertising locally. The Wednesday-through-Saturday conference is expected to attract nearly 700 U. S. and Canadian members.

Wednesday and Thursday afternoon radio sessions will be conducted by Frank Warden of the Central National Bank, Des Moines, and Wilfred W. Delamater, assistant vice president, Land Title Bank & Trust Co., Cleveland.

On ILO Agenda at Geneva

RIGHTS of performers in broadcasting, television and the mechanical reproduction of sounds will be considered by the Committee on Salaried Employees and Professional Workers of the International Labor Office at meetings in Geneva, Oct. 24-25.

Herman D. Kenin, international executive officer of the AFM and president of Musicians Local 99, Portland, Ore. and Richard P. Doherty, director of Employee-Employer Relations Dept. of the NAB, are among the six-man U. S. delegations to the meetings.

At a news conference in New York Thursday afternoon, on the eve before departing for Europe, Mr. Kenin said he would present the AFM point of view of requiring payments on the use of "canned" music into a royalty fund.

He contended that unfair re-use of mechanical music will hurt music. This already has happened in the United States, he said, causing a shortage of skilled string instrumentalists.

WTVJ (TV) Adds

WTVJ (TV), Miami, Fla., has increased its telecasting schedule to 24 hours a week, according to Clyde Lucas, program director. Station plans to add eight network programs, using kinescope recordings, to further boost its weekly operation. Recent additions by WTVJ have included three local sports shows, all sponsored. All U. of Miami football games and a series of high school contests are being telecast.

SCHWERIN CORP.

To Test Lever TV Show

LEVER BROS. has engaged the Schwerin Research Corp., New York, to test its NBC television show, The Clock, the audience research firm announced last week.

The tests will be conducted before selected studio audiences and will cover not only the liking and disliking factors of the program but also reactions to commercials for Peyosnol, Spry and Lux Toilet Soap, products advertised on the show.

Cable Fame

ANOTHER tale of the coaxial cable cutting by a Cleveland plumbing contractor [Broadcasting, Oct. 10] concerns the making of a big-time show as a result. Scheduled as a local telecast by KSD-TV St. Louis, the annual Veiled Prophet Ball, local social event for 71 years, became an unscheduled network program for Midwest TV stations as a fill-in. The program was carried for varying periods in Chicago, Milwaukee, Detroit, Teledo, Cleveland, Cincinnati, Dayton and Buffalo, says KSD-TV, which was deluged with letters commenting on the event as spectacular and with writers unaware of such an historic affair. NBC-TV subsequently telecast a half-hour film show of the Ball and parade Oct. 13 over its full video network out of Chicago with Frank Eschen, KSD-TV special events director, as commentator.
Ad Budget

(Continued from page 25)

percentage of all American homes than any competitive mass medium. Our 94% radio ownership far surpasses the readership figures for daily newspapers or magazines."

Speaking for NBC alone, he said the time spent listening daily to broadcast and cable television and its affiliates nearly equaled the total hours spent reading all newspapers and magazines combined.

On the radio theme, William C. Gittinger, president, in charge of sales, CBS, repeated the message he delivered the week before to the Eastern Annual Conference of American Ass'n of Advertising Agencies [BROADCASTING, Oct. 10]. He expressed the belief that radio will grow, but that if television does finally affect its growth, such impairment will be gradual.

On the subject of whether television has reached the pay-off point, slightly varying views were expressed by George L. Moskovics, manager of television development, CBS, and Sylvester L. (Pat) Weaver Jr., vice president in charge of television, NBC. Mr. Weaver said that video has reached the pay-off point for advertisers, while Mr. Moskovics said that it has for some, but not all advertisers.

Mr. Moskovics, however, reported on several TV success stories. Disney Hats upped sales 38% in New York as the result of one campaign, he said. Chesterfield and Lipton's TV programs used their brands more than others.

Cites Figures

As further evidence video is reaching the pay-off point, Mr. Moskovics cited these figures: In June 1948, 234 advertisers in 11 markets placed 90 radio stations, an average of 12 advertisers per station; in May 1949 there were 1,243 advertisers in 34 markets using 89 stations, an average of 14 advertisers per station. CBS itself had four network accounts using two hours and 15 minutes weekly a year ago, but today has 33 advertisers using 19 hours, he said.

Mr. Weaver, backing his thesis that TV advertising pays, contended that an advertiser gets a better buy at comparable cost per television home than per ad read in a magazine. He also declared that television competes with all media except radio, but radio is complementary. Radio and television together can deliver 95% of all homes in the country to an advertiser's message, he said.

Mr. Weaver, Robert S. Pearson, vice president and advertising head of General Electric Co., believed that television has reached the pay-off point for many advertisers who sell to advertisers seeking urban customers.

For a long time to come, however, he believed that a national advertiser will need to use both radio and TV to get sufficient coverage.

WWJ CHANGES

Four Staffers Are Promoted

HARRY BANNISTER, general manager of WWJ-AM-FM-TV Detroit, announced a series of promotions in that operation last week, to be effective immediately.

William Walbridge, new sales manager, will add the title and duties of assistant general manager to Mr. Bannister, but will retain supervision of the sales office.

Two WWJ-TV salesmen moved up in the new changes. Norman Hawkins will be assistant sales manager of WWJ, and Robert Schlindert will be assistant sales manager of WWJ-TV. In another change, Mabel Munroe will be office manager, taking over many of the duties of the late Harold Priestley [BROADCASTING, Oct. 10].

He believed that the station operator was paying a larger portion of the cost of developing television than are advertisers. In the long run, however, he believes that what would be profitable for the advertiser would ultimately bring profit to the station.

In the discussion on "Audience Trends—AM and TV," Thomas H. Brown Jr., vice president of C. E. Hooper Inc., said radio claims to continued leadership in advertising were substantiated by the firm's findings. During top TV evening programming, radio was able to hold 86.6% of the broadcast audience nationally even in August, radio's traditionally low-listenership period, he said.

Although ratings for radio's half-hour evening sponsored programs was off 33 in mid-winter 1949 over the same period of 1948 that was more than offset by the increase in homes able to listen, he said.

In the discussion on the FCC giveaway order, I. W. Digges, ANA counsel, gave the opinion that there is no reason for an advertiser to change present plans on giveaway shows in view of the present status of court actions challenging the legality of the rules. He believes on the first of the FCC's four rules set forth a lottery. That rule required the winner to give a box top or something of value.

Among other matters considered:


Albert B. Brown, vice president in charge of advertising for Best Foods Inc., New York, named vice chairman. Paul B. West, who has served as president since 1932, re-elected. New board members:


Cancellations—John E. Wiley, chairman of the board, Fuller & Smith & Ross Inc., reported space and time cancellations started in earnest this year and will be an annual experience from now on. Cancellation is in effect a "no confidence" vote on the advertising manager. His advice to the advertising manager: Build your plans around an "action-getting gimmick."

Budgeting — Top management often budgets advertising by historical rule-of-thumb basis with or without consent of advertising management, after which advertising management has the problem of deciding how to divide up its fiscal pie, said G. Rowland Collins, dean, Graduate School of Business Administration, New York U. Such procedure is "upside down," he contended, lacking flexibility and attention to individual needs. Alert advertisers are planning to earmark larger shares of retained earnings for market expansion and product innovation, bearing in mind that plan capacity has doubled in a decade with no corresponding increase in spending for distribution. He recommended setting up a "funded reserve for product development and promotion," a device he believed would legally aid a company's tax problems as well as its future.

Economic System Campaign—More than $3 million in time and space have been contributed to the American economic system campaign of The Advertising Council, said its coordinator, Robert M. Gray, advertising and sales promotion manager, Esso Standard Oil Co. Foundation of the campaign was set up by a joint ANA-AAAA committee. Mr. Gray reported radio gave the campaign more than two billion listener impressions and that one message on Mr. District Attorney program pulled 13,000 requests for the campaign's booklet, The Miracle of America.

Poll—At "open stockholders meeting" of The Advertising Council, results of three-day balloting during ANA meetings revealed that "the high cost of government" was considered by ANA members the most vital non-political problem facing America. Some other problems, listed according to vote: labor-management relations; threat of socialism; strengthening the United Nations; the threat of Communism; moral and spiritual revival; stabilizing our economy; post-war conditions in our schools.

We're Not...But We Could Be Starry-Eyed About The Radio Job We're Doing,'Cause...

During the past 23 years
★ We've won lots of friends
★ Earned some heavy prestige
★ Enjoyed good social acceptance
★ And we've done a good selling job for our advertisers, too!

All because we know how to program...and have the enthusiasm and interest to follow through in detail.

For complete data on WIOD, call our Rep...

George P. Hollingbery Co.

James M. LeGate, General Manager

5,000 WATTS • 610 KC • NBC
noted in the Census Bureau’s figures for September was reflected in reports from the Dept. of Labor’s Bureau of Employment Security. The bureau reported that unemployment insurance continued claims, representing the number of claimants who had been unemployed for a full week, declined to 1,806,073 during the week ended Oct. 1. This is the lowest level reached since the second week in February. Although continued claims declined, Robert C. Goodwin, bureau director, said that initial claims, indicating new unemployment, increased. Some of these new initial claims were caused by lay-offs due to coal shortages in localized areas and others were attributed to lay-offs in anticipation of the then impending steel strike. With the steel and coal strikes now in full swing, and the lay-offs which have resulted from material shortages in other industries, a sharp upswing in initial claims is anticipated.

With a relatively stable volume of employment and income experienced during August, sales of retail stores showed little fluctuation from July, according to the Dept. of Commerce. Preliminary figures on retail sales indicate a volume of $10,575,000,000 for August compared to $10,242,000,000 in July. August sales were about 3% below last year’s figure after allowance for trading day differences. Total sales have indicated unusual stability since the first of the year, fluctuating within an exceptionally narrow range.

Department store sales in August followed this trend—increasing from July but remaining below the same period of a year ago, according to figures of the Federal Reserve Board. With an index base figure of 100 (1933-39 average), the preliminary seasonally adjusted August index stood at 282. July figure was 279 and for August 1948, 309.

Consumer credit outstanding increased from July to August to an estimated total of $16,452,000,000 at the end of the month. The increase was $266 million for the month and reflected a gain in all major types of credit except charge accounts, according to Federal Reserve Board figures. Total amount outstanding at the end of August was approximately one-tenth larger than a year ago. Installment credit outstanding Aug. 31 is estimated at $8,615,000,000, $282 million above the July 31 figure. Charge accounts declined 2% in August, a movement similar to that occurring in each of the two preceding months.

The agricultural outlook is bright for this year with the Dept. of Agriculture predicting the second largest crop production on record. Aggregate all-crop production is now indicated at 131% of the 1932-33 base. This huge agricultural output is due to fairly large production of most individual crops, the Dept. of Agriculture reports, rather than record-breaking production of a few.

The general economic health of the nation continued strong in August and September, gaining in most cases from the preceding month but continuing to remain slightly below the level of a year ago. With between one and two million people idle as a result of the coal and steel strikes, and the threat of strikes in the steel fabrication and aluminum industries, the overall effect on the nation’s economy is not yet set. If the present strikes are settled shortly, their effect will probably not be felt too seriously on a nationwide basis. Certain areas are now being hit hard by local conditions but should be able to look toward a resumption of normal conditions with a settlement of current labor problems.

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**NAB Membership**

(Continued from page 29)

them what you want and need, it is not surprising that your voice is not heard.”

Judge Miller’s address marked the Thursday afternoon session which also featured a talk by Dr. Kenneth Baker, NAB director of research and acting president of the Broadcast Measurement Bureau.

Henry P. Johnston, WSGN Birmingham, Ala., district employee-employer relations chairman, presided over the opening program. Speakers included Richard P. Doherty, director of NAB’s Employee-Employer Relations Dept., who led a discussion period on costs, profits and labor problems.

Mr. Doherty hammered home the theme that a careful time study of employees and the work they do could in many instances cut operating expenses and improve efficiency.

“Intelligent, legitimate job integration is the key to cutting costs,” he stated. “Management has lackadaisically allowed jobs to balloon themselves beyond reason.”

Carl Haverlin, president of Broadcast Music Inc., told delegates that the current success of his organization was based upon three key points: (1) composers and publishers, (2) recording and transcription library, and (3) use of BMI music, live and recorded, by stations on an ascending scale. “BMI average performance,” he added, “continues up, with the first seven months of 1949 showing approximately 10% increase over a similar period last year. BMI, competing spiritedly, does some 40% of ASCAP performances now. Our slogan is ‘50-50 by ‘59’ and we are pushing hard toward that goal.”

The district banquet was held Thursday night in the Hotel Roosevelt, convention headquarters.

Speakers on the Friday program (see late story, page 4) included W. Wright Esch, WMFJ Daytona Beach, Fla., Fifth District sales man who presided, and Maurice B. Mitchell, director of BAB, who spoke and also led discussion sessions on the theme, “Increasing Radio’s Share of the Advertising Dollar.”

Sharing as hosts in the two-day three-state district meeting were Mr. Esch, president of the Florida Assn. of Broadcasters; Edwin Mullinax, WLAL La Grange Ga.; Georgi Assn. of Broadcasters head, Howard E. Fill, WSFA Montgomery, presiding, and Maurice B. Mitchell, director of BAB, who spoke and also led discussion sessions on the theme, “Increasing Radio’s Share of the Advertising Dollar.”

Waltham Signs Show

WALTHAM WATCH Co., New York, through its agency, Hirshon-Garfield, New York, will sponsor Share the Waltham (CLOSED CIRCUIT, Oct. 10) effective Oct. 17 on ABC. The show will be heard Monday, 8-8:25 p.m. Contract is for 13 weeks.

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**BROADCASTING**
Central AAAA

(Continued from page 31)

en are becoming more important in the securities market as purchasers in their own right. They are also the greatest buyers of food, clothing and household products. Most advertising is directed to them, and advertising to women has its effect on their interest as investors by heightening their regard and respect for well-advertised companies.

"A forecast for good business—"for those who make it good"—was made by Clarence Goshorn, chairman of AAAA and president of Benton & Bowles. Speaking on "You—and Economics," Mr. Goshorn talked of the science of today's economy in layman terms. Accepting the premise that "a forecastable rhythm runs through our economic life," he concluded that "unapplied, the trend of this rhythm now averages downward."

He outlined sales declines for the first half of the year, when retail dollar volume fell off about $20 million each shopping day. This works out to about 13 cents per person per day for all shopping days. But let's not laugh this off, because it adds up to more than $5 billion in decreased purchases if it continues for a year," he said.

Prospects for the rest of the year give him confidence, Mr. Goshorn said. "Advertising agencies have been doing pretty well so far this year. Through July, advertising expenditures have been running well ahead of last year—well above any other year." However, government economists estimate a need for increased advertising of $120,000,000, he reported.

Optimistic reports have been received from his clients. Mr. Goshorn said, with many "Admitting apologetically that business and profits are good. Like the general public, with money in its pockets and in banks and with high-paying jobs, they haven't recognized the recession we have been going through. Some of them have been bullied by the propagandists into thinking the bump will come later, and are gratefully surprised that they haven't hit it yet."

Two facts indicate to him, however, a good and sound business in the future—and "each is worth more to me than a roomful of the lubrications of the economists."

1. "In midsummer, the National Assn. of Purchasing Agents, consolidating individual members' current purchasing policies, observed that those reporting increases over balanced declines by three to one. Hundreds of purchasing agents, buying on the basis of intimate knowledges of their own businesses, should be a safer forecast than any economist's dreaming for all of them."

2. Two months ago, Mr. Goshorn read 100 letters solicited by a national magazine from "important" manufacturing executives as to opinions on each person's own firm's prospects in the months ahead. "Not every one was optimistic, but the pessimists were few in comparison with those who looked for better business—better business for their own companies."

Concluding, Mr. Goshorn said: "They could be wrong, but I'd rather trust them to be right about their own businesses than I would the pencil-pushing theorists to be right about our economy as a whole."

Featured Speakers

Other speakers included William H. Albers, head of his own Supermarket chain and former Kroger Co. president, who told "Why We Feature Nationally Advertised Brands"; Samuel G. Barton, president, Industrial Surveys, who gave his ideas on satisfactory food product advertising; Enno D. Winus, president, Winus-Drescher-Bran- don, "Let's Stop Being Geniuses"; Alex T. Franz, Frederick, Franz and MacCowan, "Are We Over-looking the User as a Prospect?"; Henry Haupt, vice president, BBDO, "How Agencies Can Prove Most Effective When Sales Decline," and Fairfax M. Cone, board chairman, Foote, Cone & Belding, "I Wish We Had Done These Campaigns."

Bur Tullstrom, creator of NBC-TV's Kukla, Fran & Ollie, and his cast exhibited a sample of their adlib routines at the Friday luncheon, presided over by Earle Ludgin, president of the Chicago agency bearing his name and Central Council chairman.

WHOM BIDS

WINS Group Seeks Facilities

A GROUP of WINS New York employees are among four bidders negotiating for the facilities of WHOM New York, which must be sold by its present owner, Generoso Pope, who bought WINS, subject to FCC approval, from Croaley subsidiary of Avco Mfg. Corp. [BROADCASTING, Oct. 3].

The Pope interests expect to take over the WINS 50 kw transmitter and wave length but will retain its present studios and offices now housing WHOM. In addition the present plans reportedly call for Mr. Pope to use the call letters WINS for his newly acquired station.

Meanwhile, the employees of WINS have met with Mr. Pope Jr., to discuss the possibilities of the group buying the WHOM (5 kw) facilities with the WINS studios. The WINS employe group is headed by Don Goddard, a newscaster on the station.

Another group, Jersey Journal, a Jersey City newspaper, also has been interested in the project. However, it was understood last week that this deal has fallen through.

The asking price by the Popes for WHOM facilities is reportedly $450,000.

Two other unidentified organizations also are said to be interested.
MANSFIELD 'JOURNAL' Reply

REPLY was filed by FCC last week to the appeal of the Mansfield Journal and associated Lorain Journal, both in Ohio, against the Commission's decision which denied broadcast facilities to the papers on ground their owners sought to suppress competition in Mansfield. The appeal was filed last November in the U. S. Court of Appeals for the District of Columbia [Broadcasting, Nov. 15, 1948].

FCC had held the Mansfield Journal was not qualified to own and operate AM and FM stations in Mansfield because it had sought to suppress competition in the dissemination of news and information in that city from the existing radio station there, WMAN.

The reply to the appeal said the Mansfield Journal has never recognized WMAN and has consistently refused to print its program logs or to carry any other news concerning the station and its activities except of a detrimental nature. Moreover, FCC stated testimony of various merchants of the city of Mansfield, corroborated by other witnesses, shows the applicant had attempted to coerce local merchants to refrain from advertising over the station by threatening and in some cases carrying out the threat to cancel their newspaper advertising. In its appeal, the Mansfield Journal stated FCC's reason for

ONE of First Five ABC Stations

WSGN

AM 610 KC
FM 93.7 MC

In Birmingham
ALABAMA

Month after month in cities with 4 networks or more WSGN continues among the top 5, A.M., P.M. and Night!

NATIONAL REPRESENTATIVE HEADLEY—REED

FCC Files Reply

DENIAL "were illegally imputed and without support." Neither the Sherman Anti-Trust, Clayton nor Communications Acts give FCC jurisdiction over such matters, the appellant declared.

A fortnight ago the Dept. of Justice filed an anti-trust suit against the Lorain Journal in the U. S. District Court for the Northern District of Ohio, Eastern Div. [Broadcasting, Sept. 26, Nov. 3]. The suit charges the paper with seeking to suppress competition of WEOL Elyria-Lorain. The case sets a precedent in this field.

DAD'S ROOT BEER AM-TV Spot Campaign Set

DAD'S Root Beer Co., Chicago, begins a month-long national AM and TV spot campaign starting Oct. 27, offering the mama-size bottle (one quart) for one cent if purchased with the papa size (half gallon).


Upcoming

NAB DISTRICT MEETINGS

Oct. 11-12: Dist. 4, Carolina Inn, Pinehurst, N. C.
Oct. 21-Nov. 1: Dist. 1, Somerset, Boston.
Nov. 3-4: Dist. 2, Berkeley-Carteret, Ashbury Park, N. J.
Nov. 21-22: Dist. 8, Book Cadillac, Detroit.
Nov. 28-29: Dist. 16, Paradise Inn, Phoenix.

Dec. 5-6: Dist. 14, Utah, Salt Lake City.

FS&R NAMES

Maddox, Scott to New Posts

Mr. Maddox
Mr. Scott

JOHN C. MADDOX, director of research since 1941 of Fuller & Smith & Ross Inc., New York, Chicago and Cleveland, has been appointed assistant to the firm's president. Douglas E. Scott, who has been handling Mr. Maddox, will replace him as research director. Both appointments are effective immediately.

Mr. Maddox, 1932 Georgia Tech graduate, has been successively assistant to the president of W. B. Davidson Inc. (business systems), assistant to the research director, Montgomery Ward, and assistant to George Piper, market counselor. He also has been research assistant at BBDO and U. S. Advertising Corp. Mr. Scott joined the agency in 1946 as associate director of research following four years of research work with the Navy and two years of newspaper work. He graduated from Antioch College.

RADIO DESTINY

Won't Die, Says FC&B's Davis

RADIO is destined to become a secondary medium, but it "does not have to die," Hugh Davis, executive vice president of Foote, Cone & Belding, declared in an address Wednesday before the Chicago Radio Management Club.

While assuming that radio cannot compete with television "any more than silent pictures could compete with talkies," Mr. Davis asserted that its "continued existence depends on a good deal upon station operators and talent." He emphasized he was speaking of "talent" in the broad sense, including actors, writers, producers, musicians and their unions.

"When I talk of the future of radio, I do not mean tomorrow or even next year, but that day when almost everyone who wants a television set can have one, and when programs are available to all but perhaps the remotest areas of our country," he said. "Certainly, until that time radio will continue to be a primary advertising medium—an almost an advertising necessity."

He warned that if the degree of listening to top rated radio shows in New York television homes continues on a national basis, "then radio, by necessity, must reach a relatively small market, whether you choose to put it on a national or a local basis."

Mr. Davis disagreed with those who conclude that radio is dead "because no advertiser in his right mind is going to pay a time and talent bill of some $40,000 per week for a top radio show in order to reach a million-plus homes."

Mr. Davis disclosed that Foote, Cone & Belding is exploring a plan to have a high class radio show at a very small talent cost. A show would be rehearsed and done for television, and immediately afterwards, the same cast, with the same basic script, with necessary changes, would be taped for radio. The audio show would be put on the network at some designated time, or perhaps on whatever individual stations might be desired, he explained.
TRANSIT TALK
Crisler Cites Growth

TRANSIT RADIO'S growth in the past year was cited by Richard C. Crisler, executive vice president of Transit Radio Inc., in an address before the Public Relations Div. of the American Transit Assn. in Atlantic City Oct. 5. The number of markets has mushroomed from one to 16 in that time with contracts in effect for 11% of the vehicles placed in operation since 1942, he said.

He reviewed surveys which, he said, show a similar uniform high percentage of riders voting in favor of transit radio. In addition, he pointed out, there are now over 400 advertisers who have used, or are using, Transit Radio in 16 markets. Such radio accounts, Mr. Crisler continued, have not cut into revenue produced by ear-cards "but have made them easier to sell by dramatizing the value of the bus audience."

Because his company only sells equipment and national advertising, Mr. Crisler said he could give his opinion on whether a transit company should go into the broadcasting business itself by buying or leasing a radio station. His view was to disfavor any such action because the company would meet with extreme public criticism, and because of the "unprofitable status of FM radio," most stations are willing to make favorable propositions in order to get a franchise.

Mr. Crisler outlined the following points for consideration in selecting a station with which the transit company should do business: A respected name in the community, financial integrity, and technical facilities. These, he said, assure proper programming, proper use of commercials and satisfactory public relations.

L. A. Exposition

NATIONAL Television-Radio Exposition, sponsored by the Southern California Radio and Electrical Appliance Assn., is being held at Shrine Convention Hall, Los Angeles. Exposition opened Oct. 15 and will run through Oct. 23.

Programs

BOYS and girls from all schools in area, as well as church and other group choirs will be able to participate in new talent show over WCPG Boston. Interested students apply for chance to have part in Student Radio Club broadcast by contacting leader of group in their respective neighborhoods. More than 100 clubs are working with Pepsi-Cola Co., show's sponsor, and station in selection of talent for broadcasts. Cash awards are given to three winners.

Advice to Parents

SERIES of programs for 16 weeks on WGL Port Waynes, Ind., features talks by Dr. L. E. Woodward, child psychologist and field consultant for National Committee for Mental Hygiene. Titled "Advising Parents," topics such as "Moral Training of Children through the Eyes of Teen-Agers," are discussed by Dr. Woodward and local authorities on childhood problems. Series is public service feature.

Traffic Obituary

PART of special drive against traffic fatalities by WAVZ New Haven, Conn., is a special program in which station's director of women's programs and program director took part. Life story of a woman who had been killed in traffic accident day before was narrated, followed by short summary of accident trends and message encouraging motorists and pedestrians alike to work for traffic safety.

Varied Series

FIVE-a-week strip beamed at farm audience has been launched by KIRO Seattle under title, "Country Correspondent." Format provides different authority on agricultural and gardening problems on each day. Series is of interest to farmers with specific types of agricultural problems discussed on different days.

Juvenile Delinquents

TWO shows of series titled "Forums of the Air," on WNOX Knoxville, Tenn., were devoted to subject of juvenile delinquency prompted by capture of gang of teen-aged pick-pockets. First show featured four authorities on problem discussing its practical and sociological implications. Second program was made up of three "graduates" of state reform schools and three of the younger pick-pockets. Show was taped several hours before broadcast, but nothing had to be deleted or changed, station reports. Boys discussed their home lives and backgrounds in effort to explain their situations and was against it. Second show was much more effective than first, WNOX points out.

Small Businessmen Talk

IN EFFORT to enlighten listeners on problems which face smaller businessmen in New England, WEII Boston has inaugurated new series of talks in which legislators, labor, business and civic leaders meet with small businessmen at roundtable to discuss problems in fields of taxation, labor-management and government interference. Programs are aired Sunday, 4:30 p.m.

Bowling Show

CONTESTANTS from all bowling alleys in city will take part in new "Make It and Take It" show on WXYT-TV Detroit. Six contestants will play for silver dollars and merchandise awards in hour long program. Four top Detroit bowlers will be featured on show each week, giving pointers to contestants and viewers. Local bowlers will be scene of action. Show is sponsored by Ford Rice, Detroit Ford dealer.

DENVER AD POLL

Higher Return Reported

ADVERTISERS are getting as much or more for their advertising dollars spent today than they were 10 years ago. That was the contention of a majority of Denver advertising agency personnel polled in a survey done by the McCord Research Bureau, opinion and marketing research firm.

The bureau pointed out that this contention was held despite increased media and production costs evident during the 1940s. A minority said the advertiser was getting less for his money than he did a decade ago.

McCord Research Bureau officials said that those who felt the advertiser was doing as well or better for his money generally believed that even though costs of advertising have risen, this rise has been more than offset by today's larger circulation and audience and increased buying power. The minority who took a dimmer view of the present day advertising picture looked with disfavor on the large amount of competition many advertisers must face.

Results of the survey were as follows: More for money 42%, about the same 37%, less money 21%, no opinion 0%, total 100%.

ANDREWS Sisters recording special Yiddish rendition of Campbell's soup theme for use on Miriam Kressyn show on WEVD New York.

Latest Record Hits*

mindy carson

MINDY CARSON
Lonely Girl
You're Different
DJ-778

percy faith

PERCY FAITH
Whirlwind
My Dream Concerto
DJ-779

phil harris

PHIL HARRIS
Bowling Show
Row Row Row
I Ain't Gonna Give Nobody None O'This Jelly Roll
O' This Jelly Roll
DJ-780

count basie

COUNT BASIE
Walking Slow
Behind You
Rocky Mountain Blues
DJ-781

phil regan

PHIL REGAN
Daddy's Little Girl
Oh Eleanor
Oh Eleanor
DJ-782

"DJ" disks couple the cream of the RCA Victor hits for your convenience!

RCA VICTOR RECORDS

BROADCASTING * Telecasting

Howard J. McCollister
Regional Representatives
10660 Bellagio, Los Angeles, Calif. 88-4705

Shows with a Hollywood Heritage Member N-A-B

Regional Promotion Campaign

October 17, 1949 • Page 63
NARND PANEL
To Weigh Newsman’s Future

TIMELY topic dealing with the effect of television on the newsman’s job, headlines the fourth annual convention of the National Assn. of Radio News Directors at the Hotel Commodore, New York, Nov. 11-13. The question will be handled by a panel TV chief of Washington, Elmer Davis, and Charles Hull Wolfe, radio and TV copy chief of McCann-Erickson.

Mr. Davis, ABC news analyst and former head of the OWI, will elaborate on his remarks made last spring at the U. of Missouri when he was awarded an honor medal in journalism, that television will put an end to audio newscasts as presented today in about two years. Mr. Wolfe will present a continued future for the type of AM newscast despite TV’s progress.

Until recently director of the radio and testing bureau of BBDO, Mr. Wolfe joined McCann-Erickson as new TV copy chief Oct. 1.

The panel, entitled “TV’s Impact on AM News,” will be held near the close of the convention on Sunday morning, Nov. 13. Membership in NARND is not required of persons planning to attend the New York convention, Ben Chatfield, second vice president, has announced. While Hotel Commodore can take reservations up to Monday, Oct. 31, Mr. Chatfield urged newsman, station managers and journalism professors to make reservations early.

The Texas Rangers
“AMERICA’S FINEST WESTERN ACT”

The Texas Rangers, stars of stage, screen and television, early this summer made a personal appearance tour in the Midwest. They were pictured here in Oklahoma City, when they were commissioned honorary Colonels of the State of Oklahoma by Governor Roy J. Turner.

The Texas Rangers transcription, used on scores of stations from coast to coast, have achieved Hooperizations as high as 27.4.

Advertisers and stations — ask about your new sales plan! Phone, write or phone

ARTHUR B. CHURCH
Productions
KANSAS CITY 6, MISSOURI

PRODUCTION


WILLIAM LADD becomes production director of KWSC Pullman, Wash. He formerly was associate director of radio programs for U. of Washington, Seattle.

RICHARD B. RAWLS transferred from manager of television operations for ABC to network’s station relations department where he will concentrate on television. He joined ABC in January 1946 after service with U. S. Army Signal Corps. Before war he was manager of studio operations at CBS-TV, New York, and before that manager of CBS radio service operations, New York.

ILENE HEIMAN, former program promotion director at Toni Co., Chicago, joins WKBK (TV) Chicago as creative director.

GRANT MERRILL, drama professor at U. of Washington, Seattle, writes and narrates Three Ring Circus show for KING Seattle.

HAL MILLER, producer at WBEM Chicago, resigns to handle retail television store in suburban Cicero, III.

ED TOBY, formerly of WMMW Meriden, Conn., joins WKBK Oyster Bay, N. Y., as announcer-salaman.

CARROLL FOSTOR, public affairs director at KIRO Seattle, Wash., named radio co-chairman in local Community Chest campaign.


RAT HUTCHINS joins announcing staff of CJAV Port Alberni, B. C.

ERNEST LUCAS, former film editor of WGN-TV Chicago’s Chicagooland Newsweek, appointed TV director in program department of station. His first assignment is Chicagooland Mystery Theater.

MARY JONES, women’s commentator for WFIL Philadelphia, received New Jersey State Fair Award for most outstanding interview program. Award was made on basis of community survey determining which radio personalities offer most personal and public service to area listeners.

ANTHONY KOELKER, manager of station relations at ABC Chicago, and Patricia Peebles have announced their marriage.

JOSEPHINE WETZLER, educational director for WLS Chicago, spoke on work of German Youth Activities group at luncheon given in honor of her return from tour of Europe.

CHARLES DWYER, manager of guest relations at ABC Chicago, was the father of a girl, born Oct. 2.

DEPARTMENT

FOR an on-the-spot story, News- caster Joseph Mainline (with mike), of WJR Detroit, interviews John S. Bugas, Ford vice president, on the new Ford-UAW pension plan. WJR had its microphone on the scene at the completion of negotiations, giving listeners comprehensive coverage including final signing of the pension agreement.

‘RADIO THEATER’
Tops Canada’s Radio Poll

A U. S. show, Radio Theatre (Lux) headed the September ratings, release Oct. 7 at Toronto by Elliott-Haynes Ltd. The ten leading evening network shows in Canada during September were Radio Theatre with rating 29.9, Twenty Questions 15.1, Suspense 13.4, King’s Men 13.1, Mystery Theatre 12.3, Treasure Trail (Canadian program) 11.7, Confessions Hour 10.9, Club 15 10.8, Arthur Godfrey’s Talent Scouts 10.6, and Music Hall 10.3.

Leading five daytime network programs during September were My Fair Lady, Big Brother, Happy Gang (Canadian program) 13.9, and Right to Happiness 13.4.

French-language evening network shows were more numerous during September and leading five were Un Homme et Son Peche 32.2, Metro Pete 34.4, Prixe d’Honneur 20, Juliette Bellevue 18.3, and Josey Double 15.7. Leading French daytime programming were Rue Principale 20, Jeunesse Dormir 10, Poule de la Lune et des Mots 9.8, and L’Ensemble des Fins Gourmets 17.3, and Maman Jeune 17.7.

TWELEVE-game football schedule of WSSV Schenectady, N. Y., has been purchased by Schenectady Works of General Electric Co.

WHY TAKE SECONDARY COVERAGE
of Virginia’s First Market?

Regardless of claim, if you’re trying to cover Greater Norfolk from the outside, nature’s terrain made it impossible.

Only Greater Norfolk stations can cover it. And only W SAP can cover it at lowest cost.

Availability and costs from RO-Tel will prove it.

WSAP . . . “selling advertising problems” in Virginia’s first market.

B. Walter Huffington, General Manager
Ask RO-Tel

Broadcasting • Telecasting

Lou Holtz Series
CHARLES MICHELSON Inc., New York, has been appointed to handle the distribution of the Lou Holtz five-minute transcribed comedy series, Lou Holtz Laugh Club, partially produced last season and now completed. Stations, which have ordered the series thus far, according to the company, are: KPHO Phoenix; WLAD Danbury, Conn.; KOWL Santa Monica; KEIO Pocatello, Idaho; WIMS Michigan City, Ind.; WHRV Ann Arbor; KLAS Las Vegas; WBSR Cleveland Heights, Ohio; WCHA Chambersburg, Pa.; KPCR Houston; WSSV Petersburg, Va.; KREM Spokane.
And You Will Find Proof That the Collins 21B/L Is the Best Transmitter for Your 5 kw or 10 kw AM Installation

- The experiences of many broadcasters have vindicated their good judgment in choosing a Collins 5 kw or 10 kw transmitter for their station. Now, with so many installations giving years and years of reliable service in the field, you broadcasters who are planning 5 kw or 10 kw installations can look back over the past and find there the proof of quality claims in the Collins equipment of today.

Your future operations depend on this quality. It is derived from a long background of manufacturing equipment for all types of radio services, all of which demand quality and dependability. You can take advantage of this.

Today, and in the future, your Collins 21B/L will serve you even better than the successful designs of the 5 kw transmitters we have supplied in the past. This claim is evident when you investigate the superior features offered in the 21B/L. Write Department BC-2, Collins Radio Company, Cedar Rapids, Iowa. The latest information on the 21B/L, and definite reasons why it will be your best purchase for your future operations, will be sent promptly.
TAX ISSUE

KGA Spokane Sale Involved In Mason Criticism

SALE last June of KGA Spokane, Wash.—50 kw commercial station—to Gonzaga U. of that city won FCC approval last August but the decision did not set well with Rep. Noah M. Mason (R-III), ardent Congressional supporter of tax equality, it was learned last week.

Congressman Mason had in mind the KGA sale a fortnight ago when he criticized certain educational and cooperative organizations which he charged used charitable trust to plead exemption from taxable earnings [Broadcasting, Oct. 10].

Included in Rep. Mason's files are details and clippings dealing with the purchase of KGA by the West Coast university from Louis Wasmer, veteran Pacific Northwest broadcaster who was sole owner of the ABC outlet. It currently is being operated as a commercial outlet by the school. Sale was approved initially Aug. 24 by the Commission, with effective date of Sept. 30, and overall consideration was roughly $550,000. License is know as Corp. of Gonzaga U.

The transaction was completed by Mr. Wasmer with Father Francis Cokery, S. J., president of Gonzaga, who promised the station would continue to serve the community and provide an endowment for future expansion, according to Rep. Mason's files.

Rep. Mason previously had charged that "colleges own radio stations and run them for profit—tax-free profit" and that co-ops operate stations, many of them "with annual sales amounting to millions of dollars." He urged Congress to close loopholes in present federal tax statutes.

The Illinois Republican was on a speaking tour last week and could not be reached, but close sources said he had not only the Gonzaga U. purchase in mind but other examples when he delivered his latest speech on the House floor.

Tax equality will be put into legislative form sometime before next spring, along with repeal of excess taxes, judging by sentiment of many members of Congress, Rep. Mason told his colleagues. He is the author of a bill (HR 5064) to impose income taxes on business income of certain exempt corporations, dealing mostly with co-ops.

One example cited by Congressman Mason was Ed Gardner's Duffy's Tavern, which has been tape-recorded in San Juan, Puerto Rico, for leased studios of WIPR, government-owned outlet, after setting business in compliance with certain government laws there. NRC engineers were imported from New York to record the program for broadcast in the U. S. Mr. Gardner reportedly is also prepared to turn out motion pictures for television use, and intends to remain in San Juan.

Rep. Mason pointed out that under the Puerto Rican law no excess income or property taxes would be levied against Mr. Gardner, nor would he be liable on U.S. income tax.

CBC GOVERNORS

To Hear Station Bids

APPLICATIONS for a number of new AM stations are to be heard today and tomorrow (Oct. 17-18), at the meeting of CBC board of governors at Fort Garry Hotel, Winnipeg. Two applications are in for 260 w on 1340 kc at Saskatoon; 5 kw station is asked for 930 kc at St. John's, Nfld.; 250 w on 1320 kc is being asked at Thetford Mines, Que., and 250 w on 1340 kc at Victoria, B. C.

Power increases are being requested by: VOAR St. John's, from 100 w on 1320 kc to 1500 kc; in 1 kw on 1320 kc; CFXK Chilliwack, B. C., from 250 w on 1320 kc to 1 kw on 1270 kc; CKRD Red Deer, Alta., increase to 1 kw on 870 kc from 250 w on 1320 kc; CFOR Orlilla, Ont., 1 kw on 1370 kc with directional antenna from present directional antenna with this power on same frequency; and, St. John's 1 kw on 590 kc from 250 w on 1,000 kc. There also are a number of applications for share transfers, and, for CCFM-FM Montreal, a review of its separate programming operations from CFCF-A.M.
**BILL JACOBS,** formerly sports announcer for WUSI Lockport, N. Y., named sports announcer with WWCQ Waterbury, Conn.

**THOMAS M. FEDEN,** member of staff of WIRE Indianapolis, Ind., for past 11 years, appointed farm service director for station.

**JACK CANADY,** formerly sports caster for KFI and KBOA both Los Angeles, appointed to newly created post of sports director for KPHO Phoenix, Ariz. He will handle play-by-play for station besides developing and producing other sports programs.

R. V. HOWARD

**ROYAL V. HOWARD,** consulting engineer, last week applied for CP to operate a 250 w fulltime station on 880 kc in Honolulu. The island city has five regional outlets, with population of 267,000 in the city proper.

Mr. Howard was NAB engineering director up to last July and prior to that held important war posts. He was with Associated Broadcasters, San Francisco, for a number of years. At present he is an industry member of the U. S. delegation participating in the Montreal NARBA conference. He is 5% owner of KKA Seattle.

The application, filed by Cohn & Marks, states he would move to Honolulu and manage the station.

Note for 'Marketbook'

WREL Lexington, Va., is located in Rockbridge County. Philip B. Hirsch, general manager of the station, points out. Due to an error in BROADCASTING'S 1949 MARKETBOOK the station was incorrectly listed as in Rockingham County. The change should be made on page 193, column one of the Aug. 15 MARKETBOOK.

**54.0 "HOOPER"**

*(average 5 periods, Winter, 1948)*

proves the best buy in DANVILLE, VA.

is WBTM

5kw ABC 1kw Rep: HOLLINGBERY

Sponsor of television show had to refilm his commercials to meet a new selling problem. New films picked up at the studio 4 p.m., delivered to TV station 800 miles away 8:47 p.m. same evening. Air Express cost for 11-lb. carton, $2.98. (In undramatic fashion Air Express keeps radio, television or any business rolling.)

Remember that $2.98 bought a complete service in Air Express. Rates include door-to-door service and receipt for shipment—plus the speed of the world's fastest shipping service.

**Only Air Express gives you all these advantages**

Nationally pick-up and delivery at no extra cost in principal towns, cities.

One-carrier responsibility all the way; valuation coverage up to $50 without extra charge. And shipments always **kept moving.**

Most experience. More than 25 million shipments handled by Air Express.

Direct by air to 1300 cities; air-rail to 22,000 off-airline offices. These advantages make Air Express your best air shipping buy. Specify and use it regularly. For fastest shipping action, phone Air Express Division, Railway Express Agency. (Many low commodity rates in effect. Investigate.)

**Only $2.98 helps put new "sell" in television advertising**
That's the Ticket!
SIMULATED yellow parking ticket developed by promotion department of WHRC Canton, Ohio, calls attention to Cleveland Browns' pro football play-by-play schedule on that station. Members of station's staff affixed tickets to windshields throughout downtown Canton area. Standard Oil Co. of Ohio service stations in area distributed tickets to customers. Standard Oil sponsors grid broadcasts.

"Ticket" reads, in part, "Just the ticket for Parking!—We wish only to arrest your attention! Sohio invites you to park leisurely at your radio to enjoy games of the Cleveland Browns..."

And the Kitchen Sink
FOLDER sent to trade by WYRA Richmond, Va., promotes its Calling All Cooks show on Saturday morning. Drawings of program's activities center around picture of woman carrying off kitchen sink. Folder reads, "Buy a participation on 'Calling All Cooks'... and you get everything but the kitchen sink. It goes to a lucky housewife." Market data is included.

Newspaper Aid
SHEET distributed to agencies and trade by WMAR-TV Baltimore contains six box stories which appeared during latter part of summer in Baltimore Sun. Stories were submitted by sponsors in Los Angeles and South Texas, too. Pioneer WOAI... has featured NBC stars and shows for more than 20 years!" Letter is written over signature of Dallas Wyant, promotion manager, and signed, "NBC-ing You!"

Explosive Promotion
ENCASED in form of firecracker, invitation to cocktail party was sent to members of press by Frank H. Lee Co. Copy on invitation said, "Firecrackers are exploding all over the air waves. Meet the man who lights the fuses..." Party was held by Frank H. Lee Co. at "21" in New York on Oct. 12, for Robert Montgomery speaking to press.

Personnel
DOUG BENTON appointed publicity assistant at ABC Central Div. He is recent graduate of Modul School of Journalism, Northwestern U., and previously worked at KOAT Albuquerque, N. M.

MG M PACKAGE
KWK Airs Eight Programs
KWK St. Louis began broadcasts yesterday (Oct. 16) of the first six of the Metro-Goldwyn-Mayo transcribed package series of eight programs. KWK's negotiations with MGM are on a franchise basis giving KWK exclusive rights in St. Louis to all of the shows now ready for airing.

Series of programs includes the hour-long MGM Theatre of the Air show. First of this series is example of changing audience participation into listener participation.

Horn Blowing
HOLIDAY sales campaign has been given unique start by WING Dayton, Ohio. Telegram with red, white and blue horn attached was sent to 250 businessmen and timebuyers in area. Message read in part, "Start blowing your horn now for holiday shows. This horn won't do the job..." WING offers complete promotion, merchandising assistance in planning holiday campaign. Blow your horn the WING way..." Response same day more than paid for cost of horns and telegrams, station reports.

Game Promotion
CARDS illustrated with blue banners and football drawing another airing of Notre Dame and Villanova football games over WPEN Philadelphia. Dates and game times are included at bottom of cards and captions give sponsors' names—Amoco Dealers for Notre Dame and Cities Service for Villanova.

Radio and WDSU
COMPREHENSIVE booklet mailed to trade tells story of WDSU-AM-FM-TV New Orleans with profuse illustrations. Executives and staff of WDSU are introduced and station's coverage of local and network programs is shown. Pictures and facts about New Orleans and stories of radio's past and future also are included.

NBC and 'Life'
FIVE pages in Oct. 3 issue of Life magazine were used by NBC pointing up network's many stars. Reprint of pages accompanied by letter has been sent to trade by WFMJ-AM-FM, Houston, Tex. Letter reads, in part, "There's plenty of LIFE in NBC these days... and at its big clear-channel outlets in New York, Chicago, and first pioneer WOAI... has featured NBC stars and shows for more than 20 years!" Letter is written over signature of Dallas Wyant, promotion manager, and signed, "NBC-ing You!"

PERRY HANCOCK appointed assistant to ABC Central Div. He is former ABC head of promotional department in Atlanta, Ga.

A FEW little book-pamphlets lend a different approach to stations, program and sponsor promotion. It is entitled "Little Known Stories of Muscantine" and authored by W. D. Randall, of WFMJ-AM-FM Muscantine, Iowa. All of the stories were taken from Mr. Rand- all's radio scripts delivered as a Sunday afternoon series from June 5 to Aug. 29. He explains to his readers under the heading "To The Sponsors;"

This book is dedicated to the sponsors of the radio series, of whom brief historical sketches will be found in the appendix, in deep gratitude for their cooperation in giving me an opportunity to have more fun than I've had since Uncle Ezra starred himself dieting, until he had the mumps." Mr. Randall goes ahead and has his fun with lively sketches of historical interest of the Muscantine area, home of Mark Twain and Dr. Lee DeForest, inventor of the vacuum tube.

On the other hand, Mr. Randall says: "You can either praise Dr. DeForest or take a dim view of his achievement, depending upon whether you like or dislike radio, but the fact remains that his invention made the whole thing possible."

CAB Convention
CANADIAN Assn. of Broadcasters has changed location of the 1950 annual convention from Hamilton, Ont., to Niagara Falls, Ont. The meeting will be held March 27-30 at the General Brock Hotel, Niagara Falls, Ont.
GENERAL ELECTRIC COMPANY pioneered the broad-band gas switching tube for microwave applications. From G-E research laboratories and drawing-boards came the original plans for these r-f "traffic sentinels" whose instant and automatic operation makes possible modern radar for military purposes—for electronic navigation in fog and darkness—for airway scanning, airport traffic control, and cloud and weather study.

Now G.E. offers to equipment designers and users a group of highly developed TR, ATR, and PRE-TR types which reflect intensive effort to achieve still more efficient tube-switching in microwave work.

Key ratings are given below. Complete characteristics and performance data gladly will be supplied at your request, covering any or all of the tubes listed. Announcement of still other types later, may be expected in view of General Electric's continuing program in the field.

For information, prices, and the help of specialist tube engineers who gladly will cooperate in choosing the right tubes for your microwave circuits, write General Electric Company, Electronics Department, Schenectady 5, New York.

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<th>Group</th>
<th>Type No.</th>
<th>Freq. range</th>
<th>Max peak power</th>
<th>Leakage power</th>
<th>Recovery time, max</th>
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<td>30 mw max</td>
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GENERAL ELECTRIC
FIRST AND GREATEST NAME IN ELECTRONICS

BROADCASTING • Telecasting October 17, 1949 • Page 69
WBT ANSWERS

Charges Made in Strike

WBT Charlotte, N. C., acted last week to tell advertisers its side of the current dispute with a group of 10 technicians after the group had sent large numbers of post cards to sponsors urging them to stop buying WBT time.

Charles H. Crutchfield, WBT vice president and general manager, sent clients a letter explaining that only 10 of nearly 100 employees are involved in the dispute and noting that “a full complement of technical employees, many of them union members, all of our union announcers and union musicians, and the remainder of our staff continue to work as usual, despite some picketing.”

Enclosed with the letter is a pamphlet giving WBT’s position in some detail. The station says it is insisting in negotiations with IBEW on the right to decide if an employee’s services are satisfactory.

Some of WBT’s technicians began pickinget last July but were allowed to stay on their jobs, averaging $38.00 per week with three vacations with pay, unlimited sick leave with pay, and other benefits. Later some of the employees asked the FCC to revoke the television license of WBTV, video affiliate. The employees circulated handbills titled “Is Charlotte a second-class city,” with adverse comments of WBTV’s video service [BROADCASTING, Sept. 19].

Answering the newest post card barrage, WBT says, “In spite of these facts the facts in question, while on our payroll, did all they could to undermine our television operation. If any employer was ever justified in dismissing employees, we were.”

Ziv Show Purchase

PURCHASE of Meet the Men, a “Mr. and Mrs.” radio show, by Burger Phillips Department Store, Birmingham, for sponsorship in that city, was announced last week by Frederic W. Ziv Co., producers of the transcribed series featuring Adolph Menjou, and his wife, Verne Teasdale.

IF YOU HAVE A SPX RADIO PROBLEM

CONTACT OUR NEAREST OFFICE

Joseph Hershey McGillvra, Inc.

RADIO AM-FM-TV REPRESENTATIVES

Executive Office—666 Madison Avenue, New York 17, Murray Hill 2-8755

NEW YORK • CHICAGO • LOS ANGELES
SAN FRANCISCO • ATLANTA

BROADCASTING • Telecasting
LOBBY PROBE

House Awaits Budget O. K.

SELECT Committee on Lobbying Activities last week held its first organization meeting and awaited action by the House Administration which must pass on a budget request for $40,000 before the group can launch its proposed probe [BROADCASTING, Oct. 5, 10]. Under the chairmanship of Rep. Frank Buchanan (D-Fa.), who presided over the informal session, the seven-man select group mapped plans for the comprehensive lobbying investigation. Rep. Buchanan announced that formation of objectives and policies will be made at a later meeting of the group, which will convene periodically after Congress adjourns. Schedule of hearings will be announced sometime in January after specialists working for group have determined the fields to be studied.

Congressman Buchanan reminded Broadcasting that radio and other avenues of communications were exempt from the Lobbying Act insofar as airing or publishing views on legislation, and he didn't think radio interests would be singled out especially during the study. The probe will cover conformity with the act by lobby registrants and failure of private and public agency personnel to register. The House Administration Committee is expected to approve the $40,000 sum sought by the Select group before adjournment.

WNEW Anti-fire Jingles

NEW YORK'S Fire Commissioner Francis J. Quayle Sunday, Oct. 9, launched the third WNEW New York series of fire prevention jingles, created to educate listeners in fundamentals of fire prevention. Last year's series were used by more than 800 stations across the country and the National Board of Fire Underwriters distributed the songs this year to an even larger list of stations in time for fire prevention week, Oct. 9-15.

ATTENTION

AM FM & TV STATIONS

LONDON LIBRARY SERVICE

ffrir

full frequency range recording

This exclusive recording process reproduces every sound audible to the normal ear and guarantees the finest in recorded music.

the cost...only $10 per month

For further details:

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divison of THE LONDON GRAMOPHONE CORP.

16 W. 22 Street New York 10, N.Y.
Antenna-construction permit
DA-directional antenna
EP-equipment permit
PL-plant license
T-technical license
V-visual permit
WD-water service

Grants authorizing new stations, changes in facilities, and transfers appear at the end of this issue, accompanied by a roundup of new station and transfer applications.

October 7 Applications . . . ACCEPTED FOR FILING

AM-910 kc
Selma-Smithfield Bestg. Co.-Smithfield, N. C.-Grant new AM station 910 kc 250 w D AMENDED to request 910 kc 1 kw D.

License for CP
WCR, Louisville, Tenn.-License to cover CP new AM station.

WGO Madison, Wis.-License to cover CP new FM station.

Modification of CP
WAEM-FM Wilmington, Del.-Mod. CP new FM station for completion of date.

TENDERED FOR FILING

Term of License
WICA-AM-FM Ashubula, Ohio-Transfer of licensee corp. from Robert J. Rowley and Don C. Rowley as executor of estate of C. A. Rowley to themselves as beneficiaries.

Service Directory

Customer-Built Equipment U. S. Broadcasting Co.
1113 Vermont Ave., Wash., D. C.

Sterling 3262

Commercial Monitoring Co.

successor of COMMERCIAL RADIO EQUIP. CO.

Monitoring Division

PRECISION FREQUENCY MEASUREMENTS

Engineer On Duty All Night Every Night

PHONE LOGAN 8821

Porter Bldg., Kansas City, Mo.

Negro Radio Promotional and Counseling Services

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E. Lake St., Chicago 1 at State & Lake

Phone: Franklin 2-4564

* VACANCY

YOUR FIRM'S NAME in this "vacancy" will be seen by 15,500 readers-station owners and managers, chief engineers and technicians-applicants for AM, FM, Television and facsimile facilities. Use coupon below . . .

Smythe Survey

Studies Educational Outlets

STATISTICAL importance of non-commercial educational stations is shown by Dallas W. Smythe, professor of economics at the University of Illinois and member of the school's Institute of Communications Research, in a survey reported forth- coming in this issue. Highlights of the survey include these findings:

Nearly half of the programs presented by the stations are produced locally by the station. The total of broadcasting by the stations

(RB Examiner Resnick)

WSPD and WKJG Fort Wayne, Ind.-Grant motion to continue hearing non-commercial education station WAMS-FM in Fort Wayne.

(RB Examiner Resch)


By Examiner Hutchison

Public Service Bestg. Corp., Schenec- tady, N. Y.-Motion to discontinue station WSPD in Schenectady.

By Commissioner Sterling

FCC General Counsel-Grant petition for extension of time to Oct. 17 to file exceptions to initial decision in re WILK.

KAVR, Harveys, Mont.-Grant petition to accept late appearance in proceeding on reapplication in re KAVR.

WBEX, Chillicothe, Ohio-Grant petition to accept late appearance in proceeding on reapplication in re WBEX.

Rock River Valley Bestg. Corp. and Watertown Radio Inc., Watertown, Wis.-Grant petition of Rock River Valley Bestg. Co. to disaim without prejudice application and, on Commission's own motion removed from hearing the pending application of Watertown Radio Inc.

October 10 Decisions . . . ACTIONS ON MOTIONS

(By Commissioner Sterling)

FCC General Counsel-Grant petition for extension of time to Oct. 17 to file exceptions to initial decision in re WILK.

Weeles' Television Corp., St. Petersburg, Fla.-Grant request for compliance of station WILK.

KAVR, Harveys, Mont.-Grant petition to accept late appearance in proceeding in re KAVR.

WBEX, Chillicothe, Ohio-Grant petition to accept late appearance in proceeding on reapplication in re WBEX.

Schenectady Radio Corp., Schenectady, N. Y.-Motion to continue in re Schenectady Radio Corp.

For details write: Commissioner Wright, FCC, Washington, D. C.

October 10 Applications . . . ACCEPTED FOR FILING

License for CP

KGAN Kingman, Ariz.-License for new AM station:

AM-520 kc

WILS, Baton Rouge, La.-Grant new station to change from 1460 kc 250 w to 1420 kc 1 kw D. AMENDED to request 1420 kc 1 kw D.

Modification of CP

KOH Reno, Nev.-Mod. CP new AM station to change from 630 kc 5 kw to 630 kc 5 kw D.

TENDERED FOR FILING

AM-1400 kc

WHAT Marion, Ind.-CP new station to change from 1500 D to 1400 kc 250 w.

SSA-1310 kc

WN dreaming, Pa.-Request for SSA to operate from 1310 kc and 1310 kc D.

APPLICATION DISMISSED

KNAF, Fredericksburg, Tex.-By Commissioner Sterling, Oct. 5--Application for renewal of control of corporate interest in station WATX-AM, which request has been granted.

(Continued on page 74)

Libel and Slander

Invasion of Privacy

Plagiarism-Copyright-Piracy

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For the wise Broadcaster

Our unique excess policy provides adequate Protection.

Surplus Lines Insurer

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McNARY & WRATHALL
RADIO ENGINEERS
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Washington, D. C.
Member AFCCE*

A. D. RING & CO.
26 Years’ Experience in Radio Engineering
MUNSEY BLDG.
Washington, D. C.
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JOHN J. KEEL
Warner Bldg., Wash., D. C.
National 6513

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GUY C. HUTCHESON
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LYNNE C. SMEBY
“Registered Professional Engineer”
320 13th St., N. W.
Washington 5, D. C.

WALTER F. KEAN
CONSULTING RADIO ENGINEERS
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Laboratory: 114 Northgate Rd.
Riverside, Ill. — Riverside 6652
A Chicago suburb

Ben Adler
TELEVISION FACILITIES ENGINEERS
15 Gedney Circle, White Plains, N. Y.
White Plains 8-3796

GEORGE P. ADAIR
Radio Engineering Consultant
Executive 5831 1833 M STREET, N. W.
Washington 6, D. C.

ROYAL V. HOWARD
1600 16th St., N. W., Wash., D. C.
Member AFCCE*

Everett L. Dillard, Gen. Mgr.
INTERNATIONAL BLDG.
Kansas City, Mo.

RUSSELL P. MAY
1422 F St., N. W.
Kellogg Bldg.
Washington, D. C.
Member AFCCE*

E. C. PAGE
CONSULTING RADIO ENGINEERS
BOND BLDG.
EXECUTIVE 5487
WASHINGTON 5, D. C.
Member AFCCE*

WILLIAM L. FOSS, Inc.
Formerly Colton & Foss, Inc.
927 15th St., N. W.
Member AFCCE*

Philip Merryman & Associates
- Heatherdell Road
- ARDSLEY, N. Y.
- Dobbs Ferry 3-2375
RADIO CONSULTANTS

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

GEORGE C. DAVIS
501-514 Munsey Bldg.—Sterling 0111
Washington 4, D. C.
Member AFCCE*

GAUTNEY, RAY & PRICE
(succeeded to John Barron)
CONSULTING RADIO ENGINEERS
1052 Warner Bldg.
Washington 4, D. C.
National 7757

McIntosh & Ingles
710 14th St., N. W.—Metropolitan 4477
Washington, D. C.
Member AFCCE*

WELDON & CARR
WASHINGTON, D. C.
1605 Connecticut Ave.
DALLAS, TEXAS
1738 Wood St.
Riverside 3611
Member AFCCE*

A. EARL CULLUM, JR.
CONSULTING RADIO ENGINEERS
HIGHLAND PARK VILLAGE
DALLAS, TEXAS
JUSTIN 8-6108

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

A. R. BITTER
CONSULTING RADIO ENGINEERS
4125 Monroe Street
TOLEDO 6, OHIO
Telephones—Kingswood 7631, 9541

LEE E. BAKER
Consulting Radio Engineer
826-28 Landers Bldg.—Ph. 3621
SPRINGFIELD, MISSOURI

October 17, 1949 • Page 73
October 11 Applications

ACCEPTED FOR FILING

WTVL Taylorsville, III. - Mod. CP new FM station for extension of completion date: from 10-15-49 to 11-1-49.

Modification of CP


El Resso, Oak. - Granted voluntary assignment of license from partnership to one partner to new corporation.

WLTQ New Albany, Ind. - Granted voluntary assignment of license from partnership to one partner to new corporation.

WLBX Bayton, Ohio - Granted license to cover CP as reinstated for new FM station.

WABC New York. - Granted CP for extension of completion date: from 10-15-49 to 11-1-49.

APPLICATIONS RETURNED

KASTA Oregon - Returned application for mod. CP to extend completion date: from 10-15-49 to 11-1-49.

Modification of License

WOOD-FM Oakdale, Wis. - License to cover CP for new FM station.

WNEW-FM New York. - Granted CP for approval of CP, station location, and change of trans. and studio location.

WBBQ-FM Bristol, Va. - Granted CP for approval of CP, station location, and change of trans. and studio location.

WQRM-FM Roanoke, Va. - Granted CP for approval of CP, station location, and change of trans. and studio location.

WREL-FM Chillicothe, Ohio - Granted CP for approval of CP, station location, and change of trans. and studio location.

WBBQ-FM Roanoke, Va. - Granted CP for approval of CP, station location, and change of trans. and studio location.

WQRM-FM Roanoke, Va. - Granted CP for approval of CP, station location, and change of trans. and studio location.

WREL-FM Chillicothe, Ohio - Granted CP for approval of CP, station location, and change of trans. and studio location.

WBBQ-FM Roanoke, Va. - Granted CP for approval of CP, station location, and change of trans. and studio location.

WQRM-FM Roanoke, Va. - Granted CP for approval of CP, station location, and change of trans. and studio location.

WREL-FM Chillicothe, Ohio - Granted CP for approval of CP, station location, and change of trans. and studio location.

WBBQ-FM Roanoke, Va. - Granted CP for approval of CP, station location, and change of trans. and studio location.

WQRM-FM Roanoke, Va. - Granted CP for approval of CP, station location, and change of trans. and studio location.

WREL-FM Chillicothe, Ohio - Granted CP for approval of CP, station location, and change of trans. and studio location.

WBBQ-FM Roanoke, Va. - Granted CP for approval of CP, station location, and change of trans. and studio location.

WQRM-FM Roanoke, Va. - Granted CP for approval of CP, station location, and change of trans. and studio location.

WREL-FM Chillicothe, Ohio - Granted CP for approval of CP, station location, and change of trans. and studio location.
Listener With Faith
ED GRAUERHOLZ, postmaster at the Ebson, Kan., post office, is a real follower of the baseball broadcasts of Jack Sandler, KOWH Omaha sports director—and apparently has faith in his fellow man as well. The postmaster sent Mr. Sandler a letter and a signed check to cover dinners for the sports director and his wife. Mr. Sandler, who isn’t married, wrote back suggesting Mr. Grauerholz fill the check out and make it payable to the Omaha Children’s Memorial Hospital. The tribute to his broadcasts and his personal honesty are adequate reward for Sportsman Sandler.

WLAP TO 630 KC
FCC Again Proposes Grant
IN ITS THIRD decision on the 45-month-old Lexington-Cincinnati 630 kc WLAP, a new proposal decision anticipates denials for WLAP’s rivals for 630 kc: WCPO Cincinnati and Queen City Broadcasting Inc., also of Cincinnati.

The new proposal decision was issued on a 4-1 vote, Comm. Jones favoring a grant to Queen City, which he felt had not been given “a full opportunity to present its case as a part of a reopened record.” He referred to the Commission’s reversal of his ruling, as motions commissioner, granting Queen City’s request for an amendment with respect to a new antenna site.

The majority contended that the evidence taken in the further hearing “reinforces” the original decision that a grant to WLAP “will be more in accord” with the equitable-distribution requirements of the Communications Act than would a grant of either of the others.

The decision conceded that a grant to Cincinnati “would provide for a more efficient utilization of the frequency under our Standards” and that WLAP’s proposed operation “would be limited at night to a maximum of the greater degree than contemplated by the Standards.” The majority felt these factors are outweighed by other considerations, “particularly in view of the greater need for service in the area proposed to be served by American Broadcasting Corp. (licensee of WLAP).”

Several conditions would be imposed on the WLAP grant, under the decision. WLAP would be required to maintain a transmitter room to make sure that radiated fields are maintained within the tolerances required; a "directional non-directural survey" would have to be made and accepted by FCC prior to issuance of a license; an approved frequency monitor would be required; and the intensity would have to be measured at each of the monitoring points every seven days after commencement of operation.

The decision was by Chairman Wayne Coy and Comrs. Paul A. Walker, George E. Sterling, and E. M. Webster. Comrs. Rosel H. Hyde and Frieda B. Henock did not participate.

The original hearing was held in February 1946; the further hearing early this year.

KVI STRIKE
Off Air Nearly 7 Hrs.
AFTER months of negotiating, Local 77, IBEW, struck three operators against KVI Tacoma Friday, Oct. 7. Station was off the air six hours and 55 minutes until a contract was approved granting a 21-cent hourly increase to $2.16, plus working conditions’ changes.

T. S. McCulloch of the Industrial Conference Board represented the station. W. W. Williver of the State Mediation Board participated. Mrs. Vernice Irwin, KVI president, branded the strike illegal and wildcat because the existing contract banning walkouts required arbitration which had not even been reached. Mrs. Irwin told Broad- casting a whole new contract was presented at 2 p.m. and the strike came at 4 p.m. before it was read.

When the strike became effective, KING Seattle General Manager Hugh Petits arranged with MBS for KING to carry the World Series in the area. Licenses were installed by 10 p.m. but the strike ended at 10:55 p.m.

WHAT TO REMODEL
Improvements for Fulltime
WILLIAM A. BANKS, president of WHAT Philadelphia, has announced that the station will undergo at once an extensive modernization program with new transmitting equipment, increased studio facilities and other improvements now that the FCC has granted the station a fulltime license. Previously WHAT has shared time with WTEL Philadelphia. WHAT now will be on 1340 kc exclusively.

The station, which also operates on FM outlet on 105.3 mc, will begin its 24-hour broadcast schedule as soon as arrangements can be made. Mr. Banks and Dolly Banks operate WINX Washington, an independent station. WHAT was granted an extension of broadcast time and increased power on Sept. 28 by the FCC.

KLG CONTEST
Points Up Good Farming
TRIBUTE was paid by national and state officials to KLZ Denver and the Denver Post, co-sponsors of the annual soil conservation contest, at a banquet Oct. 3 held at the Denver Athletic Club. Featured speakers, Agriculture Secretary Charles F. Brannan and Colorado’s Governor Lee Knous, praised the efforts of KLZ and the Post for stimulating wide interest in soil conservation in the state.

The 15 state winners represented five Colorado soil conservation districts and each district received $500 from KLZ and the Post for their prize winning efforts. The contest, conducted by Lowell Watts, KLZ farm editor, and Ralph Partridge, farm editor of the Post, began last February. KLZ officials present at the banquet included Harry E. Huffman, president of Aladdin Radio & Television Inc., station owner; Hugh B. Terry, vice president and general manager; R. Main Morris, assistant manager; Lee Fondren, national sales manager; John Conors, promotion manager, and Mr. Watts. Leading state soil conservationists were judged. Total of 450 radios distributed.

There’s a New Look in Northeastern Ohio
IT’S A NEW LOOK because . . .

It sparkles with greater sales results from today’s more conservative ad expenditures.

IT’S A BOLD LOOK because . . .

It looks patterns to old-fashioned and outmoded traditions in time-buying.

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 lease of its last features and therefore lost several percentage points in market audience ratings.

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

RESULT:
WHBC in Canton is now the station that completes your coverage picture in NORTHEASTERN OHIO, because WRRC has gained audience while listening to all other stations has still seven ways.

Check Taylor Boroff About . . .

Brasil New Hooparings
Retail sales that still hold firm
Real charcoal briquettes
A 5-county "BRIGHT SPOT" market

ASK WHBC CANTON about the NEW BOLD LOOK in NORTHEASTERN OHIO

BROADCASTING * Telecasting

October 17, 1949 * Page 75
Hired Wanted

Managerial

Salesman for midwestern regional ABC station in steady conservative market, excellent opportunity to sell full time, good starting salary, plus. Must be familiar with all phases of radio and TV selling. Position requires long personal interview. Write Box 879c, BROADCASTING.

Salesman—Real opportunity for aggressive, experienced man in fine Illinois market. Only station. Must have sales knowhow and ability to handle all management responsibilities for animal ownership. Salary and bonus. Send all details for letter. Open now. Write Box 866c, BROADCASTING.

Salesmen

Experienced commercial man for network station in large, fast-growing secondary market. To sell full time, must maintain necessary. Must have sales record. Reply for right man. Box 874c, BROADCASTING.

Salesman for independent in large midwestern city. Must have proven sales record on independent station. Unlimited opportunity. Box 815c, BROADCASTING.

Sales: Experienced commercial manager for 250 w network station. Iowa. Excellent opportunity for exceptional executive. Must be familiar with sales details, background, sales record, experience, photos, working arrangement desired. Confidential. Write Box 823c, BROADCASTING.

Local salesman for first station in city of their area. Must have full established. Salary and commission opportunities. Opportunity for advancement to administrative position. Owner has multi radio interests in Great Lakes area. In answering give sales experience, commissions, salary and photo. Box 840c, BROADCASTING.

Tea to a young man not afraid of hard work and with some radio sales experience, plus reasonable intelligence and amiable personality. An opportunity for an ABC station in a southwestern market in excess of 100,000. Reply to Box 850c, BROADCASTING.

Wanted—Experienced salesman for only station, located in the Midwest. Will find. Reply immediately. Write Box 865c, BROADCASTING.

Combinations: announcer—engineer. Strong on announcing, permanent, attractive location and educational background. Know your market. Write to WITZ, Jasper, Indiana.

Technician

Wanted by broadcast and recording studio in New York City, engineer or technician for permanent position in construction and maintenance. Box 864c, BROADCASTING.

Immediate opening. Engineer with an imaginative, competitive climate. Write qualifications, salary requirements. WGWG, Tifton, Georgia.

Production-Programming, others

Farm director 5 kw Mutual Midwest. Excellent opportunity for an agricultural and rural area background. Send photo, qualifications, salary requirements first letter. Box 866c, BROADCASTING.

Wanted. Program director who is sales-minded, independent. Presently employed with a market. We go 5000 watts shortly. Must be sober, honest. Box 970c, BROADCASTING.

Radio director: Experienced male producer of educational programs wanted by eastern university. Must have over 30 years who can also announce and produce commercials. Send salary requirements first letter. Box 824c, BROADCASTING.

Copywriter able service accounts. Send resume, samples work. Announcing helpful. Texas station. Box 900c, BROADCASTING.

Continuity writer. Mature girl or woman with outstanding writing ability. Must complete charge of department, Shows and spots. Preferably from the midwest. Write Box 910c, BROADCASTING.

Situations Wanted

Managerial

Head of radio advertising agency thoroughly experienced in all types station operation desires station ready to capitalize on his experience to cut down cost and increase sales. Proven sales and production program. Box 920c, BROADCASTING.

Manager—Now employed, desires change from present position. Ten years experience. Will exchange references for Massachusetts or Illinois markets. Available immediately. Box 895c, BROADCASTING.

Wanted—Manager or commercial manager for excellent ABC network station. Commercial Manager and Sales Manager. Capital City. Cannot work full time. Interested in Southwest and Midwest. Full details in reply. Box 955c, BROADCASTING.

Manager, 13 years experience 25 kw, 50 kw. As announcer, program director, station manager. Excellent opportunity for position in black in competitive 12 station market. Can get along with people, sober, married, good business judgment, interest in station planning or other related field. Must be available only. Box 960c, BROADCASTING.

Good station manager who knows sales, management, engineering. Good opportunity for position starting Nov. Excellent record and best references. Write W. L. Hoyster, Station Manager, Lexington, N. C.

Situations Wanted (Cont'd)

Salesmen

Young, experienced salesman with proven record wants to change market affiliation. Prefer Texas or California. Box 890c, BROADCASTING.

University graduate, sales success, experienced, will accept fair offer. East. Box 922c, BROADCASTING.

Announcers

Announcer, College grad, 22, available immediately, anywhere. Disc, photo immediately. Check Box 891c, BROADCASTING.

Play-by-play announcer, experienced in all phases of college and high school sports. Must have full sports schedule. All offers considered. Box 780c, BROADCASTING.

Eight years, sports, discos, events, news. Good appearance, good copy, single, employed. Box 785c, BROADCASTING.

Versatile announcer-singer; own piano arrangements. West Coast. Box 790c, BROADCASTING.

Announcer, 23, three years, want to assist news editor. Have done rewrite and broadcast news, Box 800c, BROADCASTING.

Eight years commercial, disc, news, TV anchorman. Experienced in TV experience. Married. Employed. Box 812c, BROADCASTING.

Experienced, competent news-editor, copywriter. Versatile play-by-play, some football. Excellent writing ability. Open now. Box 834c, BROADCASTING.

Announcer: Age 30, single, 3 years experience all phases. Accent on news. Good appearance. Write letter, request Box 880c, BROADCASTING.

Two and a half years of this business as a disc jockey. Not in debt yet. I've built two very saleable disc sessions at two eastern stations and I offer you a high rated, versatile disc jockey who is interested in all kinds of staff announcing. In re- quirement for 200 kw plus 50kw. Will work. Box 825c, BROADCASTING.

Copywriter able service accounts. Send resume, samples work. Announcing helpful. Texas station. Box 900c, BROADCASTING.

Continuity writer. Mature girl or woman with outstanding writing ability. Must complete charge of department, Shows and spots. Preferably from the midwest. Write Box 910c, BROADCASTING.

Announcer—Good voice and musical background. Excellent opportunities with news department and good disc show. Vet, single, 28 kw. Good appearance. Write now. Box 920c, BROADCASTING.

Announcer—Ready to travel. Does disc jockey, AM, FM, handle commercials and news, is a veteran graduate. Eight years commercial, disc, news. Eighty breaks a week. Box 921c, BROADCASTING.

Situation Wanted (Cont'd)

Situations Wanted (Cont'd)

Salesmen

Announcer-engineer, first class phone. Thoroughly trained radio school graduate. Born and raised. Some experience. Disc, photo available. All local references. Check Box 900c, BROADCASTING.

Staff announcer with first class ticket. Several references. Check Box 908c, BROADCASTING.

Seasoned radio veteran of 18 years. One year as announcer, sold TV button pusher. Present employee relations. Offers! Box 910c, BROADCASTING.

Chief announcer seeks staff job with established, independent, medium network preferred. Thoroughly proficient all phases of radio. Will work any time and effort. Can follow instructions. Does everything to the best of my ability. Will work any time and effort. Write Box 898c, BROADCASTING.

Hold it—I'm young, single, college educated and have 18 months experience in TV, disc and news. Open now. Box 850c, BROADCASTING.

Looking for good combination man? Three years experience, sports, disc, commercial man. Shows and Spot. First ticket. Box 928c, BROADCASTING.

Announcer-program director. 25, married, 3 years heavy experience. Strong background in all phases of production, concert music. Can offer excellent national, regional or local. Prefer east or southeast. Minimum $60 per week for Oklahoma, Texas, Arkansas. Replies should be typewritten, show graph available. Austin, 28-46 St., Texas.

Announcer-newscaster, experienced all phases, events and sports; have terrific pull disc jockey feel. Go anywhere. Earl Blingham, 5030 Hall Road, Santa Rosa, Calif.

Veteran graduate of leading broadcast school wants on-the-job training, full responsibility, starting salary, some copywriting. Disc, information at Box 2324, Kansas City, Mo.

Arranges all phases operation from 50 kw to 250 w. Available immediately. Please let me know if you have any positions open. Box 900c, BROADCASTING.

Sports and news are specialties; also thoroughly experienced disc, commercials and studio operation. Full details. Available to established stations and new ones on immediate notice. Box 918c, 1513 South Second, Louisville, Ky.

Sports and news are specialties; also thoroughly experienced disc, commercials and studio operation. Full details. Available to established stations and new ones on immediate notice. Box 918c, 1513 South Second, Louisville, Ky.

Announcer—Good voice and musical background. Excellent opportunities with news department and good disc show. Vet, single, 28 kw. Good appearance. Write now. Box 920c, BROADCASTING.

Disc Jockey, AM or FM. Married. Experienced staff man, Operate controls. Box 890c, BROADCASTING.

Play-by-play sports announcer with 3 years big town, commercial available immediately. Box 865c, BROADCASTING.

Announcer-writer, two years experience. Ideal for announcer who wants to travel. Box 866c, BROADCASTING.

Newscaster-programmer, experienced, responsible, loves local metropolitan market. Feller with imagination and knowhow. Capable of handling sports department, sales, and news. Must be sober. Don't worry—We have all the facts from Bob Meyers, 286 S. First Ave., Reno, Nev.

Announcers, good early morning men. Top commercial men available. Trained in all phases, writing, recording, production. Pathfinder, School of Radio and Television, 20826 Oak St., Kansas City, Mo. HA-9673.

Announcer, experienced, console, will travel. Disc, photo, resume, references at once. Check Box 868c, 4234 Argyle Road, Brooklyn, N. Y.

Three years experience. Appealing voice, well trained on news disc. Excellent qualifications. Will handle board, all phases production. Replies should look like this:盒 Norman Wahn, 1009 Foster Ave., Brooklyn, NY. GED-449.
Portsmouth, Will 1306, 929c, Looking work anywhere. Have car. Box 780e, BROADCASTING.

Chief engineer, 2 years college, 5 years experience in design, installation and operation of AM and FM studio and transmitter equipment. Was permanent position with progressive station. Send detailed references. Box 780e, BROADCASTING.

Engineer, first phone, graduate leading technical school, AM-FM-TV, cartoons willing to travel. Box 745c, BROADCASTING.

Engineer, first phone, graduate leading technical school, AM-FM-TV, cartoons willing to travel. Box 745c, BROADCASTING.

Situations Wanted (Cont’d)

Technical

Experienced engineer, announcer, chief engineer or what have you. AM, FM, directional, construction, maintenance, two years experience in kW area and occasional spot work. Prefer warm climate. Ray- mond 395e, BROADCASTING.

Experienced engineer, announcer, chief engineer or what have you. AM, FM, directional, construction, maintenance, two years experience in kW area and occasional spot work. Prefer warm climate. Ray- mond 395e, BROADCASTING.

Chief, engineer, 2 years college, 5 years experience in design, installation and operation of AM and FM studio and transmitter equipment. Was permanent position with progressive station. Send detailed references. Box 780e, BROADCASTING.

Engineer, 21 months experience transmitter and remotes. Graduate RCA Institute, prefer within 75 mile radius of Chicagoe and Maric twice weekly. Box 845c, BROADCASTING.

Construction engineer will build your progressive station. Sober, excellent references. Available for in-person interview, excellent. Telegenic, 27, West 3rd St., New York. Box 1200, BROADCASTING.

First class operator with four years experience desires a permanent position now. Box 916c, BROADCASTING.

Top newscaster. Age 30. 3 years experience. Particulars on request. Box 915e, BROADCASTING.

Newman to report, write, broadcast experienced announcer, Journal degree. Box 351c, BROADCASTING.

Young woman, nine years experience in radio engineering department 250 kw network station. Capable handling office, sales, accounts, -correspondence, bookkeeping, payroll, traffic, script. Box 711c, BROADCASTING.

Attention: Stations in Rockies and Southwest seek engineer of highest qualifications; experience with writing, announcing, Programming, sound knowledge station operations, ability to build programs with listener and sponsor-appeal, increase sales, prestige, Hoeper of stations, versatile, network quality voice. Employed but wish advancement and permanent location west. Best references, disc details on request. Box 808c, BROADCASTING.

Top radio personality, eleven years all phases especially programming and play-by-play. Travel anywhere south. Interested in Midwest. Box 897c, BROADCASTING.

Engineer—Licensed. Some experience maintenance, remote, console operation, wiring. Suit man, 30, 6’4”, 150. Box 900c, BROADCASTING.

Engineer, six months experience console, remote, recording and transmitter. 22, single, car, available immediately. Would like to get start as combo man. Box 911c, BROADCASTING.

Engineer first phone, grauate leading technical school, AM-FM-TV, cartoons willing to travel. Box 915c, BROADCASTING.

Engineer—First phone, graduate leading technical school, AM-FM-TV, cartoons willing to travel. Box 915c, BROADCASTING.

Engineer: Experienced AM and FM. First phone, 22, single, M. Blackwell, 124 Greens, Augusta, Ga.

First class radio-telephone operator, experienced in TV, wants to work anywhere. Young, single man, willing to work, will make good team with any combination. Any location. Disc on request. Graduate of E.R.C. Omaha, Sam Potter, Illinois.

Situations Wanted (Cont’d)

Plus, plus, plus. Engineer, first class license, 25 years experience, 17 years in direction, but no experience in transmitter supervisor. Last 21 months chief engineer, 1250 watts. Plus program, writing, control room, recording experience. Excellent references. Box 604c, BROADCASTING.

First class operator with four years experience desires a permanent position now. Box 916c, BROADCASTING.

Current position with progressive station, desires a permanent position now. Box 916c, BROADCASTING.
WHK HOUSING
Plans Million-Dollar Unit

CONSTRUCTION has started on a million-dollar radio-TV center in Cleveland to house AM, FM and TV facilities, studios and offices of WHK and the United Broadcasting Co., according to H. K. Carpenter, executive vice president of the company. United Broadcasting also operates WHKX Akron and WHKC Columbus.

Plans for the remodeling and new construction have been completed with the purchase of the Metropolitan Theatre Bldg. at 5020 Euclid Ave., Mr. Carpenter said, adding that the grand opening would be about June 1950.

The center for WHK radio and TV operations will be known as "Radio Cleveland." It will include the theatre, the 4900 Euclid building and two large garages in the rear. The property, extending 225 ft. along Euclid Ave. and 240 ft. deep to Prospect Ave. S. E., will have a connecting building in the rear.

Upon its completion, "Radio Cleveland" will include seven broadcast studios, two television studios, and the theatre which will be used by all three stations. Twenty-one dressing rooms on the second floor.

For Sale (Cont'd)

Equipment

1-D 1000 watt RCA transmitter in good working order. Very reasonable. Write or call

Walter Koesler
WROK, Rockford, Ill.

Help Wanted

Salesman


TUCKER ELECTED

By N. J. AP Radio Group

EDWIN TUCKER of WKDN-C Camden, N. J., was elected president of the New Jersey Associated Press Radio Assn. at its annual meeting Oct. 7 at New Brunswick.

He succeeds Thomas Tighe of WJLK Asbury Park.

Roland Trenchard of WAAT Newark was elected vice-president of the group, and Sam. G. Blackman, AP chief of bureau for New York and New Jersey, was re-elected secretary.

Attending the meeting were: Mr. Trenchard, WAAT; Walter L. Reed, WCAP Asbury Park; Mr. Tighe and Frank L. Wiljes, WLKL; Ralph Mackenzie, WCTC New Brunswick; Mr. Tucker and Arnold Snydermand, WKDN Camden; Kenneth Groy and Merrill Morris, WMTR Morristown.

FOREIGN POLICY

Labor, MBS To Air Series

SERIES of three broadcasts by members of Congress who have recently visited Europe and the Far East on committee investigations is planned by Labor's League for Political Education, in cooperation with MBS Broadcasts will be heard Oct. 23, 30 and Nov. 6, 10:30-11 p.m.

The series is designed to show the working of American foreign policy, with comparison of foreign and U. S. social programs. The idea developed from recorded reports sent back by legislators while investigating conditions abroad.

CARL MARK

Elected N. J. Assn. Head

CARL MARK, WTTM Trenton, N. J., was inducted into office Oct. 8 as new president of the New Jersey Broadcasters Assn., succeeding James L. Howe, WCTC New Brunswick. Other officers elected at the weekend meeting were Ralph Compton, WKDN Camden, vice president, and Thomas B. Tighe, WJLK Asbury Park, secretary-treasurer. Sessions were held at the Rutgers U. campus, New Brunswick.

Arthur C. Stringer, NAB staff director, took part in a news clinic at which he made a plea for more and better newsman-personalities. Mr. Howe called for showing of hands on stations having one to four full-time men in the newsroom, with all the stations responding. He said this showing was a big improvement over that of last year.

On News Panel

On the news panel were Donald Meaney, WNJR Newark, and Arnold Sniderman, WKDN Camden. A panel of editors included E. Jo McCulley, WSNJ Bridgeton; Steven Van Gluck, WNJR Newark; Edwin W. Tucker, WKDN Camden. Participants in a research clinic were Harry L. Goodwin, WNJR Newark, Dr. Sydney Roslow, Pulse Inc., and Seymour Smith, Advertis. Taking part in the sales clinic were Jesse Milner, WCAP Asbury Park; Fred Bernstein, WTTM Trenton; Robert Bell, WCTC New Brunswick.

Friday night banquet speaker was Sydney M. Kaye, BMI vice president and general counsel. The banquet, held at the Roger Smith Hotel, was preceded by a cocktail party with New Brunswick stations, WCTC and WDHN (FM), as hosts. Dr. Mason W. Gross, Rutgers U. provost, addressed the Saturday luncheon. Delegates were guests of the university at the Rutgers-Lehigh football game.

The New Jersey Press Assn. offered to aid the radio group in its effort to have the Legislature extend the newspaper privilege law to radio and television newsmen.
New Grants, Changes, Applications

Summary to October 13
New Applications, Authorizations, Approvals

APPLICANTS:

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Docket Actions...

PROPOSED DECISIONS

Announced proposed decision to grant application of J. K. L.前端, AM switch from 1400 kHz to 1500 kHz. Applies to all AM stations.

ANNOUNCED DECISIONS

Decision rendered as of May 31, 1955. Applies to all AM stations.

INITIAL DECISIONS

Initial decision issued by Examiner J. D. Cunningham to determine in default application of Video, Inc. for extension of construction permit. Applies to all applicants.

SQUARED MAP

Innovation May Aid Engineers

A SQUARED global map of unusual, if not revolutionary, concept has been developed by William K. Hale of Washington, D.C. It is believed the "Hale Gamo P.A. projection" as it is called, may be valuable to radio engineers in plotting bearings of stations and in determining distance between locations.

According to available information, Mr. Hale claims the world chart would permit distances and directions between any two points on the earth's surface to be accurately scaled in terms of millimeters, read directly from a metric scale (ruler) laid over the map. The great-circle track between any two places also may be plotted on the chart.

This chart is considered revolutionary in that it changes on projections agree that it is impossible to obtain all these properties in any one, flat map. Mr. Hale, however, has demonstrated, on at least 25 occasions, that reasonably accurate results can be obtained from his present drawing. He has been given large number of great-circle tracks in the Coast and Geodetic Survey. Experts at the Survey reportedly believe that while Mr. Hale is trying an "impossibility," he has produced correct answers in so many instances they are unwilling to call his chart "unsatisfactory."

SURLES TO WOR SALES

LARRY SURLES Jr., former account executive, of WOR (TV) (TVU) Newark, has joined the WOR New York sales department in a similar capacity. R. C. Maddux, director of sales, announced last week.

Previously Mr. Surles was with John Blair & Co., New York, station representative, and ABC, in sales capacity.


WKBK Pulaski, Ten., Assignment of license to Robert W. Rounsaville and George A. Turner, Jr. to Pulaski B.C. Co. to new partnership of same name, consisting of结晶; and real estate interests, 70%; James Riley, Clinical representative Confidential Representative; 30%; and W. E. Williams, manager WPLI Jacksonville, and 50% interest. Has filed bid to purchase WATK Lake Worth, Fla. WKBR assign.

WKLX Wachakoh, Tex. Assignment of permit from Ellis County B.C. Co. to

1955

October 13 Applications

ACCEPTED FOR FILING

AM-1400 kHz

WATW Madison, Wis. - Application to change from 1600 kHz to 1400 kHz 250 w.

WVNA Madison, Wis. - Application to operate 12 p.m. EST, with 100 w. on 1510 kHz for period of 30 days, extending now.

Modification of CP

WPAT Winsted, Conn. - Modification of new AM station, end time for operation, increase tower etc. for extension of construction permit.

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

TENDERED FOR FILING

WATN-WTV Minneapolis, Minn. - Application to change from 1600 kHz to 1500 kHz 250 w.

BROADCASTING...
in 1946 is 39,281,230 this year, an increase of 21% over the 1943 total. Tabulating the total radio families for each county credited with 10% or more in 1946 by BMB for the F&P stations and "laboriously" applying the 1945 and 1949 radio families to these same counties (with due allowance for major family revisions at eight stations) showed that these stations reached, in the daytime, a total of 19,637,300 radio families in 1946, a total of 22,411,320 radio families in 1946 and a total of 27,648,980 radio families in 1949.

Looking at this in another light, the report lists the following cost-per-thousand comparisons:

<table>
<thead>
<tr>
<th></th>
<th>1943</th>
<th>1946</th>
<th>1949</th>
</tr>
</thead>
<tbody>
<tr>
<td>Total Radio</td>
<td>$1.312</td>
<td>$1.094</td>
<td>$1.078</td>
</tr>
<tr>
<td>With Rating of 5</td>
<td>$1.268</td>
<td>$1.046</td>
<td>$1.046</td>
</tr>
<tr>
<td>With Rating of 4</td>
<td>$1.268</td>
<td>$1.046</td>
<td>$1.046</td>
</tr>
<tr>
<td>With Rating of 3</td>
<td>$1.268</td>
<td>$1.046</td>
<td>$1.046</td>
</tr>
<tr>
<td>With Rating of 2</td>
<td>$1.268</td>
<td>$1.046</td>
<td>$1.046</td>
</tr>
<tr>
<td>With Rating of 1</td>
<td>$1.940</td>
<td>$1.977</td>
<td>$1.281</td>
</tr>
<tr>
<td>With Rating of 0</td>
<td>$1.940</td>
<td>$1.977</td>
<td>$1.281</td>
</tr>
</tbody>
</table>

There also has been a vast increase in the number of stations since 1943, so the F&P researchers set about finding what effect these hundreds of new stations have had on the audience shares of the major stations, particularly network affiliates, in which the national advertiser has been primarily interested. "It is our finding," the report states, "that while there have been variations, of course, in the percentage shares of audience acceptance between affiliates of the four networks, the combined radio family total of the four not only has held its own, but during the past six years has increased in a majority of instances."

Gains or Losses

The following tables show audience gains or losses for the four network affiliates in eight markets, with raw radio family figures converted into index numbers, 1945 being 100.

<table>
<thead>
<tr>
<th></th>
<th>1943</th>
<th>1946</th>
<th>1949</th>
</tr>
</thead>
<tbody>
<tr>
<td>Morning</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>New York</td>
<td>102.9</td>
<td>107.7</td>
<td>108.1</td>
</tr>
<tr>
<td>St. Louis</td>
<td>102.8</td>
<td>104.6</td>
<td>102.9</td>
</tr>
<tr>
<td>Minneapolis-St. Paul</td>
<td>103.0</td>
<td>104.3</td>
<td>105.2</td>
</tr>
<tr>
<td>Seattle</td>
<td>102.7</td>
<td>104.1</td>
<td>105.6</td>
</tr>
<tr>
<td>Los Angeles</td>
<td>102.8</td>
<td>104.4</td>
<td>105.3</td>
</tr>
<tr>
<td>Des Moines</td>
<td>101.6</td>
<td>104.0</td>
<td>103.8</td>
</tr>
<tr>
<td>Beaumont</td>
<td>101.9</td>
<td>104.5</td>
<td>103.8</td>
</tr>
<tr>
<td>Unweighted average</td>
<td>102.5</td>
<td>104.7</td>
<td>104.7</td>
</tr>
</tbody>
</table>

| Afternoon |       |      |      |
| New York | 102.3 | 107.7 | 108.1 |
| St. Louis | 102.8 | 104.6 | 102.9 |
| Minneapolis-St. Paul | 103.5 | 104.8 | 105.7 |
| Seattle | 102.7 | 104.4 | 105.6 |
| Los Angeles | 102.8 | 104.5 | 105.3 |
| Des Moines | 101.6 | 104.0 | 103.8 |
| Beaumont | 101.9 | 104.5 | 103.8 |
| Unweighted average | 102.5 | 104.7 | 104.7 |

"So," the report states, "whereas the price for time has gone up since 1943, radio family growth has more than offset this increase. And certainly in these typical market radio family listening has more than offset it too."

Turning next to television, which since 1943 has invaded and made good the eight markets listed above as well as many other cities, the report notes that in July 1949 there were 2,010,000 TV homes throughout the nation. This figure is less than half the 5,282,230 new radio homes added in the three years preceding 1949 but is still large enough to have some effect on the radio audience, particularly in the evening.

In New York where TV is strongest, the four radio network stations had strengthened their daytime position (up 27.7% over 1943 in the morning, up 28.9% in the afternoon) "in the face of some daytime TV programming which attracted an approximate 10% share of the radio-television audience in the afternoon."

In the evening, index figures for the four New York network affiliates (combined area) are:

<table>
<thead>
<tr>
<th></th>
<th>1943</th>
<th>1946</th>
<th>1949</th>
</tr>
</thead>
<tbody>
<tr>
<td>New York</td>
<td>100</td>
<td>120.5</td>
<td>93.9</td>
</tr>
<tr>
<td>St. Louis</td>
<td>100</td>
<td>113.5</td>
<td>107.7</td>
</tr>
<tr>
<td>Minneapolis-St. Paul</td>
<td>100</td>
<td>112.9</td>
<td>102.3</td>
</tr>
<tr>
<td>Seattle</td>
<td>100</td>
<td>113.5</td>
<td>102.3</td>
</tr>
<tr>
<td>Los Angeles</td>
<td>100</td>
<td>113.5</td>
<td>102.3</td>
</tr>
<tr>
<td>Des Moines</td>
<td>100</td>
<td>113.5</td>
<td>102.3</td>
</tr>
<tr>
<td>Beaumont</td>
<td>100</td>
<td>113.5</td>
<td>102.3</td>
</tr>
<tr>
<td>Unweighted average</td>
<td>100</td>
<td>113.5</td>
<td>102.3</td>
</tr>
</tbody>
</table>

As a final point F&P answers the question: "Has spot radio juggled its discount structure to discriminate against the largest buyer?" by noting that of the stations this firm represents, since 1943, 10 require more annual broadcasts to earn maximum frequency, 14 require the same number and nine require fewer. "That's about as close to a tie as you can come with an odd number of stations," the report comments. "We believe it reflects the national picture of all major stations."

Gives More for Money

Summing up its findings, the report states: "We've concluded that radio, spot radio in particular, gives the advertiser today more for his money than it did three and six years ago. This has been the primary purpose of the study."

The final pages of the book are devoted to a comparison of spot radio and "another potent medium, network radio."

C. L. (Chet) THOMAS (fourth from left), general manager of KXOK-AM-FM St. Louis, receives the gavel from Manager Advertising Co. and retiring president of St. Louis Advertising Club, at a luncheon during which Mr. Thomas was installed as new club president. Group of officers includes (1 to r): Hubert Echele, president of Warwick Typographers, treasurer; Leslie E. Pritchard, advertising sales and research director of the St. Louis Post-Dispatch, secretary; Arthur J. Casey, Gardner Advertising Co. radio director, second vice president; Mr. Thomas; Mr. Wilson; Don G. Pyke, sales promotion director of Graham Paper Co., first vice president, and Richard C. Lynch, service director Oakleigh R. French & Assoc., third vice president. Mr. Thomas is 37th president of the organization, which was founded in 1901 by seven St. Louis advertising men.

U. S. Spectrum Hog?

(Continued from page 28)

their own communications services domestically and overseas, he continued.

"We want to find out two things," he explained. "First, we want to learn what operation of these communications systems by government agencies is an economic and practical thing. ... The second aspect of the problem is radio frequencies. Everybody knows the radio spectrum is limited, there are only just so many usable frequencies."

WU Losing

Sen. McFarland said Western Union Telegraph is "suffering severe financial losses"—and asserted:

"Unfortunately, because of the strategy national defense importance of communications, we cannot shrug this one off, nor is there any competitive enterprise system; we can't let a major communications enterprise go down the drain. Similarly, our American companies engaged in overseas communications are far from having a monopoly; some are also suffering substantial losses. All over the world, they are competing with Government-owned systems; today we are almost alone in maintaining privately owned competitive communications. Even Canada is now taking the final steps to nationalize its communications."

The subcommittee intends to ascertain the costs of operating government systems and if it develops that government can carry on its own communications, Congress will have to give "new and serious consideration" to the welfare of the private companies, "and who is going to serve the communications needs of the business and the commerce of this country," Sen. McFarland declared.

Inquiries were sent to Defense Secretary Louis Johnson, Secretary of State Dean Acheson, General Services Administrator Jess Larson and Captain John S. Cross, chairman of IRAc, which handles government requests for recommendation to the President.

Wilson Joins Petry

CONTINUOUS expansion of its sales force, Edward Petry & Co. Information representative, last week announced that Robert S. Wilson has joined its New York office. Mr. Wilson formerly served as MBS Co. Division manager, in charge of co-op program sales and as an account executive in network sales.
Capitol Hill

(Continued from page 28)

on the radio industry early this session in a few bills aimed at net-
works, stations and manufacturers. Among them was a bill (HR 2410), reintroduced from the previous Congress by Rep. Harry R. Sheppard (D-Calif.), to prohibit station ownership on other networks or manufacturers of electronics equipment.

In its present form the bill is so stringent as to mitigate against passage in this session, some observers feel. Network and sta-
tion properties upwards of $150 million would be dumped onto the market for sale, if the bill became law. The House Commerce group took no action.

FM was injected into the Con-
gressional picture early this ses-
tion when Rep. William Lenke (R-N.D.) carried over from the 80th Congress proposals to allocate a section of the 90 me band to the audio system. He rendered FCC dec-
isions appealable to the courts where they involve alleged tech-
nical or scientific errors. No action was taken on the bills (HR 68 and HR 856) dealing with FM which Acting Chairman George Sadowski of the communications subcom-
mittee felt should rest largely with FCC as an allocations matter.

Charges Obstruction to FM

FM had a vociferous supporter, however, in Rep. Francis Walter (D-N.Y.), co-author of the Adminis-
trative Procedures Act and caustic critic of the FCC. Chairman Walter charged that FM has been “ob-
structed, stepped on, blocked or ignored from the start” and sug-
gested that the Justice Dept. investigate, and laid the blame largely on FCC which he alleged had violated pro-
visions of the Procedures Act.

Congressman Walter, second-
ranking member of the House Judici-
ary Committee, promised an in-
vestigation of FCC which he later abandoned when the full Judiciary committee hearing to study monopoly power in the U. S. Group held hearings and plans eventually to call in the radio

PEARSON FIRM
Promotes Two, Adds Space

THE John E. Pearson Co., New York station representative, has appointed two executives and is en-
largng its quarter and adding new personnel, John E. Pearson, president, announced last week.

Russel Walker Jr., who has been with the firm for the past year and a half, has been named manager of the New York office. Mr. Walker was on the sales staff of WMGM and WQXR, both New York, prior to joining the Pearson Co. Walker, who has been with the radio representative organization for the past six years, has been named junior account execu-
tive and assistant to the president.

The company has acquired larger quarters on the 11th floor of 250 Park Ave., New York, as part of its expansion plans.

In addition, new personnel will be added to its present staff.

industry—probably through NAB
—to testify in the next session. Sessions will last indefinitely.

A member of the subcommittee, Rep. Walter has indicated that he plans to scrutinize FCC’s FM policy, clear channel cases, multiple ownership and other aspects which logically might fall within the antitrust category.

Chairman Crosser of the House Interstate Commerce Committee last March named an 11-man sub-
committee to study FM, and a letter written to FCC, FTC and SEC. A host of bills were assigned to the full committee but never progressed to this point because of administration pressure for other more pressing and general legislation.

Liquor advertising curbs, often proposed but never legislated, are dead off an industry lobby. Among legislators, as well as pro-
hibitionists, groups, when Schenley Distillers announced its intention to use radio and television. The firm has since temporarily aban-
donned its plans, but the Commerce Committee will hold hearings in January for the third time in recent years.

There were the traditional bills—by Rep. Joseph Bryson (D-S.C.), Sen. William Ringer (R-N.D.), Rep. Fred L. Crawford (R-Mich.)—the two first two would prohibit radio stations and other media from ac-
cepting liquor ads, while Congress-
man Crawford’s would extend only to distillers subject to Tax Unit jurisdiction, and would specify ra-
dio and television solely. The bill (HR 6111) would amend the Fed-
eral Alcoholic Administration Act.

Johnson’s Fight

Sen. Johnson carried the fight to the Alcohol Tax Unit and FCC, urging upon the former the use of “moral suasion” and the latter the “public interest” precept come li-
ence renewal time. Both replied they had no jurisdiction under the present laws.

Sen. Tobey, fireball crusader of the anti-monopoly school, plumped for legislation aimed at trusts de-
siring to buy radio or television properties; stalked FCC on its televi-
sion progress; and chastised the Commission for not holding a hear-
ing on the 10-year Arde Bulova license renewal case.

Lobby Probe Desired

Sentiment to go into lobbying also was apparent (see separate story) with a House Select Com-
mittee receiving the go-ahead sign to probe activities of public and private agencies. Also scored were former government officials who turn up as “lobbyists” for private firms. Among those named: Form-
er FCC Chairman Paul A. Porter and Charles R. Denny.

The House National- American Activities Committee also figured prominently during the first session when it suddenly barred television and news cameras from future pub-
lic events on radio and television. Executives were allowed to take notes. Broad-
casters—networks, commentators and House Radio Correspondents alike—stormed the committee with protests. The situation is pretty much status quo now—tape-recorder=
cams and cameras could be permitted by special authorization from Chairman John Wood—an excep-
tion that proves the rule.

The whole question of defamation and slander flared into prominence on Capitol Hill last April. Rep.
John Rankin (D-Miss.), with moral support from Reps. Clare Hoff-
am (R-Mich.) and Hale Boggs (D-La.), leveled fire at ABC com-
mentator Drew Pearson for re-
marks pertaining to the late James Forrestal, and urged Congress to make radio commentators liable to suit in the district court nearest the victim’s residence. Rep. Ran-
kin introduced legislation (HR

4206) to assist them in recovering damages.

The volatile Mississippian asked that liability be extended to spon-
sors and all stations airing the commentaries “for the protection of broadcasters themselves.” He chided the FCC for being “too slow” to react. No action was taken by the House Commerce Committee.

Atty. Gen. J. Howard McGrath, former U. S. Senator (D-R. I.), also showed displeasure . . . for cer-
tain radio stations. Feeling they had levied excessive rates for political advertisements, a Democratic National Committee chairman subsequently authored legislation to prohibit stations from imposing more than standard or “reasonable” charges. His bill (S 2254), referred to the Senate Commerce, provides penalties rang-
ing from suspension of station li-
ences for 30 days to possible revoca-
tion. Individual broadcasters and NAB alike protested the principle of Congressional interference discriminatory to the radio industry. Most authorities feel the bill would curb only exceptions to the rule, and see little chance of passage next session.

Summary of Proposals

Before Congress this year also were proposals to:

• Make it a criminal offense to use radio or other media to incite contempt for the U. S. Gov-
ernment or to incite any foreign country to attack it by force or violence (carries over).

• Amend the Commodity Exchange Act to provide for the dispatching of news and special events transmission other than representative (of production) import duty, thus aid-
ing foreign-language stations (carries over).

• Exempt musical instruments from the excise tax on phonographs, phono-
graph records and radio receiving sets and another measure to repeal manu-
facturers taxes on those items (carries over).

• Authorize Congress to authorize daylight saving time as standard time for any given year (carries over).

• Transmit on paper the bill title for governmental broadcast radio and tele-
cast facilities from FCC to State Dept. This affected by the extension of Broad-
casters, and concerns re-
membered bills (passed). (Of course, no action was taken). The bill (passed).

• Provide a new radio laboratory in the National Standards Laboratory at a cost of $4,615,000 (pending).

• Authorize the American Amateur Radio Week to stimulate interest in amateur radio (passed).

• Amend labor laws to protect the rights of amateur radio operators (passed).

• Require that broadcast political statements concerning candidates for public office be accompanied by statement providing for cost and sponsorship (carries over).

• Appropriate supplemental funds for Postmaster General for the 71st decennial panoply, to include a sampling meal of television and radio sets (passed).

• Repeal the Tart-Hardart Act to bring in five inches of broadcast to and from the New York and Chicago markets for the benefit of local radio dealers (passed).

• Give FCC specific authority to prevent false, misleading and deceptive

marketing stations, buildings and facilities (passed).

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ZIV’S PRIVETTE

Nominated Southeastern Head

FREDERICK W. ZIV Co., producer of transcribed programs, last week announced the appointment of Tom Privette as Southeast-
ern Division sales manager. Mr. Privette, who has been with the Ziv Co. since 1944, working out of the Atlanta offices, will con-
tinue to make his headquarters in that city.

The Ziv Co.’s plans call for an expansion of the Southeastern Div-
ision, with additional personnel to be added to those offices between now and the first of the year.

BROADCASTING  Telecasting
BROCKWAY SEES BRIGHT FUTURE FOR VIDEO

TV—"newest and possibly most effective advertising tool devised"—may, in time, supplant radio, Louis Brockway, executive vice president of Young & Rubicam, said Friday afternoon at AAAA Central Council meeting in Chicago (early story 31).

Advising agency men "How To Use TV Today," Mr. Brockway described TV timebuyers' job as "difficult" because of "uneven coverage patterns and complicated rate-discount structures." Answering questions asked most often by clients, he admitted facilities situation is "hesy" but "favorable growth" with audience size and possibilities of growth. Public goes for TV in a big way, and audiences will spring up moment station starts operating, he said.

He foresees year from now, TV facilities in all major markets, if station construction is not unduly delayed.

INTER-AMERICAN BOARD OPENS WEEKEND SESSION

BOARD of Inter-American Assn. of Broadcasters will stage special meeting in New York Friday. Principal items on agenda at meeting, scheduled to last through weekend, were selection of time and place of 1950 general assembly of association and consideration of report by Baliero Sicco, of Uruguay, board member who recently concluded three-month tour of 14 Latin American nations to improve broadcaster support of association.

Present at meetings were Goar Mestre, owner of CMQ Havana and president of association; Emilio Azcarraga, of Mexico City; Sr. Sicco; Gilmore Nunn, WLAP, Lexington, Ky., for NAB; Forney A. Rankin, NAB; Jose Luis Fernandez of Mexico City; Ramon Rosachea, of Havana; Fernando Eleta, Panama, and Ramon Quinones, Puerto Rico. Machado de Assis of Brazil, another board member, unable to attend.

KPLT TRANSFER APPROVED

KPLT Paris, Tex., granted transfer of control for $278,000 from group headed by Houston Harte to Boyd Kelley, manager KTRN Wichita, for $60,000. KTRN manager J. E. Rodman, original licensee. Now 45% owner, Mr. Rodman buys total 11% holdings of three others for $60,000.

NBC Buys KMPC

(Continued from page 4)

trustees (Broadcasting, April 25, Aug. 1).

Trusteeship plan was worked out after FCC called hearing based on complaint, filed by Radio News Club of Hollywood charging Mr. Richards ordered KMPC staff members to slant news against members of late President Roosevelt's family and certain minority groups. This hearing was postponed indefinitely but question was revived when FCC called hearings not held on trusteeship proposal and license renewal applications.

Mr. Richards owns 64.8% of KMPC and 71.64% of WGAR, and with wife owns 62.59% of WD.

DRYS ATTACK WHAS ASK FCC DENY RENEWAL

TEMPERANCE LEAGUE of America asked FCC Friday to refuse to renew license of Whas Louisville on grounds station carries beer advertising and refuses to sell time to League for temperance messages, though 93 of 120 Kentucky counties have voted to ban sale of all alcoholic beverages.

League's position was that advertising of alcoholic beverages on stations in areas having dry laws is against public interest and may assume status as "controversial issue." League's complaint was in letter signed by Edward B. Dunford, attorney. One of its national officers is Rev. Sam Morris, who tried unsuccessfully few years ago to have KRLD Dallas deny license on similar grounds.

TEXAS TV APPLICATIONS

NEW TV stations sought for Lubbock and Amarillo, Tex., by Lubbock Television Co., seeking Channel 6 (82-88 mc), and Amarillo Television Co., seeking Channel 5 (76-82 mc), according to bids tendered at FCC Friday. Both for $112,000, 9.7 kw visual, 0.97 kw audio and specify initial cost $112,000. Dr. Glenn Terry (33 1/3%), Dr. Watt W. Winn (25%), Dr. Warren E. Massey (25%) and Dave C. Edwards (16 2/3%), owner Hillcrest Mausoleum, all Dallas, are owners of both firms.

SET MAKERS RESPONSIBLE

RESPONSIBILITY for protecting TV and other sets against interference caused by direct intermediate-frequency pickup from properly operating diathermy and similar devices was placed by FCC Friday upon set manufacturers and set owners. Commission had made this proposal last July, said it received no objections, and made it effective Dec. 1. Responsibility formerly was on diathermy operators.

MISS HAYES NOT TO RETURN

HELEN HAYES Friday notified N. W. Ayer & Son, New York, she will not return to CBS series this season. Corliss Archer, summer replacement for Sunday, 9-9:30 p.m. show, extended after death of Miss Hayes' daughter, will continue in Electric Companies-sponsored spot.

'VOICE' FUNDS APPROVED

LEGISLATION providing $10,475,000 for new Voice of America anti-jamming facilities signed by President Truman Friday.

BMI TOPS ASCAP

FOR first time in its brief nine-year existence BMI has topped ASCAP in total listings as shown by current poll. BMI found ahead in best-selling and juke box rhythm and blues records, most-played juke box country and western records, best-selling retail folk records and most-played juke box records. It also rated high in best-selling popular retail records and those most played by disc jockey, and tied with ASCAP on the honor roll of hits. BMI's position rising rapidly, according to Carl Haverlin, BMI president.

BEST guess on Washington color TV front is that FCC will be disposed to ask for more work on color, possibly authorizing field tests of color equipment before reaching final decision.

VLADIMIR ZWORYKIN, RCA inventive genius who brought forth those twins of TV—iconoscope and kinescope (Ike and Mike)—is directing laboratory development of RCA's "compatible" color TV. It's predicted he will come up with single-tube all-electronic color within six months.

MONTGOMERY WARD plans for renewed big-scale radio activity reaching decision stage with BAB's Maurice Mitchell hopeful of favorable announcement inside month.

REALIGNMENT process at NAB may go even farther. Board's structure committee will meet at end of week to take stock following ax-swinging and streamlining moves. Changes in 17-district setup also to be considered.

NESTLE'S CHOCOLATE, through Cecil & Presbyre, New York, looking for spot availabilities in New York, Chicago, Philadelphia and Boston.

SET makers, alarmed over Revenue Bureau's sloppings of tax laws on models with FM tuners, want more worried lest Congress levy on entire TV chassis when tax law is re-examined next year.

DORLAND INC, New York, looking for availabilities for possible spot announcement campaign for Pepto-Magnam.

DAN R. MINER Co., Los Angeles agency (Interstate Bakersies), negotiating through Hilly Saunders, vice president in charge of radio and television, and Fred Levin, director of Cíase Kid AM program, for television film rights. Discussions going on with Frederic W. Ziv Co. and Phil Krasne, film man, for production of 26 half-hours.

THAT COLOR TV hearing to be convened in San Francisco Nov. 28-30 for demonstration of Color Television Inc.'s system will be before entire membership of FCC and at least half dozen members of its engineering and legal staffs. Other hearing participants, of course, can be on hand, since demonstration is simply regarded as field phase of Washington proceedings.

CBS PLANNING one-time half hour film version of Philip Marlowe series. Result will be weighed against kinescope as to cost and quality. Apex Pictures, producer of Lone Ranger series, under consideration for test.


BEFORE FCC hearings on color TV phase are concluded, hitherto unscheduled appearance of Brig. Gen. David Sarnoff, RCA board chairman, may develop. Gen. Sarnoff, who personally directed RCA's compatible color TV demonstration, and who has figured in every aspect of radio-electronics development since origin of the art, if called upon will expound his views as to where TV is headed and when. He's hardly missed a prediction in the last generation.

BROADCASTING • Telecasting

Closed Circuit (Continued from page 4) retains his 25% interest in WDZ Tuscola, Ill.

Page 82 • October 17, 1949
In this area, WLW reached four fifths of all the 3,644,800 radio homes between 6 a.m. and midnight.* That's coverage!

Of these homes, WLW in four weeks...
- reaches 65.8% between 6 AM and 6 PM
- reaches 74.5% between 6 PM and Midnight
- reaches 80.7% between 6 AM and Midnight

THAT'S COVERAGE!

For further information, contact any of these WLW Sales Offices:
140 West 9th St., Cincinnati 2, Ohio
360 N. Michigan, Chicago 1, Ill.
630 Fifth Avenue, New York 20, N. Y.

Nielsen Radio Index, February-March, 1949

That's coverage

when you want coverage you want WLW

the nation's most merchandise-able station

CROSLEY BROADCASTING CORPORATION
CALLS THE SIGNALS
IN THE MAGIC VALLEY WHERE
PUBLIC SERVICE AND SATISFIED
CUSTOMERS GO HAND IN HAND!

It's no "accident" that KRGV receives many letters like the above. Patrolling a
city with a main street 65 miles long is only one in the list of public services that
make the folks in the rich Magic Valley tune in to KRGV.

The 84 local and spot advertisers who've been on KRGV consistently for five
years or more — the 104 with three consecutive years or more — attest to the
selling power and popularity of KRGV. whose primary coverage area contains
255,000 radio homes* — has a population of 255,000 — and whose farm cash in-
take alone last year amounted to $123,056,741.

Ask your Taylor-Borroff man for full details on KRGV, "The Valley's Best
Salesman."

*BMB — 1948

Affiliated with NBC and the Lone Star Chain
Represented by TAYLOR-BORROFF & CO.

KRGV
1000 WATTS ★ 1290 KC.
WESLACO, TEXAS