POUGHKEEPSIE'S

only a few
blocks away

A TRUE TALE THAT—TO US
ANYWAY—PERSONIFIES
THE POWER OF WOR
AND WOR-tv

It's call her Mrs. G.—though
she's not really her name. Like any woman, she wouldn't dare ad-
mit her age, but we guessed it at
about seventy or seventy-five. She
wore a little blue hat and a dress
to match and her hair was white
and so were her gloves.
She asked a WOR reception-
ist, "Miss, could I see the man who
makes the programs?"

Being an alert girl, the recep-
tionist said, "Of course; won't you
sit down?"

One of WOR's 30 or more
men who "make the programs"
came out to see Mrs. G.

"You know," said Mrs. G., "I
come down to Macy's from Pough-
keepsie—just about twice a year
and today it occurred to me that I
might drop into WOR and tell you
people just how much Daniel, he's
my husband, and I enjoy what you
send us."

"Well, isn't that nice," said one
of the men who "makes our pro-
grams."

She continued, "For more than
twenty-five years the both of us
have listened to you carefully. And
now with your big television sta-
tion, you seem closer than ever. In
fact, we both feel our place in
Poughkeepsie's only a few blocks
away from WOR." And she added,
"it looks to us like WOR-tv is going
to be family-like, just like WOR. It
isn't the same as the other tele-
vision stations; it's different, it's
warm and nice."

NOTE—the unique power of
WOR—and now its sister station
WOR-tv—to move the hearts and
minds of hundreds of thousands of
people on the Eastern Seaboard
is, we feel, powerfully pictured
in this little tale. For long more than
a quarter century WOR's ability
to create miracles for thousands
of advertisers has been based on
its technical strength to reach
35,890,000 people in 18-states
and the Dominion of Canada with
programs that are as natural and
homelike as a family 'round the
fireside. It's little wonder that we
can honestly and truthfully say

WOR reaches the most people
where the most people are

*which is 86 miles up the Hudson from a city called New York

IN THIS ISSUE: NNEA NELSON DISCUSS PI'S
SINCE 1946 another "Louisville"

has been added to Kentuckiana* Radio families

1946

Louisville 137,510
The Rest of Kentuckiana 451,230

588,740

1949

Louisville 110,700
The Rest of Kentuckiana 591,170

701,870

50,000 watts ★ 1 a clear channel ★ 840 Kilocycles
The only radio station serving and selling all of the rich Kentuckiana Market

VICTOR A. SHOLIS, Director

Represented nationally by Edward Petry and Company
For a whale of a sales job in the 2 biggest markets in the West, buy KFRC, San Francisco and KHJ, Los Angeles... Economy, Complete Coverage, 25 Years of Successful Selling—All Yours with these Key Stations of DON LEE—the Nation’s Greatest Regional Network.
RESIGNATION of R. C. Cosgrove as executive vice president of Avco Mfg. Corp. expected to result in assumption of full direction of company and its subsidiaries (including Crosley-WLW) by Victor Emanuel, Avco president. Policy matters believed to have resulted in Mr. Cosgrove’s resignation from his better-than-$200,000-per-year job, though he continues as director and consultant and also will complete his term as RMA president, expiring next June (see early story, page 26).

BARRING unforeseen developments, FCC will (1) grant RCA’s petition for two-month postponement of comparative demonstrations of rival color systems, now set for Nov. 14, and (2) probably will call off scheduled Nov. 28 trip to see Color Television Inc.’s system in San Francisco, reasoning it can see this system at time of comparative showings.

IT’s status quo on ownership and management of WMDB Peoria, III. [CLOSED CIRCUIT, Oct. 17]. Instead of disposing of his 49% interest to present majority stockholders, also owners of Peoria Journal Transcript, president and directing head, Edgar L. Bill, will continue in post he has held for 18 years. Similarly, Charles Caley, executive vice president and general manager, continues in that post. Negotiations looking toward possible reorganization reported still in progress last week.

EDDIE BRACKEN, radio and film star, offering $65,000 for KWKW Pasadena, 1430 kc, 1 kw-D, with facilities, pondered with Harold J. Morrow, recently with Radio Trinidad, and Douglas Jenkins, Los Angeles agency man. Southern California Broadcasting, KWKW owner, had retain call letters for KAGH Pasadena, 1300 kc 1 kw-D, recently purchased from Andrew C. Haley.

TOY PRODUCTIONS, Hollywood, spending $100,000 on six-week spot campaign to start Nov. 7 in all major markets promoting Bugs Bunny and Porky Pig singing and talking mechanical toys. Agency, Buchanan & Co., Los Angeles.

HAVING learned lesson on FCC rejection of Avco- Crosley bid for WHAS, Louisville Courier-Journal and Times principals are exploring all aspects of proposed new deal with Atlas-Wrigley-Autry syndicate [BROADCASTING, Oct. 17] before finalizing sale subject to FCC approval. Mark Ethridge, publisher of newspapers, and Gene Autry, broadcaster-artist, separately conferred with FCC Chairman Coy last week. Syndicate bid roughly equates that of Avco offer—$1,000,000 plus $50,000 annual studio rental for ten years and out-of-pocket TV expenses. H. Leslie Atlass participation would be for his family.

ANEAT WHAS, it’s now learned there were conversations with ABC, which wanted to ac-

(Continued on page 71)

Upcoming

Oct. 30-Nov. 5: National Radio and TV Week. (Other Upcomings on page 73)

Bullitons

WKLO Louisville, independent, to join ABC network effective Jan. 1, 1980. WKLO operates fulltime on 1080 kc with 5 kw daytime, 1 kw nighttime, replacing WINN Louisville as ABC outlet. WKLO is managed by Joe Eaton.

SEN. HARRY F. BYRD (D-Va.) threatened late Friday to sue Drew Pearson for libel if the ABC commentator does not “adequately correct . . . lies, innuendoes and innuendoes” published in his column. Sen. Byrd charged commentator with attempting to involve him “by false statement” in tax fraud case.

3 NETWORKS, FCC SIGN GIVEAWAY STIPULATION

STIPULATION between ABC, CBS and NBC and FCC in giveaway cases signed late Friday by U. S. District Judge Simon H. Rifkind in Southern District of New York postponing hearing for temporary injunction scheduled for this Thursday until time mutually satisfactory to counsel and court.

This interpreted to mean both sides feel temporary injunction no longer necessary because FCC already has postponed operation of rules until final court test. Next step expected in case is FCC’s answer to complaint, perhaps this week. Trial of issues might then follow quickly.

NARBA GROUP AGREES ON LENGTH OF TREATY

ENCOURAGING sign at NARBA treaty conference in Montreal developed Friday as judicial subcommittee representing all nations agreed that length of any treaty adopted should be five years, with status quo existing after expiration date until new pact can be adopted (see early story page 22).

Observers construed action as important in that it resolves deadlock over sovereignty rights of nations. Language of agreement points out need of avoiding interference between nations, specifies five-year effective period and then provides for status quo until new pact goes into operation.

MBS APPOINTS WAGNER

HAROLD M. WAGNER, MBS director of traffic operations, with Mutual since 1941, Friday named network’s manager program operations, taking over duties performed by Jack Paige, now vice president, Inter-Mountain Network.

Business Briefly


FORD TO SIGN • Ford Dealers, through J. Walter Thompson, New York, to sign contract with CBS-TV for hour-long show, Tuesday, 9 p.m. featuring Kay Kyser and band.

HERTZ CONFRS • Hertz Drivurself Stn., Chicago, General Motors unit, studying radio with eye to first use of medium. Conferences with Campbell-Ewald, Chicago, which has suggested AM spots nationally, to continue into November.

INSULL RESIGNS • SAMUEL INSULL Jr. has resigned as vice president of Stewart-Warner Corp., Chicago, to return to insurance business. Resignation, effective Nov. 1, "has been accepted with regret," president and board chairman James S. Knowlson said Friday. Mr. Insull directed activities of the radio and television division.

KPHO-TV JOINS ABC-TV

KPHO-TV Phoenix, Ariz., joining ABC-TV effective Nov. 17, bringing to 38 network’s total affiliates. Station, holding only Phoenix video grant to date, is owned by Phoenix Television Inc., and managed by Rex Schapp, Station, to operate on Channel 5, also affiliated with NBC, CBS and DuMont.

CHURCH COUNCIL FILES SUIT AGAINST CBS

CHARGES of censorship and discrimination in handling of sustaining religious programs were made against CBS and its WCBS New York Friday by American Council of Christian Churches in petition filed at FCC. Fundamentalist group seeks hearing on complaint and asked Commission to withhold WCBS’ license renewal until alleged practices are discontinued.

ACC is parent organization of New Jersey Council of Christian Churches which last May filed similar complaint against WCAM Camden, N. J., and asked revocation or suspension of license [BROADCASTING, May 16]. FCC has taken no action on this complaint.

CBS “in its presentation of religious programs has entered the business of supplying religion to the nation as a church, which it calls Church of the Air,” ACC said, charging this is “a blend of all religions which in no way represents the historic viewpoint of the Protestant position.” ACC said CBS “indicates to participants the nature and extent of the message they may present,” forbids controversy, and thereby “has become the agency and tool of those particular religious interests which are opposed to the position and viewpoint of petitioner.”
$\text{.33 in Detroit}

\text{YOU'RE "HEAD AND SHOULDERS" ABOVE THE REST WITH WKMH...}

\text{Compare Costs per Thousand Families BEFORE YOU BUY THE DETROIT MARKET}

\text{WKMH GIVES YOU MORE LISTENERS PER DOLLAR IN METROPOLITAN DETROIT THAN ANY OTHER STATION}

\text{Plus...}

\text{A BONUS of Ann Arbor, Ypsilanti, Pontiac and Toledo!}

<table>
<thead>
<tr>
<th>STATION</th>
<th>1 TIME RATE</th>
<th>260 TIME RATE</th>
</tr>
</thead>
<tbody>
<tr>
<td>WKMH</td>
<td>$\text{.51}$</td>
<td>$\text{.33}$</td>
</tr>
<tr>
<td>A</td>
<td>1.69</td>
<td>1.27</td>
</tr>
<tr>
<td>B</td>
<td>1.57</td>
<td>1.34</td>
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<tr>
<td>C</td>
<td>1.61</td>
<td>1.23</td>
</tr>
<tr>
<td>D</td>
<td>2.08</td>
<td>1.56</td>
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<tr>
<td>E</td>
<td>2.07</td>
<td>1.57</td>
</tr>
<tr>
<td>F</td>
<td>1.11</td>
<td>1.11</td>
</tr>
</tbody>
</table>

* Based on share of audience—Aug. thru Sept. Conlan Report

"\text{MONEY-WISE TIME BUYERS}

\text{ANALYZE COSTS."

1000 WATTS

\text{WKMH 1310 KC}

Fred A. Knorr
President and Gen. Mgr.

\text{Weed and company}

\text{National Representatives}

\text{BROADCASTING • Telecasting}

October 24, 1949 • Page 5
WFDF HOLES THE AUDIENCE... in Flint!

<table>
<thead>
<tr>
<th>Morning</th>
<th>Afternoon</th>
<th>Night</th>
<th>Sun. Afternoon</th>
</tr>
</thead>
<tbody>
<tr>
<td>WFDF</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Station - A</td>
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<tr>
<td>Out of Town: Station - B</td>
<td></td>
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<td>Station - C</td>
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<td>Station - D</td>
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<td>Out of Town: Station - E</td>
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<tr>
<td>Station - F</td>
<td></td>
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</tr>
</tbody>
</table>

- As usual, the most listened-to station in Flint is WFDF! That's what Mr. Hooper's figures show in the Winter-Spring Report, 1949. A glance at the chart above, will give you a quick idea of WFDF's popularity with the Flint audience. And, just for the record:

  WFDF—registered more listeners than the other four local stations combined in every time period.

  WFDF—had two to five times as many listeners throughout the day as any local station.

  WFDF's quarter of a million audience spends over $288,000,000 retail annually in Flint. Get your share the way Flint's own merchants and national advertisers do by presenting your sales story over Flint's consistent audience domino—WFDF. It's a natural, because it's a favorite with Flint folks.

910 Kilocycles

WFDF FLINT MICH.

AMERICAN BROADCASTING COMPANY

REPRESENTED BY THE KATZ AGENCY

Associated with: WOOD Grand Rapids—WFBM Indianapolis—WEOA Evansville

Page 6 • October 24, 1949
Bruce Behymer has been the outstanding authority on livestock and grain to thousands of prosperous farmers for a long, long time. He has delivered complete market reports and farm service programs over KFH continuously for 18 years and his reports have been carried in the Wichita Eagle for 30 years.

Farm service is important in the KFH area. This is basically an agricultural and livestock region; markets, crop reports and intelligent farm service information are vital to the welfare of the KFH rural audience. Bruce Behymer has had TOP Hooper rating over all other farm service programs consistently for years; beam your message to his loyal and select audience. Call a Petry man for the few remaining availabilities.

BRUCE BEHYMER KFH FARM SERVICE EDITOR
HAS SERVED KANSAS AND OKLAHOMA FARMERS FOR 30 YEARS

5000 Watts - ALL the time

KFH -FM
WICHITA, KANSAS

REPRESENTED NATIONALLY BY EDWARD PETRY & CO., INC.
2,835 COLONIAL DAYS

HARRY STONE, GEN. MGR. • IRVING WAUGH, COMMERCIAL MGR. • EDWARD PETRY & CO., NAT'L REPRESENTATIVES

Page 8 • October 24, 1949
WSM celebrates its 24th birthday this fall. Even though this makes us old-timers in the youthful radio industry, it doesn’t tell the full story of the experience in broadcasting held by the 226 members of the WSM staff.

Actually, there have been 2,835 years of radio work racked up by WSM staff members! This means that each of the 226 persons working at WSM has been in the business of broadcasting an average of 12½ years. What’s more, each of these experienced radio people has served with WSM an average of 8½ years. They all know their business, and they know WSM, too.

Even though we are radio pioneers, and old-timers, it doesn’t mean we are grey-beards — far from it! At the risk of getting personal, we made some discreet inquiries among our various colleagues, and it develops that the average WSM employee is (whisper this, please!) somewhere in the neighborhood of 34 years of age.

That’s WSM — 24 years as a radio station, with a staff of 226 broadcasters young in years, and with a background of experience totalling more than 20 centuries!

Why are these figures of interest to you? They point up this fact — to secure fullest results in the Central South it is wise to give your product the benefit of the 2,835 years of radio experience at WSM!
Feature of the Week

WHEN Polly the Shopper goes shopping the whole town goes with her. At least that’s the way it looks to KOIL Omaha over which the program has cajoled its women’s audience for 12 years.

"Polly" is Belle West, director of women’s programs for KOIL, who is beginning her 20th year in her shopping role. Miss West had a Polly The Shopper column in a local paper, Omaha Bee News, for 12 years until the paper ceased publication in 1937 and on Oct. 16 of that year, she brought the feature to KOIL. Her broadcasts since that time have been continuous.

Wrapped around her program is a story of success shown by repeated instances of good selling and Hoopertings. The latter gave "Polly" a 5.5 rating for both her morning (11:15 a.m.) and afternoon (1:15 p.m.) shows from December 1948 through April 1949.

When a local clothing store (Herrbergs) had a fall Millinery Festival promotion on Marche Hats three ads were scheduled on the program. Result was the store had to wire for more hats. Again when The Acquila, exclusive women’s ready-to-wear store, received 500 pairs of new "Prim" nylon hose, Miss West described them on the air in just one ad. All of the stockings were sold out and subsequent shipments have been sold without further advertising.

Other success: L. E. Mason Chemical advertised a new spray gun at cost of $12.95 each—one "Polly" spot sold them out; Engineering Assoc., small Omaha firm, is busy keeping up with orders for contracting jobs after three spots in one week on the program; Pearl Davey, picture shop, sold $700 worth of religious pictures during a rainy day because of one announcement.

Miss West built her large and loyal audience in the Omaha-Council Bluffs market by occasionally making the rounds of the Omaha shops and telling her listeners of the many shopping bargains. The past years have made her program an institution.

WFBC

FINEST
In South Carolina

WFBC is tops with Conlan where Population, Sales, Employment, Payrolls, and Automotive Registration are Highest in South Carolina.

WFBC

5000 Watts 19 Hours Daily and WFBC-FM
93.7 Channel • 60,000 Watts
GREENVILLE, S.C.
THE NEWS-PIEDMONT STATION
REPRESENTED BY AVERY-KNOEDL, INC.
Mr. Jamison stands out in the crowd...

In a crowded reception room, in a crowded office, even in a crowded elevator...our man Jamison is a standout.

He looks like a young fellow on the way up...with something on his mind. When he talks, people listen.

The reason is obvious. Mr. Jamison always knows what he's talking about...always delivers. For example:

Last summer he promised a big advertiser a certain set of availabilities at a certain time. They were hard to get, but Mr. Jamison guaranteed the timing of an important test campaign by producing them on schedule.

Last spring he told a station manager there was no reason why that station's billing could not be increased 15% before the end of the year. Here it is only October; and the figure has already been passed.

The reputation of Weed and Company is no accident. It's reliable, constructive, creative service, like this, that built it. And it's men like Mr. Jamison who are helping us do more business for all of our clients than ever before.

Weed and Company
radio and television
station representatives

BROADCASTING • Telecasting

October 24, 1949 • Page 11
Pleases Producer
EDITOR, BROADCASTING:
... We think your magazine furnishes an unmatched coverage of the field. We also think that it is by far the best buy for the money among trade publications.

I sincerely hope that you continue to enjoy success and the best of business. Rush that next issue—we can hardly wait.

Frank L. Woodruff, Executive Producer Woodruff Associates, New York

Wants Films
EDITOR, BROADCASTING:
We handle the advertising for Soapine (like Rinso, Duz, etc.). We have 5-minute evening periods on WBZ-TV Boston, and are now using filmed shows of approximately

3½ minutes running time, plus sides and live announcements.

We are in the market for additional series of these 3½ minute completed film and sound, in 13, 26 or 52 episode groups. Obviously, our market consists of women who are housekeepers and mothers.

Could you suggest possible sources for such "ready-made" material? We will appreciate your advice.

Edwin C. Whittemore, Vice President Bennett, Walther & Menadier Inc. Boston

Sure Coverage
IN A BOOMING OKLAHOMA MARKET!

KTUL's swiftly developing 26 county area packs an $878,744,000 buying income punch — with 245,580 radio homes—48,870
MORE than in 1946 by the new corrected BMB report.

Lauds LeBlanc
EDITOR, BROADCASTING:
I would like to pipe in a good, baritone "amen" to Eugene Jones' letter in your Oct. 10 issue concerning Dudley LeBlanc. We broadcasters down in the Hot Biscuit Belt recognize the Senator's talents for promotion. When we receive a letter from him we have no idea whether it will hold an engraved invitation to the Mardi Gras, a commission on the Governor's staff, or a complimentary round trip ticket to Hawaii. He's a great showman!

But the proof of the pudding is in the eating thereof—he has always used radio for his primary advertising media. Enough said!

Allan M. Woodall
President
WDKE Columbus, Ga.

Football Time Deal
EDITOR, BROADCASTING:
I was interested in your editorial entitled, "The World Serious" which appeared Oct. 10 as something equally as bad is happening here on the coast.

A national advertiser is now broadcasting professional football games over a special network comprising some 30 radio stations paying nothing for time but supplying the game at no cost with the privilege of course to commercialize their product.

It seems to me this is a serious mistake and can only end in disaster...

Charles P. Scott, Gen. Mgr. KSRO Santa Rosa, Calif.

Back on Firing Line
EDITOR, BROADCASTING:
In the past few weeks, I have had occasion to take a turn at the turn-tables, fill in with the sales department, type up a number of commercials, and even engineer a football game. Hence the enclosed cartoon was born.

Although most station managers started in one of these departments,
"Sky-hooks" being expensive and somewhat impractical, why not start from the ground up with a Blaw-Knox tower to obtain support for your high-riding FM and TV antennas?

Blaw-Knox, having built towers since spark-gap days, makes available to electronic engineers a degree of practical experience unequalled in this field. So, when you want the next best thing to a sky-hook, call Blaw-Knox.

Shown here is a Blaw-Knox special 417 ft. Type H-40 Heavy Duty tower for Station WHIO, Dayton, Ohio. This tower was designed to support an RCA combination 4-section pylon, plus a 6-section TV antenna and station call letters.

BLAW-KNOX DIVISION OF BLAW-KNOX COMPANY
2038 FARMERS BANK BUILDING • PITTSBURGH 22, PA.
you’ll do better with the same line-and two hooks!

Drop your line in North Carolina's greatest metropolitan market, Raleigh-Durham. WNAO and WDK combine facilities and rates to offer you a “fisherman’s paradise” and a “whale” of a discount.

All you have to furnish is the bait and the line—we've got the hooks. "They've" been bitten on drugs, foods, autos and trucks, furniture, appliances and radios, clothing, hardware, farm machinery, gas, oil and tires, tobacco, cosmetics, soft drinks and dairy products.

Those ol' fishin' guides, Avery-Knodel, are our "reps"—you can get hold of them in New York, Atlanta, Chicago, San Francisco and Los Angeles. They'll point out the best fishin' spots in North Carolina.

JAMES H. BOLT appointed vice president of Waldie & Briggs, Chicago, where he has worked since 1943. An account executive, he also supervised client activities in industrial and consumer products. He formerly was in the advertising department of Swift & Co., Chicago.

LOIS REA, former manager of advertising production for Ziff-Davis Publishing Co., Chicago, appointed media director and traffic manager of Bill Bonis Adv., Denver. She previously was production and traffic manager for Abbott Kimball Adv., Chicago, and for Benson & Mahan, same city. She also has been with Lowe Runkle Agency, Oklahoma City, and Charles Daniel Frey Agency, Chicago.

MARY GROSVENOR ELLSWORTH, formerly with N. W. Ayer & Son, Huber Hage Inc. and Pedlar & Ryan, all New York, joins Compton Adv., New York, as copywriter. She also was with WRVA Richmond, Va.

ALICE ROSS, formerly in media departments of Lawrence C. Gumbiner and Franklin Bruck advertising agencies, both New York, appointed time buyer of New York office of Joseph Katz Co.

HERBERT BEAVEN, formerly vice president and manager of Los Angeles office, Brissacher, Wheeler & Staff, joins service staff of Mogge-Privett Inc., same city.

GERALD J. WEIPERT joins radio and TV staff of Brooke, Smith, French & Dorrance Inc., Detroit office. He formerly was on staff of WWJ-TV Detroit.

MADOLIN BINGHAM, formerly advertising and sales promotion manager for Munsingwear Inc., Minneapolis, joins Abbott Kimball Co., San Francisco, as account executive.


ALLEN DUCOVNY, formerly with Robert Maxwell Assoc., as producer-director and director of public relations with Superman Inc., joins radio department of Kenyon & Eckhardt Inc., New York, in radio-TV production capacity.

JAMES L. DEPAULI, former manager of San Francisco office of West-Marquis Inc., joins Albert Frank-Guenther Law Inc., same city, as account executive.

EDWARD H. DEXTER, formerly of Benton & Bowles, New York, joins Lennen & Mitchell, New York, as copy supervisor. Believe joining L&M, he was copy supervisor at Benton & Bowles for three years and was with Compton Adv. and Young & Rubicam in similar capacity for five and 13 years, respectively.

JOHN R. MAYER, former food account executive for Foote, Cone & Belding, New York, transferred to agency's San Francisco office as account executive on Western Beet Sugar Producers Inc.

FREDERICK JONES Jr., formerly of M. Glen Miller Adv., Chicago, joins account staff of Biddle Co., Bloomington, Ill.

HOWARD BAY, independent Broadway set designer, appointed by Young & Rubicam, New York, to do background television settings for two of its programs, Silver Theatre and Fred Waring, both weekly shows on CBS-TV.

DEL WAKEMAN, formerly advertising and sales promotion manager of Ekco Products Co., Chicago, joins Rhodes & Davis, San Francisco.

NORMAN E. KRAFF, former general director of Food Research & Advertising joins Presha, Fellers & Presha, Chicago, as director of New Product Div.

GEORGE THARP, for several years with Beverly Hills (Calif.) Citizens and CLIFFORD GILL, motion picture publicist, open advertising and publicity offices in Beverly Hills under name of Tharp & Gill. Offices are at 8666½ Wilshire Blvd. Phone: Bradshaw 2-4299.

HELEN ANDERSÓN, formerly of WJJK-TV Detroit, joins radio and television staff of Simons-Michelson, Detroit.


KRONSTADT AGENCY, Washington, moves to 711-14th St. N.W. Telephone: Republic 0272.

HICKSON & JORGENSEN Inc., Los Angeles, moves to 600 St. Paul Ave., effective Nov. 1.

a coupla CHAMPS
team-up again this fall

For 3 successive years, University of Michigan has been top team among the country's football giants. For the 3rd successive year, WWJ-TV, first television station in Michigan, will televise U of M home games for the same sponsor—Oldsmobile Dealers of Detroit.

Tens of thousands in this most prosperous major market in America will make a date with WWJ-TV Saturday afternoons to watch U of M, and then make a date with the Oldsmobile 88 for the following week. Olds' dealers, like the countless number of other WWJ-TV advertisers, have found that WWJ-TV not only offers the engineering know-how that assures better pictures, but also the ready-made audience born of WWJ-TV's pioneering and programming leadership. Yes, in Detroit, WWJ-TV is tops in television.

All-American Al Wistert, third of the Wistert family to captain a U. of M. football team.
And now the HPL is on

October 17: WCAU, "The Philadelphia Bulletin Station"—Columbia’s great 50,000-watt affiliate in the nation’s fourth largest market—became the ninth station to broadcast, live and locally, the most sales-effective participating program in all radio—"The Housewives’ Protective League."

It’s already a sales manager’s dream come true in eight of your biggest and richest markets…including the country’s first…second…and third!

Now add the fourth—Philadelphia: WCAU—with its 50,000-watt “umbrella” coverage of the nation’s fourth richest market—serves a territory where 1,145,180 radio families buy every kind of retail product to the tune of nearly four billion dollars a year!

And that means now “The Housewives’ Protective League” can deliver your sales story to a total of 14,211,820 of the nation’s radio families. Accounting for 38% of the nation’s retail sales!* During the past twelve months, more than 200 of the shrewdest advertisers in the country have used HPL programs to sponsor their products. Each of these profit-minded advertisers has testified—in hard dollars and sense—that “The Housewives’ Protective League” is radio’s most sales-successful participating program. For detailed information get directly in touch with the stations, their national spot representatives or...

THE HOUSEWIVES’ PROTECTIVE LEAGUE
“"The program that sponsors the product"

A DIVISION OF CBS • 45 MADISON AVE., NEW YORK • COLUMBIA SQUARE, HOLLYWOOD

*Sales Management "Survey of Buying Power," May 1949
### THE NINE HPL MARKETS

<table>
<thead>
<tr>
<th>City</th>
<th>Station</th>
<th>Power (watt)</th>
<th>Frequency (kHz)</th>
<th>Listening Areas</th>
</tr>
</thead>
<tbody>
<tr>
<td>Chicago</td>
<td>WBBM</td>
<td>50,000</td>
<td>720</td>
<td>CHICAGO: Nine HPL Markets</td>
</tr>
<tr>
<td>Los Angeles</td>
<td>KNX</td>
<td>50,000</td>
<td>1120</td>
<td>LOS ANGELES: Five HPL Markets</td>
</tr>
<tr>
<td>Minneapolis</td>
<td>WCCO</td>
<td>50,000</td>
<td>1390</td>
<td>MINNEAPOLIS: Five HPL Markets</td>
</tr>
<tr>
<td>St. Louis</td>
<td>KMOX</td>
<td>50,000</td>
<td>1590</td>
<td>ST. LOUIS: Five HPL Markets</td>
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<tr>
<td>Seattle</td>
<td>KIRO</td>
<td>50,000</td>
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### THE NINE HPL MARKETS (50-100% Durative HPL Listening Areas.)

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<td>Bell Brook Dairies</td>
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<td>Bertrand's Printing Co.</td>
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<td>Black Poultry Co.</td>
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<td>Bills Coffee</td>
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<td>Brandwood Mart</td>
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<td>Brigg &amp; Co.</td>
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<td>Butler Mfg. Co.</td>
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<td>Cinch Cake Mix</td>
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<td>Citizens' Federal Savings</td>
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<td>Clean Tone Hearing Aid</td>
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<td>Coca-Cola</td>
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<td>Colonial Airline</td>
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<td>Columbia Fed. Savings</td>
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<td>Constitutional Life Inc.</td>
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<td>Com Products</td>
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<td>Crack-O-Cets</td>
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<td>Dazie Preserves</td>
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<td>Donmar Duck Orange Juice</td>
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<td>Doughty Co.</td>
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<td>Durecan Mfg. Co.</td>
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<td>E &amp; S Frozen Foods</td>
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<td>Egg Wash Mix</td>
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<td>Family Laundry Assn.</td>
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<td>Family Reading Club</td>
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<td>Federal Life &amp; Casualty</td>
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<td>First Federal Savings</td>
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<td>French's Instant Potato</td>
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<td>Fuller Brushes</td>
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<td>H. A. Godfrey Co.</td>
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<td>General Foods</td>
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<td>Gordon Baking Co.</td>
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<td>Green Spot Sandwiches</td>
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<td>Grifin Shoe Polish</td>
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<td>Gwaltney Meats</td>
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<td>H &amp; P Coffee Co.</td>
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<td>Hamburger Eric Co.</td>
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<td>Harry &amp; David</td>
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<td>H. A. Heinze Co.</td>
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<td>Hi Life Dog Food</td>
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<td>Hills Brothers Co.</td>
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<td>Jay's Potato Chips</td>
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<td>Herb Jones Co.</td>
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<td>Juice Industries</td>
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<td>Kristofferson Bakery</td>
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<td>La Choy Chinese Dinner</td>
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<td>Ladies Homemaker Journal</td>
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<td>L &amp; M Plastic Aprons</td>
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<td>Longberger Bakers</td>
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<td>Pictwood Frozen Foods</td>
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<td>Wm. H. Wise Books</td>
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**Note:** These advertisers are among those using the HPL during 1949.
M ost of the important decisions in life have to be made on the basis of insufficient knowledge. We don’t really know what the effect of Federal aid to education would be, and we cannot really tell whether buying a certain stock will mean a gain or a loss. Still, we have to act somehow.

It would be self-deception to think that more research in the social sciences will solve the difficulty. Science can only tell us about the average of many cases. In an individual problem there will always be unexpected factors which might bring about a surprising turn of affairs.

If an advertiser has to decide how much of his budget to spend on radio or on printed media, again, he has to take a certain amount of risks. No serious research man will claim that a general statement can be made about which of the two media is better. What research contributes can be compared to bricks for a building. You need many other things in addition to bricks before you have a house. But, again, the man who wants to sell space or time has to fulfill his mission. He has to argue with the advertiser in favor of his medium. Argument of this kind is an important function, because it finally leads to action.

A good argument consists of many elements. It will partly use factual information based on scientific research. But it also has to make inferences from data which the research man would be unwilling to argue further. And it is mingled with all that there has to be a great deal of persuasion just based on belief and enthusiasm.

The relation between research and argumentation of this kind is many-sided. Undoubtedly, arguments are more convincing if the more they can be based on fact. But, in turn, research profits from argument. It tells us what new facts need to be seen, or where our own interpretations and inferences are still weak. It forces us to improve our research instruments.

It is for these reasons that no research man would ever hesitate to do work for a client even if he knows that the client wants to use the findings for the purpose of an argument. As a matter of fact, in the media field a great deal of the best research has grown out of search funds in the hope that it could use the findings in an argument.

Two essential points were made clear from the beginning. Once a research project has been started the research findings had to be accepted no matter how they came out and, secondly, no claim was to be made that a research project that started with scientific finding, even if it was favorable to newspapers, would in any way be conclusive as to the broader argument of the merits of the two media at an argument which, as was mentioned before, could not have scientific meaning to begin with.

So the selection of the specific problem was made in view of knowledge acquired before. Most of the previous studies had shown that there undoubtedly existed something that could be called media-mindedness: people tend to have a general preference either for communication by print or for communication by radio. If a person is radio-minded, he is more likely to prefer commentators to columnists, to have more confidence in commercials than in printed advertisements, to prefer daytime serials to magazine stories, to spend more time on the radio than on print, and so on.

There are a large number of such items which are highly correlated. People have a strong tendency to answer all such questions either in terms of radio or in terms of print. Rare is the person who, for instance, say that it is easier for him to learn from one medium but that he has more confidence in the other.

Once this media-mindedness was established, one could investigate its direction which over the population. Here the outstanding finding was that the lower educated parts of the population were more radio-minded and the better educated parts of the print-minded. This is, of course, not too surprising a result, but it had considerable importance for an argument.

Calling, for the sake of simplicity, an educated person one who has at least graduated from high school, it is evident that there were more educated than uneducated people; it was still scientifically justified to point out that many more people in the population were radio-minded rather than print-minded.

From there it was only a small step to the argument that therefore radio advertising would be more frequent and obviously be very much more profitable. This argument, as far as is known, has indeed been used with great success by this industry.

WHAT counter argument could the printed media use? One way of the print-minded people have a higher average income. And this in turn seems also to have been a successful argument. The position could be raised whether general media-mindedness is identical with susceptibility to advertising. No one has yet studied successively and fully this problem of susceptibility.

It could undoubtedly be done, but the expenses of getting reliable findings would be too large an argument. This is in another point of argumentation.

But in the course of such efforts another point came up. Radio had obviously much broader coverage. Studies showed clearly that people knew and remembered many more commercials than printed advertisements. This is even true for the average person on high levels of education. At this point, the printed media, and especially the newspaper, had another opportunity to add a point. If it is only a matter of repetition, then maybe advertisers should start to use newspaper advertising to obtain continuous repeated promotion. This was the idea on which the American Newspaper Advertising Network was based. They needed more research for such an argument was obviously the investigation of a single advertising message.

In comparing newspaper and radio in general, one was comparing at the same time continuous exposure with short-term exposure. What would happen if people were studied at the time that they had just listened to one radio commercial or read one newspaper advertisement?

PROCEDURE used for the actual investigation consisted of three parts. As a check against older studies, the respondents was asked about his general attitude toward radio and printed advertisements. The findings corroborated the expectation from the familiar results. Radio-mindedness came out again as a clear characteristic and it was very highly correlated with education.

People were also asked to re-
member recent experiences with advertisements. These retrospective interviews were used mainly for general background and will not be discussed further at this point. (The retrospections, incidentally, showed again that more radio commercials than printed advertisements are remembered by the average respondent.)

The new element was introduced by the following method: The sample consisted of about 600 women respondents representative of a community in the New York metropolitan area. Each respondent was asked to listen to a commercial and to read an advertisement on the same product. Eight nationally advertised soft drink and drug brands were used. The order in which the two messages were presented alternated from one respondent to the next so that half the respondents first read and the other half first listened. The whole emphasis and the subsequent analysis were directed toward finding out what went on in the mind of the respondent at the time he received the message. This is what is meant by impact.

A large number of indices were developed to describe the respondents' reactions and only a few of them can be briefly described here. One was, for instance, an index of richness. The respondents were rated according to whether the ad reminded them of a personal experience, whether they pictured themselves using the product or whether they compared it in their minds with other brands.

The same associations were rated according to whether they were vivid, intermediate or pale. The amount of deliberation as to the product associated by the ad with another index. Careful records were kept during the interviews and the answers were rated by several coders; in this way the indices have a reasonable degree of reliability.

The results can be summarized in a general way by saying that printed advertisements created a more attentive reaction than the radio commercials. This came out with practically all the indices including such measures as number of points in the sales message remembered right after hearing or seeing.

A large number of qualitative remarks were used to get a reasonable explanation for this result. It is probably due to the fact that in reading, the respondents could choose their own speed more, could go back to check on details if they wanted to and were greatly helped by the illustrations. Such an interpretation, however, is only conjecture as yet. Only the finding itself seems well established by this study.

WMT is the new oracle of Delhi (IOWA)

NOW how would such a new finding enter the argument and how should it be developed by further research? Obviously, nothing can be claimed as to final sales effect. But the newspaper partisan can well argue in the following way. Much of the advantage of radio might be due to the fact that the relative painness of one message is overcome by frequent repetition. So if advertisers would do continuing advertising in newspapers, the more immediate impact which printed advertisements seem to have could be built up toward a final greater sales effect. (The matter is not taken into consideration here, of course.)

Partisans of radio, on the other hand, could make good use of the finding by putting the following problem to their copy writers: Is there something in the tradition of radio copy which makes its impact less strong than it could be? As in previous studies, so in the present one many of our respondents complained that radio commercials are less informative enough.

Most interesting, probably, is the implication of the present study for television. Everyone agrees, of course, that television has a greater impact than radio because it uses two channels, exposure through the eye and through the ear. But there is still one considerable difference between viewing on the television screen and reading a printed ad. The television viewer must still adapt himself to a given speed and cannot return to the content of the message after it is over. Therefore, a continuation of such impact studies in connection with television advertising should be very fruitful.

A final word might be said about the general idea of such impact studies. Many a "practical man" will say: I want to know what people do and not what is going on in their minds. This is a very short-sighted attitude and actually, very impractical. Of course, we can find out whether a certain commercial will sell goods. But then what? Will we therefore repeat the same commercial for the rest (Continued on page 67)

...and The Word goes out, loud and clear, from one end of WMTland to the other: Get a load of WMT, for entertainment (exclusive CBS program- ming for the area), and information (AP, UP, INS news plus local correspondents throughout Iowa).

Delhi and the rest of the 1058 communities within WMT's 2.5 mv line make up an important part of the important Iowa audience (whose per capita income hit $1,491 in '48, up 33% over '47 and 68% since the end of the war) You needn't consult an oracle about reaching the prosperous Eastern Iowa audience. Use WMT. The Katz man has full details.

* Note to purists: We know the ancient oracle was at Delphi, not Delhi. How close can you get?
"The Prestige Station of the Carolinas"

HOOPER STATION AUDIENCE INDEX
WINTER, 1949  CITY ZONE  Greensboro, N. C.

WBIG:  
Monday thru Friday  8:00 AM—12 N  46.0
Monday thru Friday  12:00 N—6:00 PM  41.2
Sunday thru Saturday  6:00 PM—10:00 PM  59.8

columbia affiliate
5000 w. day & nite
Greensboro, North Carolina

represented by hollingbery

WBIG


CHARMORE Co., Paterson, N. J., appoints Monroe Greenthal Co., New York, to direct advertising and merchandising of Charmore Carryall. Radio will be used.

BUDGET PACK Inc., Los Angeles, appoints Ted H. Factor, same city, to handle advertising. Firm, now using television on two Los Angeles stations, plans to increase TV schedule and add radio.

G. N. COUGHLAN Co., West Orange, N. J., appoints A. W. Lewin Co., New York, as agency for its "Chimney Sweep" mildew remover and "De Moist," mildew preventative. Present radio plans call for spots and some participations in St. Louis, Kansas City, Chicago and other Midwestern Cities, with emphasis on "Chimney Sweep." Company's radio budget not expected to exceed $15,000.

Network Accounts • • •

TONI Co., Chicago, for Toni Home Permanent, is sponsoring, on alternate days, 10:15-10:30 a.m. segment of CBS daily Arthur Godfrey Show. Sharing sponsorship of quarter hour on other days, is Wildroot Co., for its hair tonic. Agency for Toni is Foote, Cone & Belding, Chicago.

Adpeople • • •

FRANK A. OBERNDORFER appointed assistant advertising and sales promotion manager of Receiver Sales Div., Allen B. DuMont Labs Inc. He will assist HENRY R. GEYELIN, DuMont's advertising manager, in national and cooperative advertising campaigns, as well as handling of sales promotional activities with DuMont dealers and distributors. Mr. Oberndorfer has been engaged in advertising and sales promotion functions for past four years.

"MEH-HEE-KOH" touch adorns WPDQ Jacksonville studios and "super" sales meeting as promotion and merchandising plans for the Frederic W. Ziv Co. transcribed program The Cisco Kid and a related contest are discussed. Sponsor of the series is Foremost Dairies, Jacksonville. Pointed at the table are (l to r): Frank Taylor Jr., assistant manager of WPDQ; Robert R. Feagin, WPDQ general manager; Ed Volkwein, vice president of sales for Foremost; and Rex K. Smith, sales manager for the dairy. Others attending included salesmen and other employees of Foremost.

Page 16 • October 24, 1949
Mr. Arthur S. Pardoll
Sullivan, Stauffer, Colwell & Bayles, Inc.
437 Fifth Avenue
New York 16, N. Y.

Dear Art:

Maybe he'll deny it . . . but "Jim" McConnell, NBC Spot Sales Director, can, really sing.

Fact is, he's humming a new tune these mornings, the lyrics for which were provided by WGY. The song goes something like this:

**TUNE EIGHT-ONE-O FOR A NEW MORNING SHOW ... THE SPONSORS ARE HAPPY, HI-HO, HI-HO . . . and here's the story behind the song:**

WGY has just inaugurated a new series of morning program features which include EARLE PUDNEY at the turn-table and the keyboard, for 90 minutes, with inspired palaver and top-notch platters. GARY STEVENS, nationally-known recording star, shines with the WGY HEPTET in the "A. M. SHOWCASE" -- 8:45-9:15.

"MARTHA AND VERN" follow with recipe wrinkles, homespun facts, and all sorts of comical hi-jinx. Martha Brooks and Vern Cook are a real selling team -- a happy combination.

What a beautiful morning for the listener, the advertiser . . . and my secretary. (She is lately spending more time at the dial than the file.) It's music to everybody's ears the way the new talent handles the commercials . . . and that's the payoff for the sponsors participating in these shows.

Little wonder Director McConnell is giving out with the dulcet tones. Give yourself a treat. Call him up on Circle 7-8300 and make him sing. We'll wager you'll sing too.

Cordially,

R. B. Hanna
STATIONS MANAGER

Schenectady 5, New York
October, 1949
RCA STUDIO OR FIELD CAMERA
FRICHTON HEAD, MI-26205
METAL TRIPOD, TD-11A
TRIPOD DOLLY, TD-15A

TYPICAL COMBINATION NO. 1
Complete camera set-up for maximum operating convenience. Friction Head, MI-26205 gives camera 360-degree panning and full tilting action. Has "degree-indicators" scales and locking handles. All-Metal Tripod, TD-11A uses individual tie rods and center post for sturdy bracing. Each leg has position calibration and locks. Movable spike points permit set-ups on rough surfaces. Unit folds into compact, self-locking package. Tripod Dolly, TD-15A takes up a circular area only 57" diameter. Wheel stops for fixed positions. Folds and carries in a compact package.

RELAY TRANSMITTER, TTR-1A
TRIPOD MOUNT ACCESSORY KIT, MI-2651B
RELAY TILT HEAD, MI-26206
METAL TRIPOD, TD-11A

TYPICAL COMBINATION NO. 2
A complete vhf relay transmitter for difficult terrain and long distances, where radio relay is more practical than coaxial cable. Tripod Mount Accessory Kit, MI-2651B provides means for mounting relay equipment to tripod. Includes mounting plate, saddle, and bolts. Relay Tilt Head MI-26206 provides wide adjustment angles for vertical tilt and horizontal rotation. Sealed bearings for all-weather service. Accurately calibrated. Individual locking handles. Metal Tripod TD-11A same as Combination No. 1.

Dollahs, booms, stands,

MICROPHONE BOOM AND PERAMBULATOR, MI-26574
The ideal audio boom. One operator can follow the sound, or move from one sound source to another —easily and quietly. "Cunning" device revolves directionally through 360 degrees. Radius of boom can be extended to 17 feet, retracted to 7 feet, 4 inches. Can be elevated from 6 feet, 3 inches to 9 feet, 5 inches above the floor. "MAGIC LOCK" BOOM STAND, KS-4A—The handiest microphone boom ever designed for TV studios. Convenient locking devices enable operator to control it with one hand. No set screws. No release mechanisms. No slipping. Each adjustment locks into position. Moves in a 180-degree arc and a base radius of 26 inches. Silent in operation.

DE LUXE TV STUDIO CRANE—Specifically for large studios. Enables you to get dramatic view zone angles, smooth panning of big scenes, approaches, retreats. Lens height: from 2 to 10 feet above the floor. Full 360 degrees panning around the crane base. 180-degree panning of the turret table. 100-degree up-and-down lift. Turns in a 6-foot radius.

STUDIO CAMERA DOLLY, TD-3A—Similar to the dollies used in film studios—but both front and rear wheels turn to the side. Entire unit can be moved sidewise. Stops lock the dollies in a fixed position. Camera crane boom can be elevated from 23 inches to 74 inches above the floor.
mounts, accessories...

for every TV set-up

Pictured on these pages are typical units and combinations from the most complete line of television accessories in the industry—application-engineered to meet every pick-up situation called for in your TV operations.

This line of mechanical accessories enables you to select just the right combination for your station operation. It includes every device needed for providing universal camera action in the studio and the field. It provides additional flexibility for maneuvering and covering shots from any angle.

RCA TV accessories are stoutly built to withstand the tough wear and tear encountered in field and studio operations. Yet each unit is a model of mechanical simplicity—easy to transport, easy to set up, easy to adjust, and easy to handle.

RCA TV accessories like these are used today in nearly every television station in the country. For complete information on the entire line, call your RCA Broadcast Sales Engineer. Or write Dept. 19JD, RCA Engineering Products, Camden, New Jersey.
"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:

□ $70 □ $120 □ $200 □ $350 □ $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 -- GUARANTEED CIRCULATION: 17,000

AM, FM, TV STATION LOG BY CITIES
MEDIA COSTS
ANALYSIS OF 1949 RADIO
RADIO AND TV BILLINGS
DIRECTORIES OF NATIONAL AND REGIONAL ADVERTISERS
AUDIENCE ANALYSES
PROGRAM RATINGS
THE WORLD'S LARGEST DISC JOCKEY SHOW!

Yes, each Saturday these top recording artists spin the discs, in quarter-hour segments, from 1:45 to 5 p.m.

NATIONAL REP. FORJOE & CO.
Dave Morris, Gen. Mgr.

"Your Good News Station"

k-nuz
9th Floor Scanlan Bldg.
HOUSTON 2, TEXAS

Milestones

THE indomitable Isaac Potts (2d left), sponsor of Little Potts Sing 'N Win on WFRB Baltimore, celebrates the ninth anniversary of his program by taking over the job of m.c., commercial announcer and the part of second tenor in the Lather Boys Quartet. The studio audience seemed to think Mr. Potts has talent and salesmanship.

Robert Trout, NBC newscaster, commemorated his 18th anniversary, behind a microphone on Sunday, Oct. 16, by re-reading his first news program. Startled listeners heard reports on the Manchurian crisis and League of Nations council sessions, the impending death of Thomas Edison and a political scrap involving Huey P. Long.

Charley Stooker has celebrated his 17th anniversary in early morning radio in St. Louis. He is the farm editor for KXOK St. Louis. He originated the Farm Folks Hour at KMOX that city in 1932.

WXYZ-TV Detroit celebrated its first anniversary Oct. 9 with announcement that it is now telecasting 49 hours per week.

Kenyon & Eckhardt Inc., New York, is celebrating its 20th anniversary this month.

Jay Stewart, m.c. of ABC Surprise Package, celebrated his 10th year on radio Oct. 14.

Don Wilson this month celebrates his 26th year in radio and 20th year as an announcer.

Monty Masters, writer-producer at KBNC San Francisco, celebrated the first anniversary of his weekly afternoon Monty Masters Variety Show, with large studio party at KNBC's Radio City last week.

Herman D. Taylor has completed a quarter of a century with WITC Hartford, Conn. He is plant manager for the station.

V. La Rosa & Sons, extensive users of Italian-language radio time in the Northeast, celebrated the beginning of their nineteenth year of broadcasting in the same time-slot on WOV New York. Program, La Rosa Hour, has been placed by Commercial Radio Service, New York, since its inception.

MCCANN - ERICKSON Honors 30-Year Executives

TWO executives of McCann-Erickson, San Francisco, retiring after more than 30 years service, were honored at a testimonial dinner at San Francisco's Bohemian Club Oct. 12. Five other active executives with more than 30 years in the firm shared honors with the retiring members at the dinner.

Leaving the agency were: Edgar Persons, vice president and account executive who joined McCann-Erickson in 1919, and Francis Toshbunher, art director, who joined the firm in 1917. Guests of honor remaining with the firm were Henry Hauser, vice president and general manager, with the firm 35 years; Roswell Cochran, vice president and account executive, 30 years; Frederick H. Mccrea, vice president and account executive, 30 years; Joseph H. Eastman, copy department, 30 years; H. W. Thomas, Los Angeles account executive, 30 years.
NORTH CAROLINA IS THE SOUTH'S No. 1 STATE AND NORTH CAROLINA'S No. 1 SALESMAN IS

50,000 WATTS
680 Kc.

WPTF NBC AFFILIATE

* also WPTF-FM *
RALEIGH, North Carolina

National Representative FREE & PETERS INC.
NELSON DISCUSSES P. I.

By LINNEA NELSON

IN VIEW of the many articles and letters published recently in connection with per inquiry broadcasting, I can't resist commenting on the subject. Never having purchased any of this type of broadcasting I hope that I am able to present a strictly unbiased attitude.

Not long ago I wrote the NAB on the subject of rate cutting, local vs. national rates and per inquiry broadcasting; and concluded by saying that the last would seem far more legitimate than the other two.

Early this year I brought up the subject at the national meeting of our AAAA Committee on Radio and Television Broadcasting. This committee is made up of people involved with time buying from all sections of the U.S. Much to my surprise, a few of the members were unaware of this form of purchase in the broadcasting business. Of those who knew about it, some had been approached by stations offering this type of buy and others by their clients who had been approached either by stations or companies which are specializing in this type of business.

As a group of timebuyers who are responsible for knowing about everything that is going on, we felt it necessary to recommend that the AAAA send a bulletin to all its member agencies advising them of what seems to be a fairly widespread practice. Our position, on any such matters, is not to recommend for or against such use, but to advise that should it be necessary for them to look into it there is no reason why such a purchase must be limited to a certain few. We said it was the responsibility of any advertising agency to be in a position to purchase for its clients anything that anyone else can, at an equally low cost and just as effectively.

It was pointed out at our meeting that in addition to some companies specializing in per inquiry business—who incidentally are not active with working with advertising agencies and granting the customary commission—many stations carry this type of broadcasting on their own. We said there was no available list of such stations and did it need to be necessary to get the information it would be necessary to write to the stations. That could be why some inquiries are being marked down.

I have personally had several sales pitches made to me for per inquiry business by good stations—and they are NAB members. (Let's face it—dhalos does not automatically become a part of the membership of any industry organization!) As a result of one of these sales stories I presented the plan to a mail order account which uses newspapers (straight rate basis, though). However, the station after seeing the product felt it had to be shown in color and would not make a good per inquiry item for radio.

Not All Suitable

May it be fortunate that not all products are suitable for mail order per inquiry broadcasting, because then our lives might very well be based on a day-to-day existence rather than building toward a constructive future for manufacturing, distribution and sales. Local retail sales outlets are a part of our American way of life, and it doesn't seem possible that per inquiry broadcasting can grow to such an extent that the present system will be damaged. And I do not think that manufacturers could continue to pay such a high percentage of the sale price of an article for very long. (At least, not the percentages I heard quoted.)

Has anything been heard publicly from any of the stations that carry per inquiry broadcasting? Have what been their experiences?

IN THE COURSE of 22 years service with J. Walter Thompson Co., New York, Linnea Nelson, timebuyer, has bought more than $100 million in time.

The agency, one of the most active in radio and television, handles an estimated billing of $12,-000,000 a year in those media. It's full radio activities include national network spots for Swift & Co., Libby, McNeill & Libby, Kraft Foods Co., John-Manville Corp., and Lever Bros.


In television, the agency has network programs for RCA Victor, Lever Bros., Kraft Foods Co., P. Ballantine & Sons, Wine Advisory Board, Scott Paper Co., and Libby, McNeill & Libby. It handles local television programs for J. B. Williams Co. and Ford Dealers Assoc. of Southern California.

Miss Nelson joined J. Walter Thompson's New York office in 1927 as a typist. Soon she began working on the then pioneering problem of buying radio time. She bought the first network show, for Royal Desserts, in 1929.

She is a member of the board of directors of Broadcast Measurement Bureau and a member of the American Assn. of Advertising Agencies' timebuying committee. She was a principal contributor in the writing of the first AAAA-NAB radio contract and has been prominent in rate card standardization and audience measurement activities.

The AAAA's Statement

On Per Inquiry Business

BULLETIN NUMBER 1737 Aug. 24, 1949

OUR Committee on Radio and Television Broadcasting has recommended that member agencies be billed for broadcast advertising, whether direct or through their advertising agency, at the customary 15 per cent commission for all sales made on per inquiry business.

In most instances, the advertiser—either direct or through his advertising agency—pays the station, as compensation for air time, a percentage of the total sales of items sold as a result of such broadcasting. In many cases where the agency is handling the advertising, the customary 15 per cent commission is allowed on the amount billed.

Rates for this type of advertising are not published in any instance that we know of. As a result, it is almost always necessary for the agency to make exceptions to their current policies.

All broadcast representatives of the National Association of Broadcasters and the National Association of Radio Station Representatives are on record as opposed to per inquiry business in principle. The N.A.B. tells us that in some instances agencies have lost other clients because of handling per inquiry advertising.

If clients of A.A.A.A. agencies are interested in per inquiry business, they should be made aware of the fact that this type of broadcasting, when sold by a station is available only to the station's acceptance of product and copy.

*Editor's Note: Two paragraphs indicated were deleted as confidential to its membership.——

Would they recommend that other stations look into it—and if so what should they watch out for? It would be extremely interesting to get the point of view of the user. The user should not be ashamed to tell his story because the evident growth of per inquiry broadcasting is a testimony to the fact that it has paid out for some products.

I may yet be involved in writing stations throughout the country inquiring about their policies in this connection. And I won't hang my head in so doing because I can't buy anything the station doesn't want. And in writing to find myself in the position of buying any per inquiry broadcasting as a service to any present or future clients, you can bet that I'll cut the costs.

(Continued on page 85)
ABC STOCK SPURT

A SUDDEN FLURRY of trading in the New York Stock Exchange has lifted ABC stock out of the doldrums in which it had languished since early this year and by last week revived speculation as to the identity of buyers.

After a short period of brisk activity in January, during which the stock rose to a high of 10 and ¼, the ABC issues began a decline in volume and price, which reached bottom before the middle of the year and was helped into a drug on the market at 5 and ½.

The recently accelerated trading has elevated the price to as high as 8 and ¾, reached last Wednesday, when 9,800 shares changed hands.

Reasons advanced for the increased activity varied, but competent observers agreed that the rise in price that accompanied an enlargement of volume could indicate only that a buyer's market prevailed.

The situation was not unlike that which obtained at the end of 1948 and the beginning of 1949 (Broadcasting, November 17) when weak trading at one point reached a total volume of 38,800 shares in a market in which prices rose steadily.

At that time it was projected that Twentieth Century-Fox Film Co., or its president Spyros Skouras, may have been endeavoring to acquire a piece of ABC stock buying after the failure of efforts by the film company to negotiate the purchase of ABC from Edward J. Noble, ABC chairman of the board and principal stockholder.

There was no confirmation of that conjecture then, and there was none to indicate it might be so now, although plainly the behavior of the market suggested centralization buying in ABC stock.

Last December, when the trading in ABC stock also indicated a buyer's market, it became known that three executives of the corporation had unloaded a total of 51,800 shares they had owned directly.

One of them, Robert E. Kintner, executive vice president, has sold still more of his stock as recently as last month, it was learned. In September Mr. Kintner sold 1,900 shares, leaving him with 12,700 still in his direct ownership.

As of the first of the year Mr. Kintner held 16,000 shares. He disposed of 1,400 in the interval between then and last Sept. 1.

The spurt in ABC stock trading was coincidental with a rise in volume and price of other so-called radio stocks, including RCA and CBS, most of which have improved in recent weeks.

Wall Street observers attributed the general increase of interest in radio issues to a belief by the public that anticipated Christmas sales of radio and television receivers will like the prices of manufacturers stocks.

The explanation, however, would hardly apply to ABC which manufactures nothing and relies exclusively upon income from broadcasting. The suggestion that despite its lack of manufacturing ABC might be riding the tail of a wave of buying by ordinary investors in radio stocks generally was rejected. Every exploration of the motivation of ABC buying led back to the apparently inescapable conclusion that the buying was not being done by just folks.

As long as last April Mr. Noble himself, at an annual stockholders meeting, described ABC as speculative and not a proper purchase for investors of small means.

Reports Substantial View

Subsequent financial reports issued by ABC have indicated no reason to alter Mr. Noble's estimate. The mid-year report showed the network suffered a net loss of more than $24,000. Although time and program sales since then have doubtless improved ABC's position, they have not been in sufficient quantity to justify any change in the description of ABC stock as speculative, observers felt.

The recent movement of ABC stock on the New York Stock Exchange is shown in the following day-by-day schedule.

<table>
<thead>
<tr>
<th>Date</th>
<th>Volume of Shares</th>
<th>Closing of Price</th>
</tr>
</thead>
<tbody>
<tr>
<td>Oct. 7</td>
<td>600</td>
<td>7 7/8%</td>
</tr>
<tr>
<td>10</td>
<td>1,100</td>
<td>7 5/8%</td>
</tr>
<tr>
<td>12 (Holiday)</td>
<td>500</td>
<td>7 5/8%</td>
</tr>
<tr>
<td>13</td>
<td>2,000</td>
<td>7 3/8%</td>
</tr>
<tr>
<td>11</td>
<td>1,200</td>
<td>7 1/8%</td>
</tr>
<tr>
<td>18</td>
<td>13,900</td>
<td>7 3/8%</td>
</tr>
<tr>
<td>19</td>
<td>9,700</td>
<td>7 3/8%</td>
</tr>
<tr>
<td>20</td>
<td>1,600</td>
<td>7 1/8%</td>
</tr>
</tbody>
</table>

On Oct. 18 ABC was among the 10 most active stocks on the exchange.

BLOOD BOILS at the NARBA conference in Montreal, and it isn't all Latino.

Our delegation is aroused because of what it probably regards as ill-timed and unwarranted official proposals in "Sanctions," economic as well as electromagnetic, against the wave-jumping of Cuba and Mexico, (in utter disregard of our hemispheric understanding). And the Cubans (Mexico isn't officially attending the conference) are reportedly alarming that U. S. broadcasters have committed a diplomatic gaucherie (the accepted term is "insult").

This strange state of affairs erupted last week after the NTA invited "second delegations." The U. S. broadcasters have committed a diplomatic gaffe in a "distinguished" meeting in Pinehurst, adopted a sizzling resolution aimed at Mexico and Cuba. The resolution emanated from a district which has cradled many a controversy. It is a district in which every man is an orator, and every orator a zealot.

The resolution having been duly adopted, copies were sent to President, the Secretary of State, the Chairman of the FCC, the Chairman of the U. S. delegation to NARBA, and the members of the Senate and House Foreign Relations Committees.

The U. S. delegation to Montreal was polled. Only one of 20 felt the resolution was warranted. The others deplored it. The view was that the conference could get somewhere if patience and tact were used. To threaten another war or economic sanctions, it felt, would bring together the delegation from Cuba, which till now has been divided. It would fire the spirit of nationalism.

We are not schooled in the devious ways of diplomacy. We do understand the Latin-lett's-put-off-until-tomorrow-what-can-be-done-today approach. We do believe that the Cuban demands were a grandiloquence, but that she was only a covenanted delegate for position. And that Mexico absented itself because it had nothing to gain by being present.

Facts are facts. Cuban and Mexican stations are causing ruinous interference on many of the channels assigned by treaty to the U. S. They are wave-jumping all over the spectrum. Such tactics do not augur for good faith or good fellowship.

We deplore high-pressure tactics. And we certainly are in favor of tact just as vehemently as we are against it. But cooperation, whether its international or local, is a two-way street.

The first move, it is crystal clear, is for the Cubans and the Mexicans to get on their own sides of the radio street. Then let the NARBA conference proceed in orderly and gentlemanly fashion on equitable allocations and uniform standards.

We respect our Latin neighbors. They should respect us in kind.

Let's bury the tomahawks and machetes, and start from the beginning with a return to common sense and good faith. There will be time enough for pyrotechnics, ethereal and otherwise, if negotiations break down.

Mexico and Cuba: It's your move—back to the pre-Montreal assignments.

A SUDDEN FLURRY of trading in the New York Stock Exchange has lifted ABC stock out of the doldrums in which it had languished since early this year and by last week revived speculation as to the identity of buyers.

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PROTECT U. S. CHANNELS

By J. FRANK BEATTY

U. S. BROADCASTERS will fight for the right to keep the North American air free from chaotic Cuban and Mexican interference, judging by first industry reaction to Latin squatting on American frequencies in defiance of post-NARBA pledges. 

NAB District 4 broadcasters set the pace for an all-out battle to protect U. S. channels at the Oct. 1-3 NAB meeting, N. C., meeting. Nearly 300 delegates unanimously adopted a stinging resolution calling on governmental agencies to invoke full sanctions against Cuba and Mexico (see text below).

The action indicated that growing industry indignation over the destructive interference will receive the attention of the White House, State Dept., Congress, FCC and particularly the members of the U. S. delegation attending the third NARBA conference now in session at Hotel Windsor, Montreal.

In its spontaneous action, District 4 threw into the battle the weight of 207 stations whose delegates took an active part in what was described as the largest district meeting in NAB history.

Campbell Arnoux, WTAR Norfolk, district director, and Frank U. Fletcher, WARL Arlington, Va., FM director-at-large, in convention group (I to r): Don S. Elias, WWNC Asheville, N. C.; Mr. Arnoux; Mr. Fletcher; George B. Storer, WWVA Wheeling, W. Va.

NARBA Reaction

Regrets District 4 Action

THREATS to invoke economic sanctions against Cuba and Mexico to halt their channel grabbing, as proposed by NAB District 4 (see story this page), were regretted last week by most members of the U. S. delegation at the Montreal NARBA conference.

A poll by Broadcasting, taken after members of the American group had been informed of the District 4 action, showed that only one delegate endorsed the strongly worded resolution.

High-pressure tactics at this point in the diplomatic maneuvering might arouse nationalistic spirit among factions within Cuba's delegation and upset the progress already made, most of the U. S. delegates contacted pointed out. This would mean a loss of goodwill among the Cubans, it was felt, and tend to preclude any chance that Mexico might go along with a treaty should one be adopted.

Action of District 4 was viewed by some of the U. S. delegates as inappropriate and untimely. Adoption of such a resolution during early stages of the negotiations, or even before the conference got down to serious business, would not have embarrassed the U. S. delegation, it was suggested, but it makes the whole job tougher now that the official preliminaries are out of the way.

One delegate's view was that the resolution would be regarded by both Cubans and Mexicans as an affront and produce the very opposite reaction from that anticipated. Another view was that the interference situation is critical and demands plain talk.

The Montreal NARBA conference, under way a month-and-a-half, approached the critical stage at the weekend as a technical committee started setting up a list of stations regardless of channel classification and with each country putting down its objection or lack of objection.

With this narrowing of the issues, the committee started at 540 kc and prepared to go right down (Continued on page 35)

BROADCASTING • Telecasting

October 24, 1949 • Page 25
RCA asked FCC last week for two months’ postponement of the Nov. 14 comparative demonstrations of color television systems, while Philco Corp. and Allen B. DuMont Labs. in the meantime went to the aid of Color Television Inc. in work on equipment for the CTI system, including a direct-view color tube.

In its bid for delay of the comparative showings until January, RCA told the Commission it needs the extra time for adequate field-testing of its color system and for production of additional direct-view sets to permit a “fair” comparison with rival systems. Further, RCA contended, a postponement should be made so that CTI may participate then.

FCC’s official time-table for the hearings, issued the week before [Broadcasting, Oct. 17], made no provision for sessions after the completion of cross-examination, which is scheduled to start Dec. 5 and probably will take up most of the month. It called for Nov. 14 comparisons of the RCA and CBS color systems and black-and-white to be shown by DuMont.

RCA told the Commission, however, that CTI not only expects to be given a comparative showing with RCA and CBS, but also has indicated, through counsel, that “CTI plans to have its equipment in Washington by the end of January for the purpose of such a comparative demonstration.”

The Commission is slated to go to San Francisco for an official look at the CTI system the week of Nov. 28, though Comr. Robert F. Jones suggested several times last week that this showing might better be held in the East.

Preceding disclosure of Philco’s and DuMont’s decision to work with CTI, counsel for Radio Mfrs. Assn. reported that manufacturers feel each of the rival color systems is entitled to a demonstration with the best apparatus available. Thus, it was pointed out, CTI had been offered assistance on equipment problems including development of a direct-view tube, which figures prominently in the CTI outlook.

CTI spokesmen have estimated that with a direct-view tube existing black-and-white sets might be converted to CTI color for about $65 to $75. Their current proposals, however, are based on use of projection sets.

Using the projection method, they estimated CTI color sets would cost from 5 to 10% “more or less” than existing monochrome projection receivers; that present projection sets could be converted for about $100, assuming a re-sale value of approximately $100 for the parts replaced, and that conversion of direct-view sets-again, with a direct-view tube is available—probably would cost $200.

CTI Vice President George E. Sleeper Jr., who presented the estimates, was questioned sharply about his assumption that replaced monochrome parts would have a substantial re-sale value.

Except for brief questioning of Dr. Peter C. Goldmark, developer of the CBS color technique, the week’s sessions were devoted to CTI testimony, most of which centered on highly technical explanations of the all-electronic, “completely compatible” system. Witnesses were Mr. Sleeper and Samuel B. Smith and Col. Donald K. Lippencott, of San Francisco.

The Commission meanwhile was told by Skiatron Corp., of New York, that it held patents on a “subtractive” color system which is superior to “additive” processes employed in the RCA and CBS systems, and that it would have witnesses available to testify after Nov. 15.

FCC’s intention to make its own tests of the RCA, CBS, and CTI color systems was made clear earlier in the week when Chairman Wayne Coy called upon these firms to deliver receivers to the FCC laboratories.

(Detailed resume of hearings, page 42)

Color TV—This Week’s Summary

**RCA**

**CBS**

**CTI**
GROSS BILLINGS of the four nationwide AM networks in August totaled $12,164,974, according to figures released last week to BROADCASTING by Publishers Information Bureau. Figure is 14.5% below the combined network gross time sales of $14,231,502 in August 1948.

Combined network gross for the first eight months of this year, according to PIB data, is $125,-
027,864. This total is 3.5% below the $129,616,007 for the same period of last year.

Procter & Gamble Co. was the leading network advertiser in August, from the standpoint of time purchased, using $1,076,631 worth of network time, before discount. Sterling Drug Co. was second, with gross network time purchases of $600,029 during the month. General Mills ranked fourth, with a gross of $531,399, just edging out Miles Labs whose gross was $531,166. Liggett & Myers was fifth with $490,964.

(For the ten leading network clients, see Table I.)

Food Leads

Analysis by class of advertiser (Table II) shows food advertising as the leading user of network time during August, accounting for $2,689,605 worth of network time, or 22.1% of the total used by all types of advertisers.

Toiletries ranked second in August, with $1,935,220, or 16.0%; smoking materials (cigarettes, etc.) third, with $1,738,262, or 14.3%; drugs fourth, with $1,610,-
752, or 13.2%; soaps and cleansers fifth, with $1,254,985, or 10.3%.

The same rank order obtains for the first eight months of 1949.

Last year, however, the order was somewhat different. Foods were first and toiletries second as this year, but in August 1948 drugs ranked third, soaps fourth and tobacco products fifth. For the first eight months of 1948, the order was foods, toiletries, drugs, smoking materials and soaps.

Table III lists the advertisers using the most network time in each product group.

**TABLE I**

<table>
<thead>
<tr>
<th>Product</th>
<th>1949</th>
<th>1948</th>
<th>1949</th>
<th>1948</th>
</tr>
</thead>
</table>
| P&G Top in Aug. | **Mr. FRANCO** Takes Kudner Executive Post **CARLOS FRANCO** formerly with Young & Rubicam, New York, and a veteran in the radio business for the past 25 years, will join Kudner Agency [CLOSED CIRCUIT, Oct. 17] as general executive on Oct. 31.

Mr. Franco was with Y&R for the past 13 years as associate director of radio and chief timebuyer. Prior to his association with the agency he was with NBC as a salesman.

During the war he was general consultant to the office of the Co-ordinator of Inter-American Affairs besides his duties at Y&R.

He has been chairman of the broadcasting and telecasting committee of the AAA since its inception, and a BMB director.

Brewer Jeps PC&H

WILLIAM BREWER, national spot salesman at NBC Chicago for the past year, Nov. 1 joins Potts, Calkins & Holder Agency, Kansas City, Mo., as radio and television director. He was former manager of an Armed Forces Radio Network in Italy.

**BANK RADIO**

**Financial PR Group Discusses**

Radio will continue to be an important advertising and entertainment factor for several years, "despite TV's phenomenal inroads," W. W. Delamater, assistant vice president, Land Title and Trust Co., Philadelphia, said Thursday at a radio clinic of the Financial Public Relations Association in Chicago. The FRA, with 1,075 members in the U. S. and Canada, met in annual convention at the Edgewater Beach Hotel.

Among the 99 clinics conducted Wednesday, Thursday and Friday for 70 association members were two on radio and one on TV. Mr. Delamater was panel chief for the Thursday radio session, outlining "The Future of Radio."

Predicting continued effectiveness of daytime radio, Mr. Delamater anticipates a three-to-six-year period before video will have enough circulation to be a "serious threat" to nighttime radio. "While it is probable that AM station rates will increase, TV ad rates unquestionably will be pushed upward far from that much greater degree. This disparity will grow greater," he asserted. "TV probably will be limited ultimately almost entirely to network and large national advertisers, with local stations tailoring shows and commercials to suit local advertisers budgets."

Because banks are acquiring a "sharpened sense of advertising values," they are using radio in increasing amounts, in the opinion of Frank R. Warden, vice president, Central National Bank and Trust Co., Des Moines, Iowa. Mr. Warden, who opened the radio clinic Wednesday afternoon, pointed out that for the increased use of radio by banks is the greater newspaper production costs. "It's doubtful that the same multiplicity of costs faces radio stations."

"Astute timebuying enables a modest advertiser to reach a maxi-
(Continued on page 84)
MBS SHIFT

Hult Moves to New York Office
As Sales Vice President

ADOLF N. HULT, MBS vice president in charge of the Central Div. since 1945, last week was promoted to vice president in charge of sales for the network.

His appointment is effective today, Oct. 24.

Mr. Hult replaces Z. C. (Jess) Barnes who resigned after nearly five years as the sales vice president and more than seven years with Mutual.

Although no announcement of a successor to Mr. Hult in Chicago was made, it was learned that Carroll Marts, who was appointed sales manager of the Central Div. last August, would become chief executive, but without the vice president's title.

The appointment of Mr. Hult culminated a series of rearrangements in the executive level of Mutual since Frank White became president. It was believed no other executive changes were contemplated.

Joined MBS in 1934

Mr. Hult, a native of Chicago, joined the MBS when it was formed in 1934, as an account executive, after four years of service in a similar capacity with WGN Chicago. In April 1941, he became sales manager of the MBS Central Div. and was elected a vice president in March 1945.

Mr. Hult's first business experience was as a reporter for a Moline, Ill., newspaper. Later he became a sales representative of the National Lock Co. in Rockford, Ill., leaving in 1930 to join WGN.

As vice president in charge of sales, he will move to Mutual's New York headquarters.

Mr. Marts, a native of Ankeny, Iowa, was associated with the Atlantic & Pacific Tea Co. from 1929 to 1942, rising to chief accountant in Chicago. He joined Mutual in January 1943, in sales service in Chicago and later became sales service supervisor.

In 1949 he was made assistant to the Central Div. vice president, became an account executive in the Central Div. in 1947 and business manager of mid-western operations in July 1948. Mr. White appointed him sales manager of the Central Div. last August.

PRESTON LEAVES WGN

Dennis Acting Program Dir.

WALTER J. PRESTON, program director of WGN Chicago for the past four and a half years, has resigned, and Bruce W. Dennis, assistant to General Manager Frank P. Schreiber, has been named acting program director, Mr. Schreiber announced Thursday. "Mr. Preston resigned to enter the management end of the broadcasting industry," the announcement said.

Mr. Preston was program director of WBBM Chicago from 1941 to 1947 and for some time prior to joining WGN was an independent producer of program. Mr. Dennis joined WGN as director of public relations in 1946.

STONE ELECTED

Heads Tenn. AP Bestrs.

HARRY STONE, general manager, WSM Nashville, was elected chairman of the Tennessee Associated Press Broadcasters at an organization meeting in Memphis. Elected vice chairmen were Leslie R. Brooks, WTVS Jackson, and Cliff Goodman, WETB Johnson City.

The state radio association agreed upon the following as its primary aim: To work for closer cooperation among AP member radio stations to the end that broader and more complete news coverage be provided in the state. A continuing study committee will be appointed to work out mutual problems with a three-man committee already selected by the state AP newspapers.

McCREERY BUYS

SB&M Controlling Interest

WALTER McCREEERY, president of Smith, Bull & McCreeery Adv., Hollywood (with other offices in New York and San Francisco), has purchased controlling interest in the agency and has moved to 9344 Wilshire Blvd. in Beverly Hills.

Although no full explanation was given for the fact that Frank Bull and V. R. Smith will continue to operate at their present address of 6642 Sunset Blvd. under the agency name of Smith & Bull, reason given for the move is "the agency's rapid expansion in the national advertising field."

Under the realignment Mr. Bull will remain on the board of directors of SB&M and Mr. Smith hold stock, but it was pointed out that the corporation will announce a name change "to avoid confusion of the similarity in names."

The bulk of the personnel will remain with Mr. McCreeery's operations. The San Francisco office, headed by Robert Selby, and the New York Office, headed by Maysfield Kaylor, are both expected to be enlarged "as part of the expansion program."

CBS, RADIO GUILD

Negotiations Are Resumed

CBS and its white collar workers resumed negotiations last week at the point where they were broken off Oct. 14. On that day, the network had called off a scheduled meeting after a large group of the workers, members of the Radio Guild, UOPWA, CIO, proceeded to the office of Joseph H. Ream, CBS executive vice president, and demanded an audience.

By demonstrating, the union said, they were protesting CBS' position that a new NLRB election is necessary to determine whether the guild is still the proper bargaining agent, and whether the bargaining unit should include employees whom CBS considers confidential or supervisory.

THIHS happy group lines up during a break in District 5 meeting: Seated, 1 to r, Reggie Martin, WJHP Jacksonville; Charles Smithgall, WGGA Gainesville, Ga.; Harry Camp and Owen Under, both of WQAM Miami; back row, 1 to r, L. H. Christian, WRF. Athens, Ga.; Ted Anthony and Bill Von der Busch, both WMIE Miami; Pete Kettler, WGBS Miami; Jim Bailey, WGAR Atlanta; C. P. Persons, WAPI Birmingham, Ala.

CARL HAVERLIN (third from right), of BMI, New York, takes time out during District 5 session to tell Ruth Brady of WBBS Pensacola, Fla., that BMI popular music has surpassed ASCAP for the first time in BMI's nine-year history. Others in group are: 1 to r, James Blackburn, Black- burn & Hamilton, Washington; Robert Feagin, WPDQ Jacksonville; Tom Gilchrist, WTMC Ocala, Fla.; Allen Brown, WLOF Orlando, Fla.
GOVERNMENT agencies, queried on their individual communications needs by a Senate Interstate Commerce subcommittee to study spectrum space, had not replied last Wednesday as the 81st Congress adjourned for 1949.

There were signs, meanwhile, that the communications subcommittee, headed by Sen. Ernest W. McFarland (D-Ariz.), may concentrate on the question of domestic and international communications before delving specifically into the division of frequencies between private and government users.

This was indicated last week when W. P. Marshall, president of Western Union Telegraph Co., in a letter to Sen. McFarland urged establishment of a single system of domestic and international record communications—under private management and with WU as the nucleus.

Two-Forked Probe

The subcommittee’s two-forked inquiry, which would embrace allocation of precious frequencies for commercial broadcast (radio-TV) use as well as government operation of communications systems, has been under Congressional deliberation for some time. Sen. McFarland said the overall probe would be comprehensively undertaken sometime next January. Spokesmen indicated there would be little interim action until all replies have been sifted and weighed for study when Congress reconvenes.

Letters were sent to various government departments: State Dept., Army, Navy Air Force, General Services Administration, and Interdepartmental Radio Advisory Committee [Broadcasting, Oct. 17].

Text of the queries and replies won’t be disclosed until the latter have been thoroughly studied, Sen. McFarland said.

Sen. McFarland told Broadcasting he felt frequencies could be better utilized than at present, and that there was need for greater “coordination” of facilities than now exists. He hinted that he felt many frequencies at the present were not being fully utilized with respect to government agencies, though he preferred to reserve judgment until the facts are in.

Asked whether he felt FCC should be allotted more frequencies to fulfill its responsibilities to radio-television applicants, the Senator declined comment. Any recommendations will have to await a complete study of needs of the various agencies within the scope of the inquiry, he said, adding that the subcommittee will be guided similarly with respect to necessity for a hearing.

Sen. McFarland had asserted: “Only in the U. S. do we have a free, privately-owned system... In broadcasting, we have freedom of expression and opinion under a public licensing system; in the common carrier operation... we have privately owned operating companies. In neither case do we want the government’s finger in the pie.”

He told Broadcasting the inquiry did not result from complaints that government services, particularly the military, were pre-empting spectrum space.

“But we have had a feeling that frequencies could be better utilized than they are now and that the whole communications system should be reviewed toward that end. We’re going to study this thing overall before we make any specific recommendations,” he stated.

Some authorities feel that many of the operations overlap among the military and other agencies where duplication could be avoided through better coordination. Each branch, however, prefers its own communications link and private priority, sometimes between two points covering approximately the same area, they point out.

IRAC, which allocates frequencies as between those for government use and those allotted FCC for private radio purposes, is expected to be a large factor in the inquiry. The committee makes its recommendations directly to President Truman.

The probe is related in part to a three- ply investigation involving matters pertaining to international and domestic telegraph, telephone, and radio communications. It was authorized earlier this year by a Senate Resolution under the leadership of Sens. McFarland and Charles W. Tobey (R-N.H.), which also called for a study of FCC procedural practices. Sen. McFarland last summer conferred with officials of various communications companies (telegraph, etc.) looking toward that end.

Examine Record

Congressional probes indicated they would examine their relation to national security and international treaties and would legislate recommendations on the basis of their findings. Such findings are instrumental in helping legislators determine what policy to follow on overall allocations in view of always pressing demands for more frequencies.

Mr. Marshall stated that WU, subject to FCC’s determination of a fair rate, would purchase business of American Telephone and Telegraph Co. and others; that an integrated system of domestic communications would be developed with the national defense establishment; that WU would offer to purchase international telegraph facilities of RCA Communications, American Cable and Radio Corp. and other carriers.

He warned that if WU is compelled to merge with either the government or some competing form of service, “the only possible effective competition in the communications field will be destroyed.”

In his reply, Sen. McFarland said no company can successfully compete with the federal government and he felt that a merger of all types of communications would drive out competition in the communications field.

RENO ‘GAMBLING CLUB’ COPY

INCREASED FCC activity in the investigation of Nevada station’s files is reported, giving further impetus to speculation that the Commission may be launching another probe into gambling by the broadcast ofasersing result information [Closeo Circuit, Oct. 10].

KWRN (AM-FM) Reno told Broadcasting last week two FCC members, identified as Joseph Brenner, San Francisco regional counsel, and Robert Alfred, of Washington, personally went through the continuity files of the four Reno stations. Similar action at the Las Vegas stations has been reported from time to time.

Merrill Inch, general manager of KWRN said, “They took from the files all copy from gambling clubs and declared that it was to be submitted to the Commission for a ‘policy decision.’”

Dilemma facing the Commission, if an inquiry is being made into the broadcast of advertising for gambling devices and gambling establishments, is the fact that gambling is legal under Nevada state law. FCC spokesmen in Washington disavow knowledge of any “policy orders” being issued from Washington but say if field reports are under preparation they can not be revealed when received from investigators.

EXPONDING adage “that as long as people have ears, there will be a radio audience” is Allen Woodall, WDAK Columbus, Ga., NAB District 5 director. Group includes (front row, 1 to r): Tom Carr, Georgia Local Station Group... James Woodruff Jr., WRBL Columbus... Red Cross, WMAZ Macon; James LeGate, WIOD Miami; (back row, 1 to r) Charles Baskerville, WFLA Tampa; Alex Sherwood, Standard Radio, New York; Mr. Woodall; and Dan Schmidt III, George Hollenberg Co., Atlanta.

W. WRIGHT ESCH (seated, second right) of WMFJ Daytona Beach, president Florida Assn. of Bests, tells District 5 group that the next FAB meeting will be held Nov. 4-5 in Sarasota. Seated, left to r, Lewis Avery, Avery-Knodel, New York; Ed Mullinax, WLAG, LaGrange, Ga. (president Ga. Assn. Bests); Mr. Esch; George Storer Jr., WAGA-TV Atlanta; standing, William Corey, WXXY Sarasota; Addison Amor, RCA The- saurus; Glenn Marshall, WM&R Jacksonville; Bill Stubblefield, Capitol Records.
Radio-TV Win Corrective Legislation

FCC Actions

INITIAL decision for one new AM station and grants for new FM outlets reported by FCC. Eight AM stations given improved facilities. Six stations granted transfers, including $278,000 for KFIP, Paris, Tex. One FM and two AM authorizations deleted. Details of these and other FCC actions are given in FCC Round-up starting on page 72.

Radio week

In recognition of the radio industry's special problems in the creative and talent fields and labor legislation which in effect reverses regulations covering talent fees for radio and television.

In a measure (HR 5856) amending the Revenue Standards Act of 1938, legislators ruled that regular rates of compensation for employees do not include payments for talent fees, despite the fact that performers, including announcers, on radio and television programs.

Legislation placed the burden of interpretation, however, on the Wage and Hour Administrator, with respect to defining talent fees and their scope. That will have to be worked out as individual situations arise between performers and the broadcasting industry, it was indicated.

The new law modifies present regulations. The overtime wage paid on average hourly earnings as computed is paid as hourly earnings as computed by lumping together all talent fees with the regular weekly salary. Presently, the Administrator had no authorization to draw exclusions, sought by networks, which would eliminate the practice of including such fees for purposes of computing overtime. According to Richard P. Doherty, NAB's director of employer-employee relations.

Some announcers, for example, draw a certain base pay, within a union contract, in addition to larger sums as talent fees each week. The industry has contended that such a practice "unfairly penalized and harassed" radio broadcasting. It also claimed that, overall, overtime wage regulations tended to impair negotiations between radio unions and management to reach practicable collective bargaining agreements.

In passing the new standards, which raise the minimum wage from 40¢ to 75¢, Congress also corrected another grievance—one involving child performers in radio and television fields. It added them to the list of exemptions which already had embraced juvenile actors in the motion picture and theatrical branches. Also, exemption for "actors" was extended to "performers" as well.

The broadcasting industry never raised any question on the minimum wage provision, which it felt was "academic," since virtually all industry salaries or wages are above the former minimum level. Both AFRA (American Federation of Radio Artists) and the networks sought in 1945 to obtain a correction of the application of overtime regulations to talent fees—to limit overtime pay to standard rate of pay exclusive of such fees—it will be recalled. The Administrator informed them, however, he was legally unable to interpret the Act other than around the 40¢-75¢-a-week rate of pay.

Radio unions, such as AFRA, have generally regarded certain types of talent fees as extra compensation rather than regular rate of pay with a view to effecting more practicable collective bargain agreements.

The House and Senate turned down, however, industry's proposal that premium pay be mentioned with premium rates under extra compensation provisions. Mr. Doherty termed it questionable whether the limited specification of "premium rate" would encompass types of premium pay based on employees working the full normal workday or normal workweek.

Again collective bargaining agreements were cited as the core of contention.

Under the new law regular rates exclude in part:

(5) Extra compensation provided by a premium rate paid for work by the employee on Saturday, Sundays, holidays, or regular days of rest, or on the sixth or seventh day of the workweek, where such premium rate is not less than one and one-half times the regular rate established in the contract, or such like work performed in nonworktime on other days.

(7) Extra compensation provided by a premium rate paid to the employee in pursuance of a collective bargaining agreement, for work outside of the hours established in good faith by the contracting parties for the normal, regular, or overtime workday (not exceeding eight hours) or workweek (not exceeding 40 hours), where such premium rate is not less than one and one-half times the rate established in good faith during the preceding 12 months for like work performed or for like work performed during the workweek or workweek.

Bab Folders

To Bombard Advertisers

POTENTIAL radio advertisers will shortly be bombarded by a series of 13 illustrated folders, produced by BAB, and describing radio's advantages as an ad medium.

The multi-colored mailing pieces will be sent by participating stations to local and local prospects, while BAB distributes them nationally. Number of prospects to be covered totals 25,000.

Each of the 13 pieces highlights a specific advantage of radio advertising, and is designed to be released at intervals to create a cumulative effect. A total of 325,000 individual folders is being printed, which may increase should more subscribers join the campaign, BAB reported last week.

Stations are defraying costs involved in mailing the Bab folders, with major cost of printing and distribution of the folders.

Max Hill

FUNERAL services for Max Hill, 46, publicity director of Wade Advertising Agency who died suddenly in Elkhart Ind. Tuesday were held Friday in Denver. Mr. Hill was in charge of promotions for NBC from 1943 to 1945 and was on assignment for the network in this country the following two years.

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LOHES FELED

At FCBA Annual Outing

FEDERAL Communications Bar Assn. held its annual fall outing Oct. 15 at the country home of Horace Lohnes, member of the radio law firm of Dow, Lohnes and Albertson. Approximately 500 association members and guests attended the gathering at "Twin Oaks," near Vienna, Va.

In a recent article on Mr. Lohnes' services to the FCBA, of which he was one of the organizers and a past president, a handsome silver pitcher and plaque were presented by Guilford Jameson, president. During the brief ceremony, Mr. Jameson paid tribute to Mr. Lohnes not only as a distinguished lawyer but as a man possessing real warmth of personality.

Among the guests were Wayne Coy, FCBA chairman, and Paul Walker, Robert Jones, George Sterling and E. M. Webster, in charge of the forthcoming FCBA committee; E. D. Johnston Jr., chairman, Frank U. Fletcher, Thomas W. Wilson, Charles L. Weyland, Edward F. Kenesan, Philip M. Baker and Charles F. Duvall.

Mr. Lohnes (1) and Mr. Jameson during the presentation ceremony.
There's just one best way to ride a race horse, and professional jockeys call it the "monkey crouch." Jocko shows the correct style in the picture.

There's just one best buy in Baltimore radio, too. It's W-I-T-H, the big independent with the big audience.

Just a little bit of money goes a long way on W-I-T-H! That's because W-I-T-H delivers more home listeners-per-dollar than any other station in town. And in addition to this biggest home audience, a recent survey made under the supervision of the Johns Hopkins University showed that of all radios playing in grocery stores, 42.3% were tuned to W-I-T-H!

So, if you want low-cost results from radio in Baltimore, call in your Headley-Reed man today and get the whole W-I-T-H story.
The measure of a hit is the length of the line at the box office—not the pre-opening claims of the producer.

Now that the season has started, a count of the house shows NBC with:
top network billings...most sponsored hours
...most nearly sold-out schedule in radio.

The pay-off is always at the box office—and here's why the obvious preference is for NBC: strongest station lineup in radio...largest audience in advertising.
Bank Radio
(Continued from page 27)
mum listening audiences," Mr. Warden said. The chain-break, he explained, permits a small advertiser to "cash-in" on an audience built by a large national advertiser. A good rule to follow is "to watch your adjacencies," he warned.

Bank advertising, often termed "stiff and stilted," can be humanized with the use of radio because it employs "the human voice and is therefore an especially adept medium for presenting a sincere and friendly message to the family. Radio copy lays stress where it should be—on the human equation."

Radio advertising must have "sound planning, astute buying and careful thought to copy appeals to be successful," Mr. Warden concluded.

All banks will be challenged by television, and should begin preparation for it now, John J. Barry, vice president of the National Shawmut Bank of Boston, warned at the Friday TV clinic.

Mr. Barry, who moderated an exchange of viewpoints expressed by financiers and bankers, explained that Shawmut Bank now sponsors on TV in Boston each week a feature film, 12 newssheets, 19 weather forecasts, three and one-half hours of Multoscope news and a dozen spots. Shawmut is the city's largest local TV advertiser, he said.

Whether banks will "take to" TV is now "an academic question for some 10,000 U.S. banks, currently out of TV range," Mr. Barry said. "However, if the FCC carries out its intention—and I think it will—every community will be brought into potential range."

His suggestions to bankers: Get your time franchises now, get into commercial production now, investigate techniques and devices which will enable you to bypass expensive commercials, and get into the market for program material now.

Mr. Barry advised them to arrange for when a station applies for or is granted a license. He recommends 20-second spots for example, in the 7:30 to 10:30 p.m. network time slot. "Have programs or spots as near to network time and the hour of maximum circulation as possible—and that's 7:30."

Commercial production should be planned in advance to save money and eliminate mistakes, he said. "While the audience is building, it may be better to lease filmed bank advertising material, to be followed by tailor-made demonstrations."

Answering his own question, "Why all this rush?", Mr. Barry explained that network shows "are now achieving performance standards closely approximating the best on stage and screen. Your programming must meet these standards if you are going to bid for audience attention and consumer preferences. Extended advertising messages must have the same eye appeal, the spots must have the same shock values and impact."

Speaking on "selection of advertising media," Mr. Barry concluded.

Radio "seems likely to take over a good part of the banks' advertising dollar," Mr. Anderson predicted. Major drawback seen by him is the current price per thousand, "which is extremely high... If rates continue to rise in proportion to audience increase, it will be difficult for banks to fit TV into their limited budgets. National advertisers will probably outbid local advertisers for desirable time, and most banks are local advertisers."

During the three-day session, bankers were concerned with methods of building up public relations and "selling" money and credit, described as "two universally useful and necessary commodities" by William E. Singletary, assistant vice president of the Wachovia Bank and Trust Co., Winston-Salem, N.C. "Within the last year, the economic cycle has come to the place where business must begin to pedal—and paddle... Our future depends on how well we sell," he concluded.

Bankers were interested in radio and television as media to attract new accounts, and to foster successful public relations.

EDUCATIONAL RADIO

SBC Presents Awards
TWO educational broadcasters—Kenneth G. Bartlett of Syracuse U. and Richard B. Hull of Iowa State College—last week were named "Men of the Year" in the first tie vote cast in 10 years by the advisory committee of the School Broadcast Conference. George Jennings, conference director, presented the awards at the Wednesday luncheon of the three-day 13th annual convention in Chicago's Sherman Hotel.

Mr. Jennings commended both men for their use of educational radio and television.

Mr. Bartlett is dean of the University College at Syracuse, chairman of the Television Broadcasters Assn. Educational Committee, and chairman of the committee to set standards for educational broadcasting in colleges. Mr. Hull, radio director at Iowa State and manager of the school's station, WOI, is president of the National Assn. of Educational Broadcasters.

Annual SBC citations were presented to 11 stations, two colleges and a network. Stations, and programs for which they were cited:

WABE (FM) Atlanta, Uncle Dan From Pappy Hollow Farm; KXW Philadel-
phia, Once Upon a Time; KKDA Pitts-
burgh, Miss Hickory; KATL Houston, Square Dancing; WQXR New York, New York Times Youth Forum; WCRC New Brunswick, N. Y., Children Have Their Problems; KCMO Kansas City, Mo., Report Card From Your Schools; WLJ Chicago, Let's Go Places, and KUOM U. of Minnesota, Look What We Found. Two stations earned two awards—WWX St. Louis for Science for You and Our Missouri Constitution, and WBZ Boston for Children's Corner and Listen and Learn.

Schools commended were Illinois Col-
lege Radio Workshop for its School of the Arts program Trees, and the U. of Colorado for Today's Frontiers. Revolt of The Unhappy Clothes brought an award to the Empire State Rural Net-
work.
NARBA Reaction
(Continued from page 25)

the broadcast frequency list. The working group comprises one representative from each country.

The 540 kc channel is classified as clear by the jurisdictional technical committee. This has not been cleared by plenary action agreement but the agreement is declared tantamount to approval. The decision could mean, subject to domestic regulations, that the channel would be available for Class II assignment in the United States with powers ranging from 250 w to 50 kw.

In this country the channel is beset with proposed government restrictions based on the fear that ship automatic alarms will be affected. Furthermore, use of the channel would be restricted by proximity of defense installations.

The action apparently would give Canada's CBK Watrous, Sask., IA status on a permanent basis. The status of XEWA San Louis Potosi, Mexico, is not clear but it probably would be IB or II. KMBK Kansas City has long been an applicant for 50 kw on 540 kc.

Many smaller stations could employ the channel for widespread service and relieve interference were governmental restrictions removed.

The numerous hard-working NARBA subcommittees at Montreal are disposing of minor items, with the critical stage approaching due to the narrowing of the list of items on which agreement can be reached.

At the heart of the conference difficulty is Cuba's insistence on the right to assign stations on any frequency provided it does not cause objectionable interference. This raises the question of what constitutes interference. Already serious interference is reported by many U.S. stations as a result of Cuban assignments made since the NARBA agreement expired last March.

Conference delegates enjoyed a respite from the day-night negotiations and meetings at the weekend as they boarded buses for a trip to Ottawa as guests of Canadian Broadcasting Corp.

KOTA RECENT

Okays SESAC Contract

KOTA Rapid City, S. D., has dismissed a counterclaim and signed a stipulation covering its license agreement with SESAC, according to Robert W. Milsten, SESAC western counsel.

SESAC had sued KOTA in South Dakota Circuit Court for $470 allegedly due for nonpayment under a contract. In return KOTA had filed a counterclaim based on purported use of pressure and failure to furnish a list of selections in its library [Broadcasting, April 25].

A stipulation signed by H. George, secretary-treasurer of Black Hills Broadcasting Co. (KOTA), withdrew statements in the counterclaim, according to Mr. Milsten. The station renewed its SESAC contract, he said.

Lang-Worth Transcription?

Hey ma! Have You heard the NEW Lang-Worth Transcription?

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Protect U. S. Channels
(Continued from page 25)

economic studies of stations conducted by the NAB employ-employer relations and research department, with provision for funds to conduct further studies; thanked the North Carolina Assn. of Broadcasters for hospitality; endorsed the NAB board's reorganization project and the administration of President Justin Miller; commended the association services of Mr. Arnoux and the two other board members in the district (G. Richard Shafio, WIS Columbia, S. C., for medium stations, and Frank U. Fletcher, WARE, Arlington, Va., as FM station).

Finally, the district took cognizance of a new effort by James C. Petrillo, AFM president, to exact additional funds from the broadcasting by charging fees for performance of records and transcriptions. The district opposed any effort to collect such royalty payments on broadcast and TV performances.

Mr. Arnoux presided at his last district meeting after six years service on the board. He announced he was not a candidate for re-election. The new director will be elected in early winter by mail nomination and ballot, with Mr. Arnoux winding up his board service at the NAB convention in Chicago next April.

In raising the NARBA issue, Mr. Arnoux cited several examples of stations already suffering from Cuban and Mexican interference. "Don't be surprised if you hear a rubhumba on every frequency," he said.

Judge Miller had warned in his talk that neither Cuba nor Mexico would respect a small NSR that expired last spring. Both na- tions understand the nuisance tech- nique, he said.

The NARBA resolution noted that Cuba has disregarded its pledge to continue status quo until a new treaty is ratified, and Mex- ico isn't even taking part in the conference. It reminded that power of many Latin stations has been increased, resulting in chaotic inter- ference which is getting worse every day.

Clear and regional channels are direct targets, the resolution states,

deploring the breakdown of the end-of-the-year policy.

Four types of sanctions are suggested: Stop protecting their stations, rearrange Cuban sugar quotas, set up passport restrictions, withdraw currency support. Use of other similar techniques is advised.

The district asked that President Truman, Secretary of State Dean Acheson, FCC Chairman Wayne Coy and Congressional committees be notified of the resolution.

Serving on the resolutions committee were Ben Strouse, WWDQ Washington, chairman; George B. Storer, Fort Industry stations; William E. Rine, WAKY Atlantic; B. T. Whitmire, WFBC Greenville, S. C.; Harold Essex, WSJS Win- ton-Salem, N. C.

Costs Discussed
Mr. Arnoux presided at the opening of the District 4 meeting Mon- day morning, introducing Mr. Essex, a member of the NAB Em- ployer-Employer Relations Commit- tee, who took charge of a session NARING that expired last spring. Both na- tions understand the nuisance tech- nique, he said.

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Third row, Mrs. Ford Browning, Mrs. Carla B. Keys, Mrs. Paul C. Buford, Mrs. Phil Hoffman, Mrs. John C. Hanmer, Mrs. Ben Stouge, Mrs. Glacus Merrill, Mrs. John Rivers, Mrs. James M. Wade.

Fourth row, Mrs. E. J. Pryor, Mrs. Don S. Elias, Mrs. J E. Fontaine, Mrs. J. M. Angel, Mrs. J. S. Weathers, Mrs. Pat Flanagan, Mrs. F. Whitley, Mrs. Melvin F. Barnett, Mrs. F. W. Warner.

NATIONAL BROADCASTING

NABC's RUSSELL

HITS NAB ORGANIZATION

AT CAROLINAS MEET

NAB has compromised with the principle of functional organization in its streamlining process, Frank M. Russell, NBC Washington vice president, told a joint meeting Oct. 16 of the North Carolina and South Carolina Assns. of Broadcasters at Pinehurst, N. C.

Mr. Russell said a truly func- tional association would consist of autonomous groups such as clear channel, regional, nonaffiliate, in- dependent, network and similar industry units. Each group would elect two members to the NAB board under this plan. He said he 's prosod to be used for his welfare fund. As at other district meetings he reviewed the reorganized NAB operation.

Dr. Kenneth H. Baker, RMB acting president, described the second coverage study. He said tabulators are working in several cities 24 hours a day, all week to process the millions of cards. The study will have little FM data, he said, because NAB's survey is not intended to be used by others for any purpose.

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Robert J. Burton, BMI vice presi- dent, said BMI rated first, second, fourth and seventh on the last Hit Parade, pushing "South Pacific" off the list.

Kolin Hager, SESAC, reviewed that society's service and said it is developing greater strength in the popular music field.

Horace Fitzpatrick, WLS- Roanoke, District 4 sales managers chairman, presided at the all-day sales session directed by Mr. Mitchell. Mr. Mitchell, who told managers how to get better results from their salesmen and a larger share of the ad- vertising dollar. He showed the B&B slide film and other B&B sales aids.

had a lot of confidence in NAB President Justin Miller and NAB's departmental services, but con- tended the association is not equipped to handle major industry problems.

Judge Miller should be at Montreal where the future of the whole broadcast band is in peril at the NARBA conference, Mr. Rus- sell declared. He suggested Judge Miller should take part in Washington hearings and meetings affecting the industry and present spokesmen for autonomous industry groups. The State Dept. gives away U. S. frequencies whenever it has a problem with foreign na- tions, he said.

Satellite Stations Forecast
Mr. Russell forecast a system of TV mother stations, augmented by secondary and satellite stations. The TV mother stations would have mobile equipment to send around the satellite stations cir- ciling New York and other cities.

The North Carolina group elected Robert H. Wallace, WOHS Shelby, as president to succeed Harold Essex, WWSH Winston-Salem. Other officers elected: Earl J. Gluck, WSOQ Charlotte, vice president; Jack Younts, WEEB Southern Pines, secretary-treasurer; Louis Howard, WHIT New Bern, Cecil Hoskins, WWNC Asheville, directors.

The combined state groups also heard David Clark, of Charlotte, trustee of Greater U. of North Carolina, suggest the radio indus- try develop a radio foundation at the university to train engineers, broadcast committee which will study the project.


Page 36 • October 24, 1949
Mitchell, Wm. P.
Key, Ray P.
Jolley, Hurd, James
WGWR; C. Walter
Hazen; Haid, WWVA;
Flennihen, Capitol Records; Fred Fletcher,
Mr. WRAL: WBOB;
Craig, WMNC; Co.;
Byerly, WTMA;
Barnett, WLVA;
H. H. Gould, WJNC; Mr.
& Bunn, Campbell Arnoux,
Mrs. Louis
Mrs. David Clark, Clark
M. Kolin Hager,
Maillet, Grange
WLOH;
Mitchell. Grayson Headley,
WOL; Mr. WISE;
Hicks, Flanagan,
Kidd, George
WLOH; & A. L. Lawrence,
Evans, J. Fitzsimmons, Weed
Bryce Beard and Alex Beard,
Mrs. Glacus Merrill,
WCOS; Mr. Frank
WDBJ: N. WBIG;
Nathan
C. Britt, J. Brauer,
Marlowe, WPTF; Mr.
Frank Durham,
M. Hanner, Bishop,
Bradham, Kenneth
D. De Bivins, Bivens
Charles Coleman, Avery-Knodel
Mason, Wallace,
A. J. Warner,
H. tions; W. Morrison, World
William
Associated Press;
J. Leslie Galliday, Washington,
Still the best mousetrap...
In all advertising, there's only one medium where one advertiser reaches over half the population of the country... 21,000,000 families!... with one program in one month.* He does it with Network Radio... on CBS.

The Columbia Broadcasting System

*And forty-nine other CBS advertisers reach their customers everywhere in America week in, week out... at an average cost of approximately 85¢ per thousand people: the lowest cost of actual "advertiser circulation" in all advertising today.
Radio’s Atom B(0)MB

Radio HAS never turned a deaf ear to a fair proposition. Such a proposition is advanced by Melvin Brorby, vice president of Needham, Louis & Brorby Inc., anant BMB, of which he is director.

Mr. Brorby wants BMB saved, but not necessarily as is. He deplores the lack of station support, what with only 600-odd station subscribers to BMB Study No. 2, slated for release next month (though it’s our guess it will be December).

Mr. Brorby wants agencies to attest to the indispensability of a radio measuring service before the NAB board meets Nov. 14 to decide BMB’s fate. He inveighs against “blackmail” or “undue pressure” upon stations. He asks simply that the NAB board delay action until after Study No. 2 has been published. Then he feels radio and station people be named.

That’s a fair deal. Certainly radio has nothing to lose, if it uses its head.

BMB has been ill-starred from the start. It was mismanaged, manhandled, maligned and mangled. It was turned against radio itself. Small wonder, then, that so many of the broadcasters who helped pay the $1,300,000 freight for Study No. 1 and who were called upon to meet subsequent deficits of unknown or perhaps questionable origin, should be quizzical.

Everyone is agreed that radio needs uniform coverage standards—but not those open to questions as well as means of beating down rates in the most underpriced and undersold of the media.

Radio has paid the BMB bill. But it has had a mere one-third voice in its operation. That is what a majority of many advertisers and advertisers still buy exclusively via program ratings, over which stations haven’t a scintilla of voice, either as to method or result.

A decade ago, when radio was faced with loss of a basic raw material—music—Broadcast Mail was created by, of, and for broadcasters. It is today a highly successful wholly-owned radio entity. It owes its allegiance only to radio. Through radio the public advertiser has an agency that is his own.

Could the BMB answer lie in such an entity in coverage research—and program ratings too? It’s certainly worth exploring.

It should be remembered that the Audit Bureau of Circulation was born in the state of California and his father played clarinet. Two generations of clarinet could easily lead to a third and it did. But the third generation was equally versed in making radio and radio advertising his career.

That he remembered the words and used the “key” well is evidenced by Mr. Gunzendorfer’s present position as general manager of KROW Oakland, Calif.

Wilton Louis Gunzendorfer was born May 23, 1899, in San Francisco, where he received his early schooling. During his college life at the U. of California (Berkley), he majored in civil engineering. Decidedly minor were a few advertising courses, taken as electives. Concurrently, music was his meal ticket.

The latter was a heritage. His grandfather had led an orchestra in the state of California and his father played clarinet. Two generations of clarinet could easily lead to a third and it did. But the third generation was equally versed in making radio and radio advertising his career.

Thanks to his musical ability, Mr. Gunzen- dorfer was well able to earn his way through school. While in school (1918 through 1922), he made his radio debut in 1921, playing on just about every station in the Bay region.

Most of this time he had his own orchestra. After obtaining his B. A. degree, Young Gunzen- dorfer set out to sell automobiles and soon got an idea of selling them by radio. So he formed a six-man combo which was paid $3 per man to perform two-quarter-hours weekly. After a year, they were considered too expensive and were cancelled out.

Between theatre engagements and other band dates, Mr. Gunzendorfer found he really had little time to sell autos. So in early 1926, he left the auto field and took up music full-time. At first he took a band on the road relying in promotionally with a motor car company. Even when the firm decided to discontinue, he carried on with the band. At one point his band was playing in two theatres on concurrent engagements, doubling back and forth between their presentations at each house.

(Continued on page 73)
"No (sob) KJR"

KJR doesn't reach everybody!

But KJR does blanket the rich western Washington market, where 1,321,100 radio listeners enjoy one of the world's richest-per-capita incomes.

Best of all, KJR's 5000 watts at 950 kc. cover the important area that any 50,000 watts would reach (check your BMB).

And "the beauty of it is"—it costs YOU so much LESS!

Talk with AVERY-KNODEL, Inc., about KJR!

for Western Washington...An Affiliate of the American Broadcasting Company
THE PROSPECT of further delay in FCC's color television hearing was raised last week as RCA, sponsor of one of the three systems under consideration, petitioned for a two-month postponement of the comparative demonstrations now slated for Nov. 14.

The petition reported that Color Television Inc., sponsor of another color technique but not included in FCC's plans for last Nov. 14, has not only not agreed to participate in comparative demonstrations now slated for Nov. 14, but not only expects a comparative showing but has indicated through its attorneys that it plans to participate in Washington "by the end of January" for that purpose. FCC's official agenda had made no provision for comparative tests for CTI or for any sessions after cross-examination in December.

RCA claimed comparative tests should be delayed until all systems, including CTI's, could be included, and also that the additional time is needed for adequate field-testing of the RCA system and apparatus. At the same time it was disclosed that Allen B. DuMont Labs. and the Philco Corp., which have taken the position that color should not be standardized now, will work with CTI on equipment for its system—particularly on a single direct-view, three-color tube.

These developments came Thursday at the end of the fourth week of the color hearings, after 3½ months devoted to highly technical testimony by CTI witnesses explaining their all-electronic color system, and further Commission questioning of Dr. Peter C. Goldmark, inventor of the CBS system, third color technique under study.

Edward K. Wheeler, counsel for Radio Mfrs. Assn., told the Commission that manufacturers feel each of the rival systems is entitled to "a full showing" with the best apparatus available. Accordingly, he said, since CTI does not now have the direct-view tube which figures so largely in its plans, several RMA tube manufacturer-members volunteered to help.

CTI witnesses have estimated that with a single direct-view three-color tube existing sets could be converted to CTI color for about $65 to $75, but that present proposals are based on the use of projection sets and that CTI does not think the public generally will be disposed to buy converters for any system.

Counsel for CTI and for DuMont reported to the Commission (1) that a CTI tube expert was to begin conferences with the DuMont laboratories last Thursday, and (2) that two Philco engineers will arrive at CTI's San Francisco headquarters today (Monday) to begin work on tubes and circuits. DuMont, it was reported, is undertaking to build 20 tubes from CTI laboratory models.

Comr. Robert F. Jones thought "the cooperation of the public is needed to make it "all the more compelling" that CTI's demonstration to FCC, slated for San Francisco the week of Nov. 28, be held in the East. But CTI counsel protested it would be "impractical" to undertake now to transport all the CTI equipment from San Francisco, where tests are being conducted via KPIX (TV).

Offers to CTI

It was also brought out that CTI had been offered, and declined, the use of Philco's WPTZ (TV) Philadelpia and DuMont's WTTG (TV) Washington, and that other manufacturers including Sylvania Electric Products, Crosley, and Bendix—had also offered cooperation.

The week's developments also included:

- A plea by Skiatron Corp., of New York, for reposition of both the RCA and CBS color systems on grounds that "additive" color processes are "obsolete in principle" and inferior to a "subtractive" system to be offered by Skiatron (see story page 50).
- A call by the Commission for receivers from CBS, RCA, and CTI to permit independent testing by the public.
- Michael L. Kaplan, president of Television Mfrs. Assn., wired the Commission that no "completely compatible system" has been presented and that therefore color should be delayed.

RCA, in its petition for postponement of the comparative showings of the RCA and CBS color operations and DuMont black-and-white, said the additional time is needed to field-test its system, to get its equipment ready for a "fair" comparison and to enable CTI to participate in the same demonstrations.

The "shake-down" period of field-testing RCA equipment is just now starting and must be followed by refinements and observation in actual performance before a comparative demonstration will be "meaningful and appropriate," RCA declared.

The company estimated that this point would come about midway in the six-months field-testing program which it has indicated would be required before standards should be adopted.

Then there should be about three months of further work "to determine final specifications for standards," RCA declared. It said field-testing thereafter will concentrate on determining production designs based on practical operating conditions and experience.

RCA made clear that it does not intend to follow the CBS suggestion and put its projection receivers up against Columbia's direct-view sets in the comparative demonstration. The petition quoted Columbia's Dr. Goldmark as saying projection sets would not give as good an impression as direct-view sets.

RCA now has only two direct-view.

(Continued on page 50)

LOCAL & SPOT TV

THE TELEVISION broadcaster must derive his real income from spot time and local time sales where he gets the big share of the advertisers dollar, T. F. Flanagan, president of National Assn. of Radio Station Representatives, told members of New York's Radio Executives Club last Thursday.

"Even in AM, it is a mathematical fact shown in the FCC figures that the stations get more income out of $100 million of spot time sales than they do out of $133 million of network time sales," he said at the group's regular luncheon meeting at the Roosevelt Hotel. Outlining network's extraordinary expenses which, added to coaxial cable charges, leave only a fraction of the sponsor's dollar for stations, he pointed out that the station can, therefore, only hope the networks will give it outstanding shows.

Video advertising's powerful sales impact provides good prospects for stations in both spot and local, Mr. Flanagan said, adding that while time costs are reasonable enough, production and cable costs provide a hitch. "Now if our geniuses who made the films the theaters bought and the public paid to see, can give us the top part of motion picture quality production at a cost substantially below the combined live studio and cable costs, many an advertiser can see low-cost advertising results in spot film program shows."

Program Types Needed

He stressed the need for interesting, local household economics programs for advertisers of food and household products, and of special-technique programs for multiple manufacturers of many advertised products. He described "an enormous TV market" among regional, seasonal, new product and product-testing advertisers, who see advertising as "larger, continuing and growing success in AM.

The problem, said Mr. Flanagan, is not one of quantity, but of good shows at a fair price.

Warning broadcasters against thinking there is enough magic in television to excuse "any old footage" of film, or low quality programs built to a low price, Mr. Flanagan pointed out that the motion picture industry can make films that stations can run "to make people laugh, or to thrill them... and come back again to view. They have been doing it for 50 years," he said.

Mentioning the importance of music to TV entertainment, Mr. Flanagan told broadcasters they have to wait to hear from Mr. Petrillo before they can get the best new film production. "Until the AFM scale is out and the musicians ready to go to work, and we learn the wage scale and royalty rates," he said, "we are breathing with one lung."

One-minute spot announcements and station breaks will be more important to advertisers and stations in TV than in AM, he told the (Continued on page 51)
After careful study of that firm's plan for selling television time, and in view of our gratifying experience in past years' association, we take great pleasure in announcing appointment of

EDWARD PETRY & CO., INC.

as our exclusive national TELEVISION REPRESENTATIVE

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

WOAI-TV
Channel Four
San Antonio, Texas
TELEVISION, having passed through its expected summer slump in business, continued in September on an upward trend in the number of advertisers started the month before. The number of advertisers, including network, spot and local, climbed from 1,416 in August to 1,637 for September—an all-time high.

Five new stations in three markets were added between August and September, bringing the total reporting stations for last month to 76. These cover 43 video markets. Increases in the number of advertisers were registered by all but three markets and here losses were small. All four video networks gained during the month.

These figures are based on information supplied to BROADCASTING by the N. C. Rorabough Co., publisher of the monthly Rorabough Report on Television Advertising. Network information is based on a one month period and includes all stations, material being furnished to the Rorabough Co. by the networks. Spot and local figures are based on the test week of Sept. 4-10 and exclude two stations which do not report their business activity.

The networks gained 27 advertisers for the month, bringing the total to 59. These advertisers sponsored 71 different programs as compared to 43 in August. Five programs were dropped and 33 re-rated on one network, making the net increase of 28 shows between August and September. Renewals held a slight edge over new programs in the added video. Network business was handled by 45 agency offices.

NBC, which leads in the number of network advertisers, gained 13 from August for 24 in September (Table I). In second place was CBS with 21 advertisers. This is a gain of 10 accounts from August. ABC picked up five new advertisers bringing its September total to 15. Seven different advertisers used the facilities of the DuMont Television Network in September, one more than in August.

Each advertiser is counted only once for each network although he may bank more than one show. If an advertiser sponsors different shows on different networks he is counted in the total for each network where business is placed. General Foods, for instance, backed Mama and The Goldbergs on CBS-TV but is counted only once for that network. The firm also is included in the total for DuMont where it sponsored Small Fry Club, and for NBC-TV where it backed Leave It to the Girls. Figures in Table I therefore cannot be added across months to get the total number of advertisers.

City with the greatest number of network accounts was New York which recorded 65 advertisers for the month. In a tie for second place, Washington and Philadelphia had 59 network advertisers each. The three outlets in Baltimore covered 58 pieces of network business and Chicago’s four stations had 55.

Spot business increased by 36 advertisers, going from 301 in August to 337 in September (Table II). There were 67 newly active accounts, the difference being due to accounts dropped during the month. Most of the additions and deletions were accounted for using two or three stations, although Cameo Curtains Inc. d’d start a 15 station schedule. Pepsi-Cola began on nine stations and International Shoe Co. placed business on seven stations in as many markets. The big spot buyers—American Tobacco, Olds, mobile Div. of General Motors, Benrus, Bulova, etc.—showed little fluctuation in their schedules. Spot television was placed by 243 agency offices, an increase of 27 from August.

New York also led in spot business (Continued on page 48).

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**TABLE I**

<table>
<thead>
<tr>
<th>Month of August</th>
<th>ABC</th>
<th>CBS</th>
<th>DTN</th>
<th>NBC</th>
</tr>
</thead>
<tbody>
<tr>
<td>June</td>
<td>43</td>
<td>11</td>
<td>9</td>
<td>13</td>
</tr>
<tr>
<td>July</td>
<td>44</td>
<td>14</td>
<td>11</td>
<td>13</td>
</tr>
<tr>
<td>Aug.</td>
<td>39</td>
<td>5</td>
<td>7</td>
<td>13</td>
</tr>
<tr>
<td>Sept.</td>
<td>34</td>
<td>6</td>
<td>4</td>
<td>13</td>
</tr>
<tr>
<td>Oct.</td>
<td>34</td>
<td>5</td>
<td>4</td>
<td>13</td>
</tr>
<tr>
<td>Nov.</td>
<td>32</td>
<td>5</td>
<td>3</td>
<td>13</td>
</tr>
<tr>
<td>Dec.</td>
<td>32</td>
<td>4</td>
<td>3</td>
<td>13</td>
</tr>
</tbody>
</table>

**TABLE II**

<table>
<thead>
<tr>
<th>Month of August</th>
<th>ABC</th>
<th>CBS</th>
<th>DTN</th>
<th>NBC</th>
</tr>
</thead>
<tbody>
<tr>
<td>June</td>
<td>43</td>
<td>11</td>
<td>9</td>
<td>13</td>
</tr>
<tr>
<td>July</td>
<td>44</td>
<td>14</td>
<td>11</td>
<td>13</td>
</tr>
<tr>
<td>Aug.</td>
<td>39</td>
<td>5</td>
<td>7</td>
<td>13</td>
</tr>
<tr>
<td>Sept.</td>
<td>34</td>
<td>6</td>
<td>4</td>
<td>13</td>
</tr>
<tr>
<td>Oct.</td>
<td>34</td>
<td>5</td>
<td>4</td>
<td>13</td>
</tr>
<tr>
<td>Nov.</td>
<td>32</td>
<td>5</td>
<td>3</td>
<td>13</td>
</tr>
<tr>
<td>Dec.</td>
<td>32</td>
<td>4</td>
<td>3</td>
<td>13</td>
</tr>
</tbody>
</table>

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**TABLE III**

<table>
<thead>
<tr>
<th>Network</th>
<th>No. of Advertisers</th>
<th>National</th>
<th>Regional</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>ABC</td>
<td>12</td>
<td>10</td>
<td>24</td>
<td></td>
</tr>
<tr>
<td>CBS</td>
<td>18</td>
<td>16</td>
<td>34</td>
<td></td>
</tr>
<tr>
<td>DTN</td>
<td>11</td>
<td>9</td>
<td>20</td>
<td></td>
</tr>
<tr>
<td>NBC</td>
<td>13</td>
<td>11</td>
<td>24</td>
<td></td>
</tr>
</tbody>
</table>

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**TABLE IV**

<table>
<thead>
<tr>
<th>Product Group</th>
<th>Network</th>
<th>Spot</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>1. Agricultural &amp; Farming</td>
<td>17</td>
<td>12</td>
<td>29</td>
</tr>
<tr>
<td>2. Apparel, Footwear &amp; Access.</td>
<td>17</td>
<td>12</td>
<td>29</td>
</tr>
<tr>
<td>3. Automotive, Automotive</td>
<td>17</td>
<td>12</td>
<td>29</td>
</tr>
<tr>
<td>4. Building Materials, Equip.</td>
<td>17</td>
<td>12</td>
<td>29</td>
</tr>
<tr>
<td>5. Equipment &amp; Supplies</td>
<td>17</td>
<td>12</td>
<td>29</td>
</tr>
<tr>
<td>6. Food, Beer, &amp; Tobacco</td>
<td>17</td>
<td>12</td>
<td>29</td>
</tr>
<tr>
<td>7. Jewelry, Optical Goods &amp; Cam &amp; jeans</td>
<td>17</td>
<td>12</td>
<td>29</td>
</tr>
<tr>
<td>8. Construction &amp; Contractors</td>
<td>17</td>
<td>12</td>
<td>29</td>
</tr>
<tr>
<td>9. Drugs &amp; Remedies</td>
<td>17</td>
<td>12</td>
<td>29</td>
</tr>
<tr>
<td>10. Entertainment &amp; Amusements</td>
<td>17</td>
<td>12</td>
<td>29</td>
</tr>
<tr>
<td>11. Food &amp; Food Products</td>
<td>17</td>
<td>12</td>
<td>29</td>
</tr>
<tr>
<td>12. Lone Star, Lubricants &amp;</td>
<td>17</td>
<td>12</td>
<td>29</td>
</tr>
<tr>
<td>Other Fuels</td>
<td>17</td>
<td>12</td>
<td>29</td>
</tr>
<tr>
<td>13. Healthcare, Medicine, Stat</td>
<td>17</td>
<td>12</td>
<td>29</td>
</tr>
<tr>
<td>14. Household Furnishings, Equip</td>
<td>17</td>
<td>12</td>
<td>29</td>
</tr>
<tr>
<td>15. Industrial Materials</td>
<td>17</td>
<td>12</td>
<td>29</td>
</tr>
<tr>
<td>16. Insurance, Banking &amp; Real</td>
<td>17</td>
<td>12</td>
<td>29</td>
</tr>
<tr>
<td>17. Jewellery, Optical Goods &amp; Cam &amp; jeans</td>
<td>17</td>
<td>12</td>
<td>29</td>
</tr>
<tr>
<td>18. Office Equip, Stationary &amp; Writing Supplies</td>
<td>17</td>
<td>12</td>
<td>29</td>
</tr>
<tr>
<td>19. Food, Beer, &amp; Tobacco</td>
<td>17</td>
<td>12</td>
<td>29</td>
</tr>
<tr>
<td>20. Radios, TV Sets, Phonographs, Musical Instruments &amp; Access.</td>
<td>17</td>
<td>12</td>
<td>29</td>
</tr>
<tr>
<td>21. Retail Stores &amp; Shoppers</td>
<td>17</td>
<td>12</td>
<td>29</td>
</tr>
<tr>
<td>22. Smoking Materials</td>
<td>17</td>
<td>12</td>
<td>29</td>
</tr>
<tr>
<td>23. Soaps, Cleansers &amp; Packets</td>
<td>17</td>
<td>12</td>
<td>29</td>
</tr>
<tr>
<td>24. Tobacco Goods &amp; Toys</td>
<td>17</td>
<td>12</td>
<td>29</td>
</tr>
<tr>
<td>25. Toiletries</td>
<td>17</td>
<td>12</td>
<td>29</td>
</tr>
<tr>
<td>26. Transportation, Travel &amp;</td>
<td>17</td>
<td>12</td>
<td>29</td>
</tr>
<tr>
<td>Resorts</td>
<td>17</td>
<td>12</td>
<td>29</td>
</tr>
<tr>
<td>27. Miscellaneous</td>
<td>17</td>
<td>12</td>
<td>29</td>
</tr>
</tbody>
</table>

**Total: 352**
WHIO-TV was Dayton's FIRST TV Station on the Cable

Lois Wurstner, WHIO-TV staffer, watches Ernest Adams, WHIO-TV Chief Engineer, plug in the cord which "hooks-up" the CO-AX CABLE directly connecting WHIO-TV and three great Networks on September 25, 1949.

STILL

WHIO-TV is Dayton's FIRST TELEVISION STATION

This fall, Dayton and Miami Valley TV viewers are "seeing them All over WHIO-TV."

With the cable hook-up, Dayton's FIRST TV STATION is broadcasting variety shows, music, drama, sports and news from the three great networks; Columbia Broadcasting System, American Broadcasting System and Dumont Television Company.

In addition, WHIO-TV provides outstanding locally produced programs, local news and sports coverage.

Your best TV buy in Dayton is WHIO-TV. For availabilities, consult your Katz Representative.

Affiliated with
The Dayton Daily News
and Journal-Herald

Represented nationally by
The Katz Agency, Inc.
ness with 77 accounts on its six stations. Los Angeles was in second place, handling 55 advertisers. Chicago had 48 spot accounts and there were 45 in Philadelphia. The leading single station market in this classification was New Haven, which had 22 different spot accounts.

In the local field, Rorabaugh reported 1,141 accounts active during the September test week. This is an increase of 59 from the month before and sets a record for local advertisers.

By far the strongest market in this classification was Los Angeles, which had 115 local accounts on its six stations. (Los Angeles' seventh station, KECA-TV, went on the air Sept. 16, after the test week, and is not included in this report.) Philadelphia, a not too close second, had 99 advertisers placing local business, and the 56 accounts in Washington put that market in third place.

Greatest gain in the total number of new accounts was in New York which added 31 for the month (Table III). The increase in network business was an important factor in this gain, accounting for 19 of the new accounts. Spot and local business had six new advertisers in each field, an average of one each for the six local stations. Providence and Wilmington, which are shown in Table III as having gained 39 and 37 advertisers respectively, are new markets. Omaha, which also was not listed in August, started with 18 accounts.

Boston Increase

Second greatest gain in the number of advertisers was recorded by Boston which picked up 28 accounts on its two stations. Memphis, Miami and St. Louis were the only three cities which Rorabaugh reported as losing accounts.

In September, Los Angeles continued its lead in total advertisers, recording a gain of 21 from the month before for 193. The other six-station market, New York, continued in second place with 178 accounts. In third place for both months was Philadelphia, gaining 25 pieces of business for a September total of 185. This is a three-station market.

Other cities with over 100 advertisers were: Chicago (156), four stations; Baltimore (145), three stations; Detroit (150), three stations; Washington (137), four stations; Boston (120), two stations, and Cleveland (106), two stations. The latter two cities were not in the over 100 advertisers list for August.

Food and Food Product advertisers continued to be the largest overall user of television time in September (Table IV). There were 248 such accounts active during the month, including 162 local, 78 spot and eight network. Derby Foods Inc., General Foods Corp., and Phillips Packing Co. were active in both the spot and network field, with spot business confined to two or three stations.

With a total of 184 accounts, Automotive, Automotive Accessory and Equipment advertisers were in second place. Eight sponsors used the networks and there were 13 spot accounts and 163 local. Oldsmobile Div. of General Motors backed three quarter hours a week of CBS-TV News on eight stations in addition to spot schedules on 36 stations.

In the classification of Radios, Phonographs, Musical Instruments and Accessories there were 163 advertisers, making this category third in total accounts. Local advertisers were very heavy users of television, in most cases using the medium to promote the sale of TV sets. There were 148 local advertisers, 113 spot and 42 on the networks. All of the network advertisers also had spot campaigns although they were not very extensive.

On the networks were four classifications which tied for first place in the number of advertisers. Automotive, Automotive Accessory and Equipment; Food and Food Products, Smoking Materials, and Toiletries each had eight accounts. There were six advertisers of Household Furnishings, Equipment and Supplies and the radio classification was third with four different advertisers.

Beer and Wine advertisers lead in the spot field with 89 different firms placing business. Food and Food Products were second with 78 accounts and Confectionary and Soft Drink organizations had 25 representatives.

Locally the Automotive classification lead the field with 163 advertisers. Dispensers of food and food products were second with 162 and radio-TV accounts had 148 backers.

As the amount of building increases it is noted that the number of building material advertisers increased from 33 in August to 57 in September. There also were nine local building contractors who used television advertising in September. The number of gas and oil advertisers also made a marked gain, going from eight in August to 21 in September. There were 29 advertisers in the network, spot and local fields. Local radio-TV advertisers increased from 127 in August to 148 in September.

NEW "Tele-Center," officially opened Oct. 15 by the Columbus (Ohio) Dispatch is reportedly the first television station to accommodate studios and transmitter in a structure with standard industrial framing. Designed and built by The Austin Co., the building houses all of the facilities of WBNS-TV and the transmitter for WELD (FM). The large video studio occupies the full height of the building at one end on the extreme left and is flanked on one side by a large two-level property shop and storage area.

DEDICATION ceremonies of the Columbus (Ohio) Dispatch television station, WBNS-TV, were held Oct. 15 at the station's new "Tele-Center" which also houses the WELD (FM) transmitter.

Ceremonies were attended by many network and advertising officials from New York. The station is an affiliate of CBS and several top officials were present to give the network's newest station a sendoff, WBNS-TV reports.

Designed and built by The Austin Co., which has handled the engineering and construction for 15 of the 85 TV stations now on the air, the new "Tele-Center" is described by WBNS-TV officials as the first television station to accommodate studios and transmitter facilities in a structure with standard industrial framing.

The station was designed and located on a three-acre plot to permit the ultimate addition of AM and FM studios and a general office building in an integrated broadcasting layout.

WBNS-TV transmits on Channel 10 (192-198 mc) with power of 14.4 kw visual, 7.2 kw aural.

J. T. WILNER

Takes Up WBAL-TV Post

JOHN T. WILNER, former engineer in charge of CBS television in the nation's capital, has joined WBAL-TV Baltimore as engineer director, it was announced last week [BROADCASTING, Sept. 5]. Mr. Wilner's move to the station had been delayed because of the CBS presentation color television test in the DC during current hearings.

Mr. Wilner, one of the country's foremost engineers of transmitting apparatus and a pioneer in both color and ultra-high frequency equipment development, joined CBS as a research engineer in 1937. In 1943 he was loaned to Harvard U. for one year to head the transmitter development group at the American-British Laboratory at Malvern, England.

During that time, he supervised development of radar equipment which effectively blanketed Nazi radar-controlled gun positions on the French coast, preventing heavy losses to the Allied invasion fleet.

Mr. Wilner's many contributions in the communications field include the design of the first 100 w color UH transmitters at 600 mc. His appointment to WBAL-TV precedes an expected expansion of the station's facilities to more than twice its present size.

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BROADCASTING • Telecasting
'TV Cocktail' Debuts

WHEN executives of nine local agencies were guests last week of WOAI-TV, San Antonio’s forthcoming video outlet, a highlight of the occasion was introduction of the station’s “TV Cocktail.” Although the recipe remains a closely-guarded secret, the guests were told that the “TV” stands for one of its ingredients, the fiery Mexican tequila, and the “V” for a drink of reputedly equal potency, vodka. The “TV” was concocted after careful experimentation in the station’s research laboratory set up in the kitchen of Assistant Manager Jack Keasler who supervised the exhaustive tests.

WOAI-TV PREVIEW

Live Shows Precede Tests

PREVIEW of “live” television shows is being given dealer-televisioniewers in southern Texas by WOAI-TV. San Antonio, which starts test pattern operations next month. Station is using its mobile unit to stage a series of professional performances featuring WOAI talent in cooperation with dealers and set distributors in the area. Shows are telecast in hotel ballrooms, transmitted to the WOAI-TV mobile unit outside, and wired back to receiving sets for viewing by dealers. Simultaneously the station and San Antonio Light are co-sponsoring a Mr. and Mrs. Television contest, with winners to be selected at a three-day TV exhibit beginning Nov. 7. Auditions will be given to each contestant in WOAI-TV studios during the week prior to the exhibit.

Pocket Size Telepulse

FUTURE issues of the New York Telepulse reports will be pocket size, including an alphabetical index of programs in addition to all former data. Reports cover a full week of televiewing from noon to midnight, with quarter-hour ratings of all programs.

WSAZ-TV TESTS

Programming Starts Nov. 15

FIFTY-EIGHT days after start of construction, WSAZ-TV Huntington, W. Va., started test patterns on Friday, Oct. 14. Station Manager Lawrence H. Rogers said first confirmation was received within one minute by a caller who reported fine reception.

Subsequent good reception reports were received from Oak Hill, Charleston, St. Albans and Logan in West Virginia; from Chesapeake, Ironton and Portsmouth in Ohio, and from Ashland, Ky.

Both Mr. Rogers and General Manager Marshall Rose of WSAZ Inc. said reports on reception were better than expected. Both pointed out that the telephone response was even more gratifying in view of the fact that the test pattern was not publicly announced in advance.

Regular test pattern schedule announcements will be made in the near future and regular programming is scheduled to commence Nov. 15. WSAZ-TV operates on Channel 5 (76-82 mc) with power of 18.2 kw aural, 16.1 kw visual.

WXEL (TV) PLANS

Test Pattern Next Month

WXEL (TV) Cleveland, Ohio’s third television station, will soon erect, atop a 438-ft. tower, a 6-bay high band antenna made by General Electric. Finishing touches on the station’s $4 million studio-transmitter building are now being made and station officials have informed GE that the first test pattern will be sent out some time next month.

Owned by Empire Coil Co., WXEL (TV) plans to carry network as well as local programs. Station is managed by Herbert Mayer, president of Empire Coil Co. Chief engineer is Tom Friedman; Franklyn Snyder is commercial manager, and Russel Speirs is program director. WXEL (TV) will operate on Channel 9, (186-192 mc) with 15 kw aural, 21 kw visual.

WGN-TV is the TOP Chicago station because it has the finest facilities, personnel and the “know how” to create shows that appeal to advertisers and viewers alike. The result—WGN-TV is the TOP local station . . . in time sold and in local program originations.

So if you’re big or small . . . with a long or short budget . . . contact WGN-TV for the television show to fit your needs and pocketbook.
**COLOR PLAN**

**Skiatron Firm Announces Subtractive System**

PLACING an "obsolete in principle" label on both RCA and CBS color TV systems, Arthur Levey, president of Skiatron Corp., New York, urged the FCC last week not to adopt any "additive" color system for TV since a device "based on these systems could only prove a temporary stopgap."

Mr. Levey told the FCC in a letter that both Technicolor and Kodachrome, which he called "subtractive" color systems, have demonstrated superiority for the motion picture and photography industries in throwing "additive" color into discard. He predicted a similar limit to additive color in TV.

Mr. Levey said Skiatron owns basic patents for the "only subtractive color TV system," which, he claimed, "can achieve brilliant, non-color TV pictures up to movie theatre screen size by means of a purely electronic scanning method, incorporating the use of 'optical storage' and of an independent light source."

Skiatron's "supersonic" TV projectors are "clear, closable, dustless, and suited to color than the cathode ray tube." He told the Commission that the company's inventions only require existing sets without modification. Mr. Sleeper said observers had found color breakup to be non-existent in the Skiatron systems.

The problems, he said, are compressed by line-interface -- a technique which brought lengthy questioning from the FCC staff and Comr. Jones.

The CTI engineer also maintained that image registration has been refined in his system, that brightness and high definition are achieved. All systems, he said, are now above the problem of color fringing. The smoothness in motion achieved by CTI, he continued, is as good as that provided on black-and-white sets.

Mr. Smith told Comr. Hennock, in answer to questions, that the system is "workable" now, that it could be ready for manufacturers in eight months. He also said that standards were adopted, and to the public within a "reasonable time."

Both he and Mr. Sleeper maintained that CTI color set could produce monochrome transmissions "faithfully," without tints of color. This characteristic is of great importance, Mr. Smith said, because black-and-white TV is "here to stay." He predicted color will never replace monochrome, partially because of the extra production cost involved.

Under questioning by Commissioners, Mr. Sleeper said he thought the black-and-white licensing freeze should be lifted immediately, that complete compatibility is essential in a color system, that color is at least "loudly knocking at the door," but that color standards should not be fixed until adequate field tests have been conducted. The CTI system, he maintained, can provide a superior system in both quality and price.

Mr. Sleeper said his system scans two colors in each line, but that it is a three-color rather than two-color system because of the "storage" effects.

Col. Lippencott said the CTI method eliminates "crawl" but under certain circumstances produces "jitter" or "jiggles" in the picture. Any color system is "a compromise between the two" because of the way colors are set up, he asserted, voicing belief that he could set up a picture field which would make any system show flicker.

He also said that if a CTI system, if the subject were a pure primary color, only one-third of the normal number of lines would be transmitted, while in the CBS system, for example, the transmission would be one full-line followed by two blank fields.

Seeks More Data

Comr. Jones pressed CTI for the submission of circuit diagrams and similar data which would be helpful to manufacturers interested in building sets and converters. Carl I. Wheat, CTI counsel, interjected that a color system is "locked out of a turn," declaring the company has made available what it can and is "doing the best we can" to prepare the additional data.

Dr. Goldmark's appearance Monday was to permit further FCC questioning stemming from his direct testimony the previous week. He is expected Oct. 26 in London to lecture on and demonstrate the CBS color video system and Columbia's long-playing record, which he also developed, and there had been reports that he would submit to full cross-examination by all color-hearing participants last week. Questioning, however, was limited to FCC and its staff. He is slated to return in time for the regular cross-examination session which will conclude Oct. 29.

He supported the CBS view that the Commissioners' own opinion of color pictures should be an essential factor in the final decision, and...
that the opinions of lay men who have seen color should also be considered.

Under questioning by Comr. E. M. Webster, he said CBS would work up a "checklist" which might be used in judging whether pictures are "good, bad, or indifferent."

When he reported that substantial improvements have been made in the CBS system since the 1946-47 color hearings, Comr. Hennock wanted to know whether this didn’t indicate that more could be done, possibly to the point of achieving complete compatibility.

Dr. Goldmark replied that he wouldn’t say this couldn’t be done, but that CBS new is offering a system that is "ready." It would be easy, he said, to "dream up" a system that would be "wonderful," but that it would be impossible to say when it could be available or what it would cost.

He maintained that anyone who sees 405-line color will prefer it to 525-line black-and-white.

To other questions, he reiterated that he had not shown the CBS all-electronic projection receiver at the official demonstration because he had been "somewhat ashamed" of it, but added he was less "ashamed" after seeing the RCA demonstration.

The hearing is slated to resume this morning with CTT’s Col. Lippencott again on the stand, or, if he is unable to return until later, with testimony by David B. Smith, Philo vice president, and William Bradley, Philo research executive.

Spokesmen for Allen B. DuMont Labs, also remain to be heard, and RCA is expected to put on rebuttal witnesses to answer Dr. Goldmark’s criticism of the RCA demonstration.

RCA meanwhile submitted the first of a series of bulletins detailing the technical design of various color receivers under its system. The first dealt with a 15-by-20-inch projection set, and was given an extensive mailing to the television manufacturing industry, company officials reported. RCA Attorney George Mccarthy said additional bulletins were expected at the rate of about one a week.

**Local & Sport TV**

(Continued from page 42)

broadcasters. "Station break prospects are more numerous than the good program adjacencies," he added. "To take care of the splendid potential volume of one-minute announcements, we need some new creative techniques. The participation program offers the best prospect," he added.

He advised that broadcasters provide program material in video form for masters of ceremonies similar to the AM disk jockeys, 4,000 of whose shows have virtually unexplored commercial possibility, he said. Even in AM, he pointed out, "Advertisers have been slow to capitalize on their popularity."

Summing up, Mr. Flanagan said TV stations, 64 of whom NARSR members represent, need a wedding of art and commerce for the solid growth of television. "In this wedding," he said, "it’s nothing old, something new, not much borrowed and nothing blue."

"If you can produce it in quality and price, we can sell it," he said.

Moderator of the meeting was Richard Hubbell, president of Hubbell Television Inc., New York, who spoke about the "Fifth Television Network," a symbolic network of internationally-syndicated program services, with the airlines rather than AT&T’s coaxial cable, as its distributor.

Pierre Grenon, director of the French Broadcasting System of North America, discussed the eagerness of French producers to make films for U.S. telecasters. He explained French video broadcaster’s choice of the 810-line screen instead of the 520 type employed here because of their belief it would be the ultimate type used.

Norman Corwin, writer and director of special projects for UN radio, discussed briefly the liaison role between United Nations and broadcasters that U. N. radio played, and possibilities of U.N. participation in the "Fifth Television Network."

John Karol, CBS sales manager and REC president, presented a lifelong club membership to Carl Havenin, BMI president and former REC proxy.

**American Oil Sponsors**

**Olsen and Johnson Plans**

Olsen and Johnson are being released by sponsor, Buick, Motor Division, Flint, from NBC-TV commitment effective at the end of the present 13-week period, Oct. 27. Comedians plan a rest, Kudner Agency, New York, said. Agency is conferring on whether to hold or drop Thursday, 9-10 p.m. time and on possible replacement.
AT&T REPLIES

ALTHOUGH offering modified proposals to allow interconnection with mobile pickups and rebroadcast channels, the American Telephone and Telegraph Co. last week maintained that its proposed tariff policy on television transmission facilities satisfies objections raised by FCC.

The Commission, in a proposed report issued in September (BROADCASTING, Sept. 12), had branded as "unlawful" AT&T's policy against interconnection of its network TV facilities with those of private broadcasters. AT&T, however, in its formal exceptions, stated that both present and proposed tariff regulations permit interconnection under certain circumstances and pointed out that FCC failed to specify what regulations it would consider "to be just and reasonable."

Western Union meanwhile charged that FCC's report overlooks the important issue—the lawfulness of the Bell System's restriction upon the customer relating to interconnection—which has the effect of eliminating the only competitor to AT&T, Western Union.

Allen B. DuMont Labs., however, while supporting the general principles stated by FCC in its report, contended that the Commission failed to find that the Bell System's long range program for furnishing of intercity TV facilities will be insufficient to meet all but big-city needs.

DuMont further held that AT&T's 2.7 mc coaxial cable facilities are technically inadequate for "transmission in accordance with existing standards of good engineering practice of the Commission; below the available capacities of existing commercial receivers, and would result in the deterioration or complete elimination of the use of experimental or commercial color television intercity network transmission."

Regulations Cited

AT&T pointed out in its brief that its proposed regulations, "as do the existing regulations, permit the interconnection of broadcasters' local channels with telephone company networks, regardless of the availability of telephone company local channels." It was explained that the proposed regulations, filed last January and suspended by FCC from becoming effective until the current proceeding is resolved, "enlarge the scope of the definition of local channels to include all video channels between two stations in separate exchanges where the distance between the exchanges is 25 miles or less."

Since this new regulation may not include all cases where mobile pickup channels may be required, AT&T stated a further provision has been proposed "expressly to allow the connection of such channels without a mileage limitation."

Similarly, the telephone company proposed a further modification "to allow broadcasters to connect broadcast channels outward from telephone company channels so that broadcasts of programs transmitted over telephone company facilities may be picked up off the air and rebroadcast by other television stations." FCC in its report had noted both limitations relieved by these proposed modifications.

Western Union explained that it does not contend FCC can order AT&T to interconnect its facilities with those of Western Union, and held that this was a "phantom issue" injected into the proceeding by the Bell System.

FCC, in its report, stated that ultimately all interconnection would be by common carrier facilities but that during the developmental period it would authorize private facilities on a temporary basis. The Commission indicated it would determine how long such private usage would be allowed, but for sufficient time to permit amortization of equipment involved.

Mason Candy TV Show

MASON, Au & Mangenheimer Conf. Mfg. Co. (Mason Dots Candy), will sponsor Mr. Magic & Carrots on a custom-made television network in eight major markets. The show will start live in New York on WPIX on Oct. 21. It will be carried on film in other markets during the week of Oct. 24.

The program is produced by Gerald Law and is being released through Film Equities. Moore & Hamm Inc., New York, is the agency.

RCA'S SHORTER 16" TV TUBE

New 'Filterglass' Measures 17½"

NEW 16-inch metal TV picture tube, 5½ inches shorter than present kinescopes for 16-inch TV sets, was announced Oct. 20 by the tube department of RCA, Harrison, N. J.

The new kinescope, which will for the first time utilize an RCA "Filterglass" baseplate for greater picture contrast, is expected to make possible more compact chassis and more flexible cabinet design in future TV receivers that will be available next year.

The new picture tube, designated the RCA-16GP4, will be supplied in very limited quantity to makers of TV receivers in December. Precise quantities will be available early next year, company officials revealed.

The new tube is 17½ inches long, compared to 22½ inches for the present 16-inch tube, and 18 inches for the widely used 10-inch TV picture tube.

The new kinescope utilizes the wider deflection angle, 70 degrees as compared to about 55 degrees for the present tube, to make possible its shorter length. Performance characteristics remain essentially the same.

The new RCA "Filterglass" base plate has a special material incorporated in the glass, which greatly increases picture contrast. Lightening of black areas in the TV picture by reflected room light is greatly reduced. Contrast is further improved by reduction of reflections within the base plate itself.

As with all major developments of RCA, the new 16-inch kinescope is being made available to the entire electronics industry.

heavy with cows?

The critters just add, multiply and divide . . . 30,000 of 'em in the KGVO-CBS Missoula area divide a cool 4.5 million. Now add $5,000 forms and ranches worth $450 million. Consider all Montana's seven major industries (diversification means sales story too) and you find retail sales totalling over $100 million. (1948). If you want sales in Montana, the Mosby stations SELL 250 KW KGVO-KANA 5 KW DAY—1000 WITE MISSOULI ANACONDA BUTTE

The Art Mosby Stations MONTANA

* NOT ONE, BUT SEVEN MAJOR INDUSTRIES

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**TV AUTHORITY**

MOTION to set up the Television Authority, one big union for all video performers, will be put to the international board of Associated Actors and Artists of America Wednesday at a meeting in New York, Paul Durlzell, 4A's president announced last week.

In taking the vote, the question of jurisdiction over television performers in the various branches of the industry will be left in abeyance until outstanding issues can be mediated, it was said.

Mr. Durlzell's announcement thus brought the formation of the TV Authority to the point where it was a month ago when the Screen Actors Guild and Screen Extras Guild walked out of an international board meeting.

At that meeting, the screen guilds failed to gain on the jurisdiction of films. The live actors' unions involved wanted to mediate all outstanding differences but the screen branches wanted to mediate only a "shadowsland" area comprising film commercials and inserts.

When the Screen Guilds took their walk, the meeting broke up without a vote on the move to establish the TV Authority. Present plan of the TV Authority proponents apparently is to get the organization into being, setting aside the jurisdictional problem for later settlement.

The TV Authority proposal already has been endorsed by memberships of five of the 4A's most important branches: Actors Equity, Chorus Equity, AGVA, AGMA and AFRA. In the case of AGVA and AFRA, it was endorsed unanimously by national conventions. SAG and SEG, also 4A's branches, are opposed. Voting by the 4A's international board is based on each branch having one vote for every 500 paid up members. The live unions overwhelmingly out-number the screen players.

It is likely that the Wednesday meeting also will consider a proposal to hold mass meetings of all 4A's members in various cities to discuss the TV jurisdictional controversy.

Mr. Durlzell's announcement of the TV Authority motion was the second important step of the week taken on behalf of the live actors in their jurisdictional war with the screen performers.

The first was on Monday when five presidents of the live actors' branches issued a counterblast to a screen actors' statement published in a three column ad in the New York Times Oct. 14. It denied any intent to affiliate with American Federation of Musicians, as had been charged in some reports, but reiterated the stand to willingly mediate only the "shadowland" areas of television jurisdiction.

SAG, AFM Issue

The counterblast expressed gratification that the SAG did not plan to join the AFM but said the screen actors were confused on issues. It was signed by Clarence Derwent, president of both Actors Equity and Chorus Equity; Lawrence Tibbett, AGMA president; Clayton Collyer, AFRA president and Gus Van, AGVA president.

**NOW! MAGNETIC SPROCKETS**

**BUILT FOR CBS-TV**

- Automatically compensates for tape stretch.
- Adjustable speed for "framing", Advance-retard by push-button.
- Immediate lock-in for sync control.
- Stubbornly holds synchronism.

**RECORDING EQUIPMENT CORPORATION**

154TH ST. AND 77TH AVE. WHITESTONE, L. I., N. Y.

HOTEL NEW YORKER

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ASCAP TV Music
(Continued from page 44)

one-time rate. If the station's annu-
ual net is between $50,000 and
$150,000, its ASCAP sustaining fee
would be its highest quarter-hour
one-time rate per month.

Blanket sustaining fees for TV sta-
tions with incomes below $50,000 a
year, if there are any, are still
unsettled. The original blanket
sustaining license forms printed by
ASCAP set these fees as one-
half the highest quarter-hour rate,
which was said to be the under-
standing of the society's negotia-
tors. The broadcasters' committee
however, reportedly thought that
the TV fees for such low-income sta-
tions would be the same as for
radio stations with similar incomes,$1 per month, plus the extra 10%
for TV, of course.

Network sustaining fees, payable
by the networks to ASCAP are
$16.67 a month for each TV affil-
iate, if it is affiliated with only
one network. If the station is affil-
iated with two networks, the fee
is $12.50 per station per month
from each network. If the station
is affiliated with three or more TV
networks, each will pay ASCAP
$8.33 a month for each such sta-
tion. Whether the TV networks
will absorb these charges or pass
them along to the stations is up to
each network individually.

Cooperative video programs
are considered in the licenses as
networks, avoiding a duplication in
TV of what has been a long drawn
out controversy over this type of
program in radio. Here again, each
network must work out with its

OWN affiliates an agreeable division
of the fees.

Contracts signed Monday cover
the ABC-TV Network and its owned
stations—WJZ-TV New
York, WENR-TV Chicago, WXYZ-
TV Detroit, KECA-TV Los Angeles
and KGO-TV San Francisco; CBS-
TV Network and its owned
stations

PRESENT as contract is arranged between networks and ASCAP are:

(1 to r, sitting), Fred Ahlert, president of ASCAP, and Charles R. Denney,
NBC executive vice president; (1 to r, standing) Mark Woods, president
of ABC, and Lawrence Lowman, CBS vice president.

—WCBS-TV New York; NBC-TV
Network and its owned stations—
WNBT (TV) New York, WNBW
(TV) Washington, WNBQ (TV)
Chicago, WNBK (TV) Cleveland,
KNBH (TV) Hollywood.

DuMont TV Network and its
owned stations—WABD (TV)
New York, WTTG (TV) Washington
and WDTV (TV) Pittsburgh—were
not represented at the signing ses-
SION on Monday, although DuMont
participated in the negotiations
with the other TV networks. How-
ever, Mortimer W. Loewi, director
of the DuMont TV Network, said
that this network would probably
sign similar licenses within the next
days.

If the blanket commercial li-
censes are accepted by DuMont, as
well as the other TV networks,
ASCAP should receive about $170,-
000 in network commercial fees
for 1949, it is estimated. Figure is
based on an estimated total of

gross TV network time sales of
$11,000,000 for the year. (Pub-
lishers Information Bureau re-
ported gross network TV billings
of $4,883,688 for the first seven
months of this year and with the
increased business this fall as com-
pared to the spring and summer
months $11 million seems like a
fair estimate.) Deducing an
average frequency discount of 5%
and agency and sales discounts of
15% each, applying the 2.75% to
the net and then deducting the 25%
allowable for costs of interconnect-
ing stations by coaxial cable, radio
relay or microwave recordings, and
adding 10% will give a combined
total fee for all TV networks of
approximately $710,000.

Assuming that all stations also
accepted the blanket commercial
licenses from ASCAP and apply-
ing the same formula to their esti-
mated gross for the year of 39
million (except that their percent
is 2.25 and that they do not get
the interconnection deductions al-
lowed the networks), the station
fees to ASCAP should add up to
roughly $150,000 for the year.
However, this figure has little more
than academic significance since a
number of stations plan to reject
the blanket licenses in favor of a
per program arrangement whereby
they will be paid only for their pro-
grams which use ASCAP music,
basel at a higher rate than that of
the blanket licenses.

Subject to Ratification
When negotiations for the per
program licenses are complete, both
forms of agreement must be rati-
fi ed by a substantial majority of
ASCAP members (80% of the total,
figured on a dollar basis from the
distribution of the society's re-
cipts among its membership).

The NAB TV Music Committee
which has carried on the negotia-
tions with ASCAP over the last
nine months is composed of Robert
P. McPol, NBC, chairman; Julius
F. Brauner, CBS; Robert L. Coe,
WPIX (TV) New York; William
Fay, WHAM-TV Rochester, N. Y.;
Mortimer W. Loewi, DuMont;
Chair McCollough, WAGL-TV Lan-
caster; Joseph A. McDonald, ABC;
Theodore C. Streibert, WOR-TV
New York; Donn B. Tatum, KHJ
Los Angeles.

Getting your pressings
when you want them?

You have a right to expect speedy
handling of your recording jobs and
pressings—with no sacrifice of quality.
Top engineering skill and equipment
are at your assurance of the kind of
service you want. At RCA Victor
you get the benefit of:

– The most modern equipment and facilities in
  the trade, plus 50 years' accumulated
  “know-how.”
– High-fidelity phonograph records of all
  kinds, all types of Vinylite transcriptions.
– Complete facilities for turning out slide
  film and home phonograph type records.
– Fast handling and delivery.

First in the field!

RCA VICTOR

CUSTOM RECORD SALES

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

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

114 East 23rd Street
New York 10, New York

445 North Lake Shore Drive
Chicago 11, Illinois

1016 North Sycamore Avenue
Hollywood 38, California

Halide 571

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

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IF YOU HAVE A SPOT RADIO PROBLEM

ATTACH OUR NEAREST OFFICE

Joseph Hershey McGilvra, Inc.

RADIO AM-FM-TV REPRESENTATIVES

Executive Offices—366 Madison Avenue, New York 17, Murray Hill 2-8755

NEW YORK • CHICAGO • LOS ANGELES

SAN FRANCISCO • ATLANTA

BROADCASTING • Telecasting
A LITTLE friendly competition among Minneapolis stations is evidenced as (1 to r) Joe Cook, KSTP sales promotion manager, chokes the WCCO mike; Cliff Rice, WTCN promotion manager, takes a hammer to the KSTP equipment; and Tony McE, WCCO promotion manager, tries to hide the WTCN call letters. The three men make up the Radio Promotion Committee of the Minneapolis Chamber of Commerce, as pictured in the new magazine the chamber is putting out titled Greater Minneapolis.

CANADA AD MEET
Amm-i-dent Success Told

PHENOMENAL success of Ammi-dent and the part radio played in its promotion early this year, was told by George J. Abrams, advertising manager of the Block Drug Co., Jersey City, N. J., at the 35th annual meeting of the Assn. of Canadian Advertisers, at Toronto Oct. 20.

After relating how his company came into the amm-ionized dentrifice field, Mr. Abrams reported that Block Drug Co., early this year started using a radio spot campaign in major markets in conjunction with newspaper and magazine campaigns.

"We placed between 40 and 50 announcements a week in these markets," Mr. Abrams stated, "purchasing in such a manner as to give maximum listenership at minimum cost. To accomplish this we personally visited every city in which radio was being used and bought time after studying local listening habits, local radio personalities, and costs and coverage data. Our agency's (Cecil & Brey) radio timebuyer, account executive, our president and yours truly, went into those cities to make sure we were making the best possible radio buys," he said.

NEW version of RCA "70-D" studio turntable to accommodate RCA Victor 45-rpm records will be demonstrated by RCA at first annual U. S. Aurie Fair this week.

FLORIDA ASSN.
Sarasota Meet Nov. 3-4

THE next meeting of the Florida Assn. of Broadcasters will be held Nov. 3-4 in Sarasota, according to an announcement by W. Wright Esch, of WMFJ Dayton Beach, Fla., president of the association.

Mr. Esch said the question of political time will be discussed along with adoption of a standardized political contract, and further stated he has what he believes is the first decent contract for stations.

In addition to Mr. Esch, officers of Florida Assn. of Broadcasters are: Maj. Garland Powell, WRUF Gainesville, first vice president; Tom Watson Jr., WSNW Belle Glade, second vice president and Jerry Stone, WNB Daytona Beach, secretary-treasurer.
KIDO STUDIOS

Move to New Building

KIDO-AM-FM Boise, Idaho, has begun operating out of its new studios and offices in the recently remodeled Chamber of Commerce Bldg. Operation from the new studios commenced late last month with an open house held for advertisers and the public.

Walter E. Wagstaff, vice president and general manager of KIDO Inc., said in addition to greatly increased office space and newsroom and music library facilities, KIDO has three studios and two control rooms of up-to-date acoustical design and equipped with the latest in technical equipment.

For the past 12 years, KIDO has had its studios in the Hotel Boise. Station has application pending before the FCC for an increase of power to 5 kw. The NBC outlet now operates on 1380 kc with 2.5 kw day, 1 kw night. KIDO-FM operates on Channel 291 (106.1 me), 2.5 kw.

WIS NEW STUDIO

Gala Opening Nov. 19-20

TOP dignitaries and personalities in the radio field will attend the official opening of the new studio and office building of WIS (AM-FM) Columbia, S. C., Nov. 19-20, General Manager C. C. Richard has announced. Wayne Coy, FCC Chairman, and Niles Trammell, NBC board chairman, are among the industry leaders slated to appear. NBC personalities include Jay Jostyn (Mr. District Attorney) and Mrs. Jostyn; Harry W. Junkin and Mrs. Junkin; George Hicks and Jan Miner.

Mr. Junkin, author-producer-director of NBC's Radio City Playhouse, will round off a week-stay in Columbia with a broadcast origin of his show from the new WIS studios. Setting for the drama, written especially for the occasion, is South Carolina. Jan Miner, program director, will star. Program will be broadcast Sunday, Nov. 20, and during the same evening, George Hicks will present Theatre Guild on the Air, announcing for U. S. Steel from the studios, saluting the new building and basing his regular message on the state's industrial growth.

JOINS NAB Legal Staff

VINCENT T. WASILEWSKI has joined the NAB Legal Dept. as attorney serving with Attorney Richard W. Jenica under General Counsel Don Petty. Mr. Wasilewski was awarded the degree Doctor of Jurisprudence last August by U. of Illinois. He entered U. of Illinois in 1940, with his school career interrupted several years by service in the Army Air Force. He was decorated with Distinguished Flying Cross and Air Medal, both with oak leaf cluster.

FLOYD FLETCHER

Heads Tobacco Network

FLOYD FLETCHER, manager of WTUK Durham, N. C., was elected president of the Tobacco Network at the annual meeting of the board of directors last week. He succeeds Louis Howard, of WHIT New Bern, N. C., who becomes vice president. Also newly elected is Hartwell Campbell, WGTC Greenville, N. C., manager, as secretary-treasurer, succeeding Fred Fletcher, WRAL Raleigh manager.

The Tobacco Network is made up of eight stations in eastern North Carolina. They are: WTUK Durham; W FNC Fayetteville; WGTC Greenville; WJNC Jacksonville; WHIT New Bern; WRAL Raleigh; W OCEC Rocky Mount and WGNI Wilmington. Network sales are handled by R. K. Scott, Raleigh.

INCREASE of 200% in use of classroom radio broadcasts originating at WNYE (FM) New York Board of Education station, has been revealed by Supt. of Schools William Jansen.

'SELL' RADIO

L. A. Group Plans Drive

AIMING at a January start, the Southern California Broadcasters Assn. is projecting plans for a Los Angeles area committee to "sell" radio, according to William Beaton, SCBA president and general manager of KWJKW Pasadena.

Chairman of the sales promotion committee is Kevin Sweeney, KFIA-AM-TV Los Angeles sales manager. Others named to serve with Mr. Sweeney are: Robert Laws, ABC Western Div. sales manager; William Shaw, CBS Western Div. assistant sales manager; Stanley Spero, account executive of KFAC Los Angeles, and Maury Gresham, sales manager of KLAC Los Angeles.

This group is working out plans for a presentation which will tell radio's story without reference to a particular facility or entering into the question of network versus independent stations. Exact nature of the presentation has not been decided but the plan calls for two man teams to make the appearance before various groups.

As a generality, each team is expected to consist of a large station representative and a small station representative. In all such meetings the aim will be to tell radio's story to non-radio advertisers and later leave the question of station selection up to the agency or client, if advertising is bought direct.

AVC Elects Klaus

BAY AREA veterans active in radio, advertising, magazine and newspaper work have organized the San Francisco Press-Advertising-Radio Chapter of the American Veterans Committee. Erwin H. Klaus, managing director of Buchanan & Co., was elected chairman at its organization meeting Oct. 12 at the San Francisco Press Club. Others named to serve are: Phil Van Slyck, Van Slyck Advertising, vice chairman; Gerald F. Nowell, Bob Wettstein Publishers Representative, secretary-treasurer; and Jack Fiske, Alameda Times-Star, delegate to Nov. 24-27 AVC National Convention in Chicago.

Detroit's Most Effective Selling Team!

WE XL 1340 KC 250 Watts
WE XL-FM 104.3 M.C. 18,000 Watts
Royal Oak, Michigan
PRIMARY COVERAGE 900,860 Radio Homes—More than half the total Radio homes in Michigan, with a retail buying power (1948) of over $3½ billion.
OPERATING 24 HOURS DAILY
Member N.A.B.—M.A.B.
WWDC’s Parrot Success

THE hundreds of characters in American cartoons soon will have to make room for another. This time it’s a parrot and furthermore, he’s a radio star. When Frank Beck, creator of the cartoon “Bo,” went to Washington recently to participate in the cartoonists show sponsored by the Treasury Dept’s Savings Bond Div., he was interviewed on the Milton Q. Ford Show over WWDC. Co-star with Mr. Ford on the show is the five-year-old parrot Richard. Although Richard broke up the interview with a few well-placed remarks, songs and shrill whistles, Mr. Beck forgave his impertinence and asked Mr. Ford’s permission to have Richard team up in the cartoon with “Bo, the Talking Dog.” Richard should break into print soon.

WPBC ON AIR
Highlights Local Talent

THE Twin Cities’ newest AM station, WPBC Minneapolis, which launched daytime operations a fortnight ago, will cover the market area “with locally produced programs tailored to the liking of the people in this community,” president and general manager, William V. Stewart, announced. Formal opening of the station is planned midway in November with testimonials from local and state dignitaries.

Housed in its modern designed studio-transmitter building at 1133 Stinson Blvd., WPBC is on 980 kc with power of 500 w. It is owned and operated by the People’s Broadcasting Co. Mr. Stewart, formerly with WOWO Fort Wayne and WCCO Minneapolis, heads the staff, which includes: John W. Ware, sales manager, former Minneapolis business man; Thomas K. McCrum, production manager, formerly of WKJG Fort Wayne.

SHORT show with long memory span is feature of WOW New York. Ten-minute nightly feature, called “then and Now,” is emceed by Joe Given who plays two recordings of same tune. One recording is modern, and the other was made between 20 and 30 years ago. Many old records are collector’s items and museum pieces, and each is accompanied by “historical” comment incorporating as much information as is obtainable about it. Tunes such as “Whispering,” “Making Whoopee,” and “Shiek of Araby” will be used during the show’s estimated one-month run. In some cases, both recordings are by same artist.

breakfast Guests

PLACING microphones in breakfast nook of Mr. Philip Klein, owner of Philip Klein Agency, Philadelphia, enables WPEN (same city) listeners to lend an ear to informal discussions of Klein household and noted guests at breakfast. Topics of local, national and international interest are casually talked about Monday through Friday, from 8 to 10 a.m., station reports. Letters indicate that listeners enjoy informal discussions as well as education and WASK Lafayette, Ind.; Art Jacobson, formerly of KDEC De- corah, Iowa; and Jerry Bleich of New York, continuity; Gary Healy formerly of KUBN Bemidji, Minn., Lloyd Nelson and Max Sievert, both of Minneapolis, emcee “morning programs” will be designed and produced by Becky Ann Stewart, formerly woman’s program director at WOWO Fort Wayne.

sales and service department of WPBC is staffed by Mary Selvig; Bill Garin, formerly WFRH Wisconsin Rapids; Joe Kane and Don Hanson of St. Paul, and Bill Withrow and Lloyd Sherman of Minneapolis.

Headlining the locally produced programs which will be aired throughout the broadcasting day are Don Dodge, St. Paul piano stylist; Max Sievert, male vocalist; Lorrayne Garin and Mrs. Mabel Baker, vocalists.

PROGRAMS

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Unknown Sport Fans

FROM films taken at sports events in area, one minute film is run daily on Guinness’ TV Sports Spots between 20 and 30 years ago. Many old records are collector’s items and museum pieces, and each is accompanied by “historical” comment incorporating as much information as is obtainable about it. Tunes such as “Whispering,” “Making Whoopee,” and “Shiek of Araby” will be used during the show’s estimated one-month run. In some cases, both recordings are by same artist.

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WARWICK CASE
FTC Dismisses Charges

COMPLAINT charging Warwick Mfg. Corp., Chicago, with misrepresentations in the sale of radio and television equipment has been dismissed without prejudice by Federal Trade Commission. Alleged misrepresentations concerned tube capacity and prices of TV equipment and radio sets.

The firm had filed motions and affidavits showing that the practices had been discontinued and giving assurance they would not be resumed, FTC said in dismissing the complaint. "In the circumstances the public interest does not require a continuation of this proceeding," it added. All Commissioners present concurred in the decision.

Blackstone Adds
FOUR new stations have signed to carry Blackstone, Magic Detective, transcribed series under sponsorship of local Blackstone Washer dealers, according to Charles Michelson Inc., New York transcription firm which produces the show and is handling co-op campaign for Blackstone factory. Stations are KOWB Laramie, Wyo.; WATN Watertown, N. Y.; WPFG Atlantic City, N. J., and WNDR Syracuse, N. Y.

JAMES GATES, formerly of WOAC Burlington, Vt., and KRDO Colorado Springs, Colo., becomes sales manager of WIDE Biddeford, Me. ALFRED G. SYLVESTRI joins station's sales staff.


PAUL W. COLLIN, former commercial manager of WBNB Beloit, Wis., appointed commercial manager of WILA (FM) Woodstock, Ill. He previously was traffic manager at ABC's Central Div. and assistant to sales manager of World Broadcasting System Inc., Chicago.

BLAIR TV Inc., Chicago, named national representative for WRC-TV Birmingham, Ala. Station has been on air since July 1.


EARL FRANK Cady, formerly of sales staffs of WHKB Akron, Ohio, and KROS Clinton, Iowa, joins sales staff of WKRC Cincinnati, Ohio, replacing JIM BLACK, resigned.

RALPH GOSHEN, former local sales manager of WIRE Indianapolis, Ind., joins local sales staff of WBBM Chicago.

AUSTIN KING, former head of advertising firm under his name, joins sales staff of KITO San Bernardino, Calif.


GEORGE P. MURRAY and JAMES W. BIGGERS join sales staff of WRLB Columbus, Ga.

WTVB Coldwater, Mich., issues new rate card, effective Oct. 15.

NUNA KIRBY, regional sales manager for WLAB Lawrence, Mass., is convalescing at Mt. Auburn Hospital, Cambridge, following surgery.

OREN MATTISON, KMPC Hollywood auditor, named head of the insurance committee for Southern California Broadcasters' Assn. Other committee members include DONN DAVIS, KPWB Hollywood auditor; J. FRED DUNN, KFAC Los Angeles auditor.

JAMES E. CRIMMOND, account executive for WCGY Silver Spring, Md., and Helen Theresa Brodie have announced their marriage.

JAMES E. LOWELL, account executive at WSSV Petersburg, Va., is the father of a girl, Margaret Athena.

'Forum' Option Dropped

EASTERN RAILROADS Assn. through its agency, Kenyon & Eckhardt, New York, has dropped its option on the Ted Granik American Forum of the Air [CLOSED CIRCUIT, Oct. 3] on NBC. The Association, an official of the company explained, is not ready to sponsor it immediately, but the show itself is still under consideration.

CERTIFICATE of appreciation for its interest and support of Girl Scouting awarded to WLSI Pekinville, Ky., by Sandy Valley Girl Scout Council Inc.
THEATRE PARTY
Sponsors Fete WHGB Star

WITH plenty of fan-fare and gusto, eight sponsors turned true "angels" early this month and spent their own time and money to fete radio star Red McCarthy, whose speciality is playing top recordings to fans over WHGB Harrisburg, Pa. The station reports that the date of the party, Oct. 8, has become a "Red Letter Day" in the life of Mr. McCarthy and also in the history of WHGB.

The sponsors, who honored the star of the Red McCarthy Show at a "Sponsors Theatre Party," thought up the whole idea. Realizing the high degree of enthusiasm prevailing among the McCarthy fans, his sponsors decided to buy out one of the local theatres for the party. Tickets were given free of charge on a first come, first served basis.

There were free movies for all, free popcorn and balloons, and one of the "angels" went so far as to pass out more than 2,000 samples of his ice cream. The event was climaxed with the introduction of Red McCarthy to his fans and the presentation to him of a silver loving cup, appropriately inscribed.


WHGB's Red McCarthy and loving cup

TED NABORS, with KTHH Houston, Tex., for 15 years, joins KTHT Houston as program director.

BILL MEYERS, former newscaster and assistant producer with Armed Forces Radio Service, London, joins WPTR Albany, N. Y., as staff announcer.

GORDON EATON, formerly of WGST Atlanta, Ga., and WCCO Minneapolis, rejoins WCCO announcing staff effective Nov. 1.

NORMAN SLOANE, formerly ABC Hollywood program transmission coordinator, transfers to KECA-TV same city as assistant to CAROL HOWARD, television program operations manager.

WILFRED J. WALKER, Negro professor at Sterling High School, Greenville, S. C., appointed to handle all Negro high school play-by-play football game descriptions for WESC Greenville.

JOHNNY PEARSON, formerly of KXXX Colby, Kan., joins announcing staff of EWWL Waterloo, Iowa.

HAROLD GREGG, formerly with WHAI Greenfield, Mass., joins KMBY Monterey, Calif., as disc jockey.

WILLIAM MARTIN, formerly with EGO-TV San Francisco and faculty member of Art League of California, joins KRON-TV San Francisco as head of Art Dept.

GRAFTON MASON added to ABC Central Div. research staff, replacing VIRGINIA ASHWORTH, resigned. Mr. Mason worked previously for A. C. Nielsen Co., Chicago market research firm.

JAMES C. JORDAN Jr., formerly with WNBT (TV) New York, transfers to production department of KBBK (TV) Hollywood as assistant director.

BOB TROB, former chief staff announcer of WVET Rochester, N. Y., joins announcing staff of WDSU New Orleans.

WILLIAM C. DRISCOLL, former city editor and sports editor of now defunct Philadelphia Record, named director of WPIL-TV Philadelphia Television Newsreel and manager of film productions. He also collaborated in writing of book, How To Enjoy Sports on Television, and for last three years, he has done research in movie animation as medium of TV advertising.

BOB RIENSON of WBT and OWEN SPANN of WGV, both Charlotte, N. C. stations, jointly preparing "Question Market," series of questions and answers for use on local quiz shows on AM stations throughout country.

OSCAR (Papa) CELESTINE, one of original New Orleans Dixieland jazz musicians, signed to do weekly disc jockey program on WDSU New Orleans.

FORD WARNER, formerly with KDON, then Monterey, now Palm Beach, Calif., joins KMBY Monterey as program director and news editor.

ISABEL WALSH, member of copy department of WBIR Pittfield, Mass., and Al Parker have announced their marriage.

LYMAN BRYSON, CBS counselor on public affairs, will address Founders Day ceremonies at Sweetwater College, Va., Oct. 28, Oct. 31, Dr. Bryson will lecture at Dartmouth College on "Freedom of Information."

ED SCOTT, announcer at WBMM Chicago, is father of a boy, Christopher Alan.

MARY HARTLINE, band leader on ABC-TV's Super Circus and Junior Junction from WEMT-TV Chicago, elected "The Sweetest Television Star of the Year" in Chicago by National Sweetest Day Citizens Committee.

JOHN GALBRAITH, assistant program manager of KGO San Francisco, is the father of a girl.

RUSS MAYBERRY, assistant director of Kuki, Fran & Ollie (NBC-TV) in Chicago, and Helen Graver have announced their marriage.

JAY STEWART, m.c. of ABC's Surprise Package and Fun Fair, is the father of a girl, Julie.

PHIL IRWIN, announcer for KGW Portland, Ore., is the father of a boy, Mark Benjamin.

CAROL ADAMS, women's director at WHBC Canton, Ohio, will appear in Nov. 17 production of Canton Player's Guild.

MEL VENTER, program manager of KFRC San Francisco, is the father of a girl.

BLUE RIDGE MOUNTAIN BOYS of WLAQ Rome, Ga., were winners of Southerners Fair Hillbilly Parade contest.

MAL BELLAIRS, announcer at WCFL Chicago, is the father of a girl.

NEED MORE COVERAGE?

Then you need KFYM, whose signal comes in loud and clear in a larger area than any other station in the U. S. A. And that isn't all! KFYM enjoys a choice frequency of 550 kilocycles, is located in the center of an area noted for excellent ground conductivity. 24 years of listener loyalty, too. Ask any John Blair man to prove it.

FOR COVERAGE

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

It's 630 WSAV in Savannah

KFYR

550 KC 5000 WATTS
NBC AFFILIATE
BISMARCK, N. DAK.

630 kc 2,000 watts Full Time

Represented by Hollyberry

BROADCASTING • Telecasting

October 24, 1949 • Page 59
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 . . .
The pattern no longer conforms to the old fashioned and outmoded traditions in time-buying.

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

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

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

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

RESULT:

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

Check Taylor Boroff About . . .

- Brand New Hooplaings
- Station listen at last past
- Retail sales that still hold firm
- Local promotion that sells
- A 5-county "BRIGHT SPOT" market

ASK WHBC CANTON

about the NEW BOLD LOOK in NORTHEASTERN OHIO

LARGE ear of corn wrapped in cellulose from which dangles blue ribbon, is latest promotion of WRFD Worthington, Ohio. Printed on ribbon in gold letters is message, "Prairie Frize—Buy WRFD—Ohio's Rural Radio Station." Accompanying corn is reprint of full-page spread in the Broadcasting 1949 MARKETBOOK, giving details of station's coverage.

WOAI Scores Hit

SCORES of Saturday football games during current season are relayed from newsroom of WOAI San Antonio, Tex., to American Airlines for benefit of passengers on incoming and outgoing flights. Scores are read to passengers in flight and service has been received by air travelers with great enthusiasm, station reports.

Blotter Mike

BLOTTER cut in shape of microphone and stamped with call letters and dial position of WASH (FM) Washington has been sent to trade and local sponsors by station.

Anniversary Party

WITH funnypapers in hand, over 2,500 children watched third anniversary party of KZL-Denver Post Funny Paper Show. Party, which was held in downtown hotel, was promoted by news stories in Post and transcribed announcements over station with characters from program urging kids to come down for comic books, ice cream bars, doughnuts, masks and animal crackers, provided by KZL sponsors. Show was aired for audience, with an estimated 5,000 children turned away because of lack of space.

Cover Mailing

DRAWING of bird with four-leaf clover in beak on leaves of which are names of programs on KCBS San Francisco is a feature of latest mailing by station to trade. Drawing is on cover of Oct. 17 issue of Broadcasting. Note attached to cover reprint says, in part, "From new telephone number to new transmitter equipment . . . in production, promotion and expanded personnel . . . the new KCBS reflects a brand-new spirit in San Francisco radio."

Kleenex Announces

SHEET of kleenex announces construction of tremendous sign, one of largest on Times Square, to be lighted Oct. 28. Sign is expected to be filmed in one of Broadway's most popular television shows. Announcement of company's television show, Fun for the Money on ABC-TV Friday, 9:30-10 p.m., originating in Chicago.

Dog-gone Good Promotion

SAD LOOKING bulldog ("Client who just discovered his advertising agency passed up the best time signal package in Northern California") occupies front cover of direct mail promotion folder sent out by KGO San Francisco. Folder plugs John Harvey's Home Digest, 6:30-7 a.m. More. Back cover carries cartoon of long-bearded mailman and legend: "The mailman staggered into KGO with 16,705 letters for Home Digest during its first year, August 1948—August 1949."

Postcard Mailing

POSTCARD headed, "Are You Listening."

"Replied Family Service Assn. of Seattle and Community Chest, calls attention to Family Closeup on ABC. Show is presented jointly by ABC and Family Service Assn. of America. Message on card reads, in part, "These broadcasts are based on actual professional experience of family service agencies throughout the country. They give an honest, searching portrayal of tensions and conflicts in family life, and of the help given by family service agencies. We hope you are listening."

Effective Spots

"TV RESULTS" is title of new direct mail promotion piece sent out by KPIX (TV) San Francisco, announcing results of six one-minute premium announcements by station for Lewis Food Co. (Dr. Ross Dog Food). More than one response per TV set in use was received by station from viewers in 86 cities in 19 counties, station reports. Result for station, literature explains, was quick contract renewal by sponsor and congratulatory letter "for sales response and effective service."

Personnel

CLAUDE ROST, formerly member of public relations department of WKRC Cincinnati, Ohio, appointed publicity director of station, succeeding CHARLTON WALLACE.

NORMAN KNIGHT resigns as eastern stations relations manager of MBS.

KAY MULVIEHILL, formerly assistant promotion manager for KSFQ and KPX (TV) San Francisco, named promotion manager of stations. She succeeds ELLEN STEIN, resigned.

ROSEMARY MCLAUGHLIN joins KXOK St. Louis in publicity-promotion department.

BORIS MUCICA joins ABC Hollywood sales promotion department as artist. He replaces ALAN ELROD who left to join Steele & Parks, Hollywood (packager).

TONY MOE, promotion manager at WCCO Minneapolis, has left for Hollywood. During trip he will inspect West Coast CBS promotional set-up.

CAROLYN FRENCH, formerly with KCBS San Francisco, joins EGO same city, as publicity assistant to MAURY BAKER, promotion and advertising manager. She succeeds MARILYN MAYNE, resigned.

ALL-time-high of 800 public service programs per month representing 161 hours of public service time her regular broadcast regularly this fall over WHL-AM-FM Hempstead, L. I.
AWARDS

Top Wash. Press Club Honors
Won by KJR Seattle

WITH four first-place awards, KJR Seattle captured more honors in the Second Annual Radio Awards of the Washington State Press Club than any other station in the state. Second was KVOS Bellingham, with two firsts and an honorable mention.

The awards were presented Friday night (Oct. 21) during the Annual Radio Awards Night at the Press Club in Seattle. Twelve first awards were granted, and nine "honorable mentions."

Maury Rider, KIRO Seattle announcer and commentator, was chairman of the Radio Awards Committee. Serving with him on the committee were Maitland Jordan, national sales manager, and Paul Moore, account executive, both of KJR Seattle; Lincoln Miller, executive vice president of KXX Seattle; and Richard E. Green, manager of national sales and sales service, KOMO Seattle.

Judges were Bob Hillis, radio publicity director for the Seattle-King County Community Chest; Trevor Evans, radio-television director of Pacific National Advertising Agency; Pete Lyman, account executive for Frederick E. Baker & Assoc., and William Ladd, then assistant director of radio at the U. of Washington and now associate professor of speech at Washington State College.

First-place awards, by categories:

Farm News—Hal Reeves, KVOS Bellingham; Local News Commentary—Alan Miller, KVI Seattle; Sports Announcing—Rod Belcher, KMG Tacoma; Public Service—Robert Hayward, KVI Seattle, and George Amandy Washington State Patrol, for "This Be Ye a Good Western Personality Program—Buck Ritchey, KVI, for Hop-Dee-Ho; Musical Spot Announcements—Tom Jones Perry, Western Agency, for "Pale, Pale, It's Extra Pale" (Rainier Beer).

Excellence in Production—Jack R. Tregallas, KJR Seattle, for "Top Seven; Excellence in Engineering—Otto Rem- ninder; KJR, for Top Seven; Excellence in Writing—Bill Ward, KJR, for Drive in for Luncha; Special Events Reporting—Bob Fer- fax, KJR, for "This Is It!; Excellence in Announcing—Fred Miller, KJR, for Fishermen's Festival; Honorable mentions included:

High School Activities, reporting—Julie Venske, KBRC Mount Vernon; High School Activities, variable program—Staff of KVAN Vancouver, for As- sembly Commercial Fishing News—"Doc" Hall, KGK Seattle, for The Old Boat Puller; Western Personality Pro- gram—Warren Johnson, KRKO Everett, for Gopher Hole Quiz.

Writing—Jean Krueger, KPGU Bel- lingham, for Dreamhouse; Production—Jack Fisher, KPUG, for Dreamhouse; Public Service—Staff of KVOS, for It's a Crime; Musical Spot Production—Bob Hurd, ROMO Seattle, for Studio Forty; Performance in Musical Variety—David Smith, KOMO, for Studio Forty.

Twenty-three stations in the state submitted entries for the awards.

AIR MARATHON

WTTM's Kovacs Talks On

IP Milton Berle could set a record for 18 continuous hours of non-stop telecasting. Ernie Kovacs, announcer at WTTM Trenton, N. J., felt he could set a mark of 173 hours for broadcasting—or go down voiceless in the effort. Still awake, he surrendered the microphone at 1:20 p.m. Oct. 2, after topping his goal by 17 1/2 minutes.

During the marathon, held at the New Jersey State Fair beginning 11 a.m. Sept. 25, WTTM, NBC af- filiate stayed on the air 24 hours a day. Mr. Kovacs' nine-hour disc jockey program from 12 midnight to 9 a.m., announced all local programs and delivered station identifications and announcements between NBC programs. According to the station, the quality of Mr. Kovacs' voice held up well, the only evidence of fatigue being a slight huskiness in his voice and a s o m e w h a t deteriorated reaction time. He confessed that Monday morning (Sept. 26) he fell asleep during morning news broadcast for about ten seconds.

Four days later, he read a time signal this way: "The time now is 12:10 a.m., fair and cloudy... temperature in the middle..." and lapsed inaudibly for several seconds. Carl Mark, WTTM man-ager, rewarded Mr. Kovacs with numerous gifts including a two week vacation. Station reported that about 100,000 people vis- ited WTTM's outdoor studio to watch the announcer in action—or inaction.

READ

by more agency-advertiser executives
than any other radio or TV journal

Only BROADCASTING brings together the week in radio and TV. Spot news—largely unduplicated elsewhere—new business, agency-advertiser personal changes, program, promotion ideas, talent news and costs. . . all easily read and quickly grasped.

ADVERTISERS read BROADCASTING—to know everything that will make their radio-TV advertising more productive, more economical.

ADVERTISING AGENCIES read BROADCASTING—to do a better, more complete job for their clients.

STATIONS, NETWORKS, SERVICES read BROADCASTING—to learn quickly and reliably what is happening, week by week, in their business.

If your business concerns radio-television you need BROADCASTING-TELECASTING—the only authentic reporter of every significant development in the field of mass radio communications.

$7.00 includes 52 weekly issues and the 1950 Yearbook.

Name

Street

City Zone State

I enclose Please Bill Me

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

October 24, 1949 • Page 61

ENVY

On Records: Fran Warren—Vic. 20-3551; Roy Cordell—Mitnke 5265; Buddy Clark—Col. 38599; Russ Case—MGM—10534.

On Transcriptions: Vic Damone—Associated; Larry Foiine—World; Fran Warren—Thesaurus.
EDWIN R. PETERSON named special representative of Keystone Broadcasting System, Chicago. He was former Detroit division manager and ABC Chicago account executive.

LOUIS M. STUMER, former CBS program sales coordinator, joins Mark Goodson - Bill Todman Productions (radio and television package producer) as director of sales, effective immediately. Prior to joining CBS, he was assistant operations manager for DuMont TV network.

JOAN ROWLAND, formerly with National Foundation for Infantile Paralysis, USO and other non-profit organizations in public relations capacity, named radio consultant for Japan International Christian U. Foundation. Mrs. Stumur's group will campaign for $10 million to build university in Tokyo.

RALPH B. HUNTER, recently with government in supervision and organization of Japanese radio broadcasting in Tokyo; HAROLD W. GRAS Jr., formerly information specialist for Armed Forces Radio Service, El Paso, Tex., and FRED D. SHAYOR, veteran of announcing and acting experience in radio and TV in New York state, appointed graduate teaching assistants at Syracuse (N.Y.) U. Radio Dept.

JACK BOYLE named director of Television Research Reports, issued monthly by Daniel Starch & Staff. NATIONAL COMMITTEE FOR LABOR ISRAEL producing Builders of a Nation, transmitted 15-minute series, for public service broadcast by local stations throughout country.

GUY DEVRY, writer of NBC series We Come This Way in 1945, awarded first prize in Victor Frenkil television playwriting contest offered nationally by John Hopkins U., Baltimore.

ANDREW W. BENNETT moves law offices to 1510 F St. N.W., Washington 4. Telephone remains Republic 3607. PENN McLEOD & Assoc., Canadian market research firm with offices in Toronto and Vancouver, opens office at 2322 White Bluff, Seattle, with JOHN BOLAN as manager. Phone: M'Ural 1282. Company, which conducts public opinion polls, market surveys and radio research, also will open office in Los Angeles.

Equipment

LAUREN K. HAGAMAN, formerly manager of advertising and promotion for Mangel Co., Louisville, appointed director of advertising and public relations of Magnavox Co., Ft. Wayne, Ind.

ROWLAND GUILDFORD, New York regional sales manager, named to head DuMont's New York regional sales office, newly-formed company-owned distributor for New York area. He was formerly assistant national sales manager.

RAYTHEON MFG. Co. transfers merchandising of its mobile radars from its Belmont Radio Div., Chicago, to Raytheon's main plant at Waltham, Mass. RAY C. ELLIS, vice president in charge of equipment sales division, will head entire mobile radio equipment operation. Until equipment is in full production at Waltham, production and service will continue at Chicago plant.

TWO GO ABROAD

Representing U. S. Radio

Two industry representatives left last week for Europe to represent U. S. interests at international conferences.

G. Richard Shafto, WIS Columbia B. S. C., NAB's director-at-large for Midwest stations, left Friday by plane for Paris where he will be NAB's member on the U. S. Commission for UNESCO. Hugh Terry of Radio City, New York, is representing NAB at past commission meetings. Mr. Shafto is due back in this country in time to attend the NAB board's mid-November meeting.

Richard P. Doherty, NAB employee-employer relations director, left Friday for Geneva to attend sessions of the International Labor Organization, which studies world labor problems for the United Nations.

Mr. Doherty was appointed by President Truman as one of the two delegates representing American industry. ILO will take up a number of labor problems affecting broadcast, TV and sound operations.

NEW imported record brush for all types of recordings is being manufactured by Philadelphia Badge Co., Philadelphia.

STANDARD RATE & DATA SERVICE, Inc.

The current 1949-1950 Edition of SRDS CONSUMER MARKETS provides all the basic information that market men and buyers of media use in selecting state, county, and city markets for any consumer product.

Authoritative: It reports market data only from government and other reliable sources.

Many Uses: CONSUMER MARKETS is in the hands of SRDS Subscribers, and others, many of whom already have told how they are putting it to work. "We are laying out new sales quotas and advertising plans from it," wrote a national advertising manager. "Selecting markets for a test campaign on a new product," says an account executive.

Users Like It: "Contains more information than I have ever seen in a single market data book," reports another agency man. A time buyer wrote, "Your book has figures on farm radio homes and farm buying power that I have been looking for for years."

CONSUMER MARKETS was designed as a companion-piece for use with regular monthly sections of SRDS to make all jobs of media-market selection easier, faster, more accurate.

Extra copies of CONSUMER MARKETS are available to subscribers, or to non-subscribers at $5.00 each.

Here's a complete, time-saving book of market information.
PILSENER CAMPAIGN
Plans Cleveland Hockey On AM-FM-TV

IN spite of a 15% below normal market in the sale of malt beverages in Ohio at this time of the year, a Cleveland brewing company has thrown all advertising, sales and promotion tradition to the winds by completing arrangements for an all-out promotional campaign.

The firm is the Pilsener Brewing Co., maker of P. O. C. Pilsener Beer, and its campaign includes formation of a brand new radio network, new arrangements for better and more intimate means of broadcasting, the employment of one of Canada's top-notch hockey broadcasters and the innovation of TV.

Heart of the campaign is the broadcast of the Cleveland Barons hockey games. Each of the regularly scheduled contests, both home and away, will be brought to hockey fans by way of radio—AM and FM. Broadcasts will be made from ringside at the Cleveland Arena and all other places where hockey is played throughout the league.

Key station of the AM-FM network is WJW Cleveland, with

WICA Ashtabula, WBRC Canton, WLEG Sandusky, WBBW Youngstown, and WEOL Elyria, participating. In addition, 19 Saturday night games and one Sunday contest will be telecast over WEWS (TV) Cleveland.

Key figures in the campaign include James C. (Jim) Hendy, general manager of the Cleveland Arena; Bun Cook, Barons' coach; LeRoy Ward, Arena superintendent; Eddie Coen, publicity director; Sheldon Fullerton of the publicity department; Ron Cook, hockey broadcaster; station officials—Frank Blumer and G. C. McKelvey of WJW; Walter Walrath of WICA; Robert C. Feilman, WHBC; Al Heiser, WLEC; Gene Trace, WDBW; H. A. Seville, WEOL; J. Harrison Hartley, WEWS (TV), and Cleveland Hockey Club President Bernard E. (Bunny) Rand.

Commenting on the campaign, Mr. Rand said: "We're taking the Arena out of the gymnasium class and putting it into the ranks of leading theatres, where it belongs. Grotesque signs are coming down. Decorations will be appealing. The comfort of our guests comes first. And, with radio and television bringing the Barons' games to all Northern Ohio, we believe we'll bring a new hockey spirit to this entire area."

Patricia Weiss Hart

ENGAGEMENT of Patricia Weiss Hart, daughter of Mr. and Mrs. Lewis Allen Weiss, Bel Air, Calif., to John Austin Armitage, Third Secretary of the U. S. Embassy at Prague, was announced last week. Mr. Weiss is chairman of the board of the Don Lee network, and member of MBS board of directors. The prospective bride is a member of the U. S. Information Service Staff at Prague. The couple plan to be married in January at the Weiss home.

HIG FLYER
DULUTH, MINN.—"Whoops! I'm higher than a kite, Hooper-wise," shouts Otto Mattick to the world from his hovering craniocopter. "And I'm never coming down!" He won't, either, as long as KDAL maintains its continuing promotion program. And maintain it, KDAL will. KDAL's effective listener promotion, plus its own station and CBS personalities has built audience dominance in the Duluth-Superior Market. Analysis will convince you this is a profitable area to include in your next campaign. Doing the selling job here is easy via the market's outstanding medium—KDAL.

45.0
"HOOPER"*
* (average 5 periods, Winter, 1948)
proves
the best buy
in
DANVILLE, VA.
is
WBTM
5kw 1kw
(ABC) (a)
5a
Rep: HOLLENBERY

Small Space—Big Story
MORE people
MORE times
LESS money

WGRD
Grand Rapids
Michigan

BROADCASTING • Telecasting
October 14 Decisions...

BY COMMISSION EN BANC

Modification of CP

WINS-FM Boston—Mod. CP new FM station for extension of completion date.

TENDERED FOR FILING

CP to Replace CP

WJWL, Georgetown, Del.—Application to replace CP which expired, for 900 kc 1 kw D.

October 17 Decisions...

BY COMMISSION EN BANC

Modification of CP

KOME Tulsa, Okla.—Granted mod. CP new FM station.

WINS New York—Denied extension of new station's date on lack of diligence; hearing may be requested within 20 days.

License Renewal

WJSF-FM Watson-Salems, N. C.—License renewal FM station.

October 14 Applications...

ACCEPTED FOR FILING

License for CP

KNBY Newport, Ark.—License to cover CP new station authorized 8-16-46 because of apparent misrepresentations of R. L. Cunningham, owner, regarding his financial position. Reversion effective 15 days after refusal, upon issuance of new license, to cover CP increase power etc.

SERVICE DIRECTORY

Custom-Built Equipment
U. S. RECORDING CO.

1121 Vermont Ave., Wash. 5, D. C.
Sterling 3685

Commercial Radio Monitoring Co.
COMMERCIAL RADIO EQUIT. CO.

Monitoring Division
PRECISION FREQUENCY MEASUREMENTS

Engineer On Duty All Night Every Night
PHONE LOGAN 8821
Porter Blvd., Kansas City, Mo.

CLARENCE R. JACOBS

Box 69 — Princeton, Illinois — Tel. No. 4200

CLARENCE R. JACOBS

Studio Consultants
Planning — Design — Acoustics

NEGRO RADIO PROMOTIONAL COUNCIL

SALLEE W. ELLISON, President

5 E. Lake St., Chicago 1, Ill.

PHONE: FRanklin 2-4344

EDWARD L. RENNO

Advertising Manager

BROADCASTING - TELECASTING

- BROADCASTING - TELECASTING • NAT'L. PRESS BLDG. • WASHINGTON, D. C.

- Please reserve space in your Service Directory for:

2 1-time

2 28-times

2 52-times

- Company

- Address

- Individual

- Please enable direct line at 15,500 (pold) subscribers of BROADCASTING-TELECASTING, by simply indicating the number of insertions desired and mailing this coupon to:

- Broadcasting - Telecasting

- NAT'L. PRESS BLDG.

- WASHINGTON, D. C.

- Company:________

- Address:________

- Individual:________

- RATES: 1-time $2.00—28-times $1.05—52-times $1.00

- Page 64 • October 24, 1949

RESULTS?

THAT'S US

CHNS

HALIFAX, NEW SCOTIA

Maritimes Busiest Station

5000 WATTs—NOW!

Interested? Ask

JOS. WOOD & CO.

350 Madison Ave., New York
CONSULTING RADIO ENGINEERS

JANSKY & BAILEY
Executive Office
National Press Building
Offices and Laboratories
1339 Wisconsin Ave., N. W.
Washington, D. C.
Adams 2414
Member AFCCE*

Everett L. Dillard, Gen. Mgr.
INTERNATIONAL BLDG.  DI. 1319
WASHINGTON, D. C.
PORTER BLDG.
LO. 8821
KANSAS CITY, MO.

RAYMOND M. WILMOTTE
1469 Church St., N. W. DE. 1232
WASHINGTON, S. C.

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

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

WILLIAM L. FOSS, Inc.
Formerly Colton & Foss, Inc.
927 15th St., N. W.
Republic 3883
WASHINGTON, D. C.

Philip Merryman & Associates
- Heatherdell Road
- ARDSLEY, N. Y.
- Dobbs Ferry 3-3273

GUY C. HUTCHESON
1100 W. ABRAM ST. PHONE 1218
ARLINGTON, TEXAS

LYNNE C. SMEBY
“Registered Professional Engineer”
820 13th St., N. W. EX. 8073
Washington 5, S. C.

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

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

A. D. RING & CO.
26 Years’ Experience in Radio Engineering
MUNSEY BLDG. REPUBLIC 3247
WASHINGTON 4, D. C.
Member AFCCE*

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

ANDREW CORPORATION
CONSULTING RADIO ENGINEERS
363 E. 75th St. Triangle 4400
CHICAGO 19, ILLINOIS

CHAMBERS & GARRISON
1519 Connecticut Avenue
WASHINGTON 6, D. C.
MICHIGAN 2261
Member AFCCE*

JOHN CREUTZ
319 BOND BLDG. REPUBLIC 2151
WASHINGTON, D. C.
Member AFCCE*

NATHAN WILLIAMS
Allocation & Field Engineering
20 Algoma Blvd. Ph. Blackhawk 22
Oshkosh, Wisc.

GEORGE P. ADAIR
Radio Engineering Consultant
Executive 5051 1833 M STREET, N. W.
Executive 1230 WASHINGTON 6, D. C.

ROYAL V. HOWARD
1605 16th St., N. W., Wash., D. C.
North 6600
Laurelton Hotel
Montreal, Que.

GEORGE C. DAVIS
501-514 Munsey Bldg.—Sterling 0111
Washington 4, D. C.
Member AFCCE*

GATNEY, RAY & PRICE
(succeeded to John Barron)
CONSULTING RADIO ENGINEERS
1052 Warner Bldg.
Washington 4, D. C.
National 7757

McIntosh & Inglis
710 14th St., N. W.—Metropolitan 4477
WASHINGTON, D. C.
Member AFCCE*

WELDON & CARR
WASHINGTON, D. C.
1605 Connecticut Ave. ML 4151
DALLAS, TEXAS
1728 Wood St. Riverside 3611
Member AFCCE*

A. EARL CULLUM, JR.
CONSULTING RADIO ENGINEERS
HIGHLAND PARK VILLAGE
DALLAS 5, TEXAS
JUSTIN 8-6108

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

G. 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

Member AFCCE*

*Member of American Society of Civil Engineers

BROADCASTING  •  Telecasting

October 24, 1949  •  Page 65
GENE OBOSBORN, formerly assistant sports director at WQUA, Moline, III., joins KWWI, Waterloo, Ia., as assistant director.

ED GRAHAM, new to radio, appointed news editor of WPTR Albany, N. Y.

JOHN McDoNALD, WSM Nashville, Tenn., farm director, awarded Honorary American Farmer Degree by Future Farmers of America at 224 national convention.


JERRY DEANE, news and special events staff member at KXEL, Waterloo, Iowa, is the father of a girl, Sara Ann.

WILLIAM RAY, news and special events manager at NBC's Central Div., appointed to board of directors of Chicago Press Club.

IRE SESSION

Set for Kansas City

SPEAKERS prominent in radio engineering are scheduled to address the Kansas City Section Technical Conference on Antennas, Institute of Radio Engineers, Oct. 28-29 in the Hotel President, Kansas City, Mo.

Friday discussion will be divided into three parts. In the morning, the microwave antenna session is to be addressed by F. M. Deerhake, project engineer in charge of microwave relay development, Electronics Dept., General Electric Co.; J. A. Albano, senior project engineer in the Antenna Research Branch, Wright - Patterson Air Field, Dayton, Ohio; and Dr. Charles B. Barker, assistant branch head of Antenna Research Branch, Naval Research Laboratory, Washington, D. C. Luncheon speaker will be Dr. W. E. Everett, dean of U. of Illinois School of Engineering.

The afternoon speakers are:

Peter Capurso, technical advisor to the director, office of Federal Airways, Civil Aeronautics Authority, Washington, J. T. Shanklin, senior associate engineer, Collins Radio Co. Div., Cedar Rapids, Iowa; R. E. McCormick, CAA Experimental Station engineer, Indianapolis.

Also: D. A. Peterson, senior engineer with A. Earl Callum Jr., consulting engineer with Callum, Tex.; and S. B. Brown, chief engineer with Andrew Corp., Chicago.

The TV-FM antenna session will be held Saturday with the following as speakers:

A. W. Walters, engineer with Communication Branch of Naval Research Laboratory; R. W. Masters, research associate at Ohio State U. Research Foundation, Columbus, Ohio, and George H. Kearse, senior engineer with the American Phenolic Corp., Development Division, Chicago.

CFCH-FM North Bay, Ont., and CGCA-FM Edmonton, Alta., active on air, according to announcement of Dept. of Transport, Ottawa. CFCH-FM is on 106.3 mc with 250 w, and CGCA-FM is on 92.9 mc with 414 w.

WIBW The Voice of Kansas in TOPEKA

Page 66 • October 24, 1949

CITATION for "outstanding leadership and service in soil conservation" is received by Herb Plambeck (r) WHO Des Moines farm service director, Iowa Secretary of Agriculture Harry B. Relph, and farmer for approval as Chris Jensen, chairman, Iowa Soil Conservation Committee, presents plaque to Mr. Plambeck, veteran director of soil conservation field days and plowing matches.

LICENSE FEES

Boost in Canada Unlikely

CHANCES of an increase in listener license fees from $2.50 to $5 a year, as requested by the Canadian Broadcasting Corp. at Ottawa recently, are considered fairly slim in Canada. Added to public opinion against the increase is understood to be feeling of most members of the Liberal Party, which forms the government. Opinion of the party members was expressed at a caucus held early this month at Ottawa, and which members voted the suggestion—felt it would be wiser for the government to pay the deficits of the CBC in the same way that the government now pays the deficits of the government-owned Canadian National Railways and Trans-Canada Airlines.

The matter of increase is now up for recommendation by the Royal Commission on Arts, Letters and Sciences, before which the CBC made the request. The Royal Commission is expected to file its recommendations sometime next spring or summer after completing its hearings across Canada. Amendments to the Canadian Broadcasting Act are contemplated at this session of Parliament.
First 15 Program Hooperings—Oct. 15 Report

<table>
<thead>
<tr>
<th>No. of Stations</th>
<th>Sponsor &amp; Agency</th>
<th>Hooper</th>
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<tbody>
<tr>
<td>Radio Theatre</td>
<td>Lever Bros. (JWT)</td>
<td>19.9</td>
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<tr>
<td>Jack Benny</td>
<td>American Tobacco</td>
<td>19.6</td>
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<tr>
<td>Bob Hope</td>
<td>Lever Bros. (BD&amp;D)</td>
<td>18.4</td>
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<tr>
<td>Fibber McGee &amp; Molly</td>
<td>Lever Bros. (Y&amp;R)</td>
<td>18.0</td>
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<tr>
<td>Walter Winchell</td>
<td>S. C. Johnson &amp; Son (NL&amp;J)</td>
<td>16.6</td>
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<tr>
<td>Bob Hope</td>
<td>Lever Bros. (BD&amp;D)</td>
<td>19.0</td>
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<tr>
<td>My Friend Fdo.</td>
<td>Lever Bros. (IC&amp;I)</td>
<td>15.5</td>
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<tr>
<td>Inner Sanctum</td>
<td>Emerson Drug (BD&amp;D)</td>
<td>14.8</td>
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<tr>
<td>Red Skelton</td>
<td>Procter &amp; Gamble (BB&amp;B)</td>
<td>14.3</td>
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<tr>
<td>Mr. Keen</td>
<td>Whishall Pharmacol</td>
<td>13.7</td>
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<tr>
<td>Charlie McCarthy</td>
<td>Coca-Cola Co. (D’Arcy)</td>
<td>13.0</td>
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<tr>
<td>People Are Funn</td>
<td>B. &amp; W, Tobacco (Seeds)</td>
<td>12.9</td>
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<tr>
<td>Crime Photographer</td>
<td>Philip Morris (Blow)</td>
<td>12.9</td>
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<tr>
<td>Ames “n Andy”</td>
<td>Lever Bros. (B&amp;R)</td>
<td>12.7</td>
</tr>
<tr>
<td>Suspense</td>
<td>Electric Auto Line (N-E)</td>
<td>12.7</td>
</tr>
</tbody>
</table>

* Second broadcast on some day in some cities provides more than one opportunity to hear program.

On All Accounts

(Continued from page 10)

Inc., advertising firm in that city.

NAT and his St. Louis recuit—Martha Cunliff, industrial publications editor and public relations person in whose own right were married in Savannah immediately after he received his second lieutenant’s bars. They have two children, Michael, now three, who was born in the south end of the main runway at Bolling Field, in Washington, and redheaded Susan, a dignified young lady of 18 months.

The golf that was Nat’s hobby during his bachelor days has given way to reading Winnie-the-Pooh and Mother Goose to an insatiable audience, and to combing the town for a house large enough to hold Michael’s collection of stuffed animals in addition to four Brandons together with their assorted books, typewriters, steam rollers, dump trucks, dolls and tricycles.

Back of all this is the dream of a larger full of vegetables and Tennessee hickory-smoked hams from his home farm in Stewart County, Tennessee, some 75 miles northwest of Nashville, and a deep freeze packed with fish from Kentucky Lake and game shot over his own acres.

GA. INSTITUTE

Mullinax Names Committee

EDWIN MULLINAX, general manager of WLAG LaGrange, Ga., and president of the Georgia Assn. of Broadcasters, has named the committee of the Fifth Radio Institute to be held at the U. of Georgia in conjunction with sessions of Henry Grady School of Journalism in the spring of 1950.

The committee includes: R. Lewis Doster, WGUA Athens; W. R. Ringston, WRDW Augusta; Carter C. Peterson, WCPC Savannah; James Bailey, WAGA Atlanta; Virgil Craig, WLET Tooele; Wilson Cobb, WMZQ Macon; Marcus Bartlett, WSB Atlanta, and Dwight J. Bruce, WTOC Savannah.

The next GAB meeting will be held in Macon in January.

Leich Recovering

CLARENCE LEICH, secretary, treasurer and general manager of Curtis Radiocasting Corp., owner of WGBF and WMLL(FM) Evansville, Ind., and WBOW-AM-FM East St. Louis, Ill., is recovering from an emergency operation at the Johns Hopkins Hospital in Baltimore.

Bartlett Injured

PAUL BARTLETT, manager of KFRE Fresno, Calif., is recovering following injuries sustained in a head-on auto collision near Tulare Oct. 12. Mr. Bartlett suffered cuts and bruises and possible rib fractures.

Lazarsfeld

(Continued from page 15)

time? This obviously cannot be done. But if a new campaign has to be devised, what have we really learned from the old study? We don’t know what accounted for the previous success and we don’t know what new elements to build into the new campaign.

On the other hand, we can study the different phases which go into the whole process of inference. What happens at the time the message is received? What happens during the period of deliberation? What clinches the final purchase? This is a much longer process and of course studies of actual buying are an indispensable part of the process. But for general strategy all phases have to be investigated.

The considerations are somewhat similar to those which led to the Lazarsfeld-Stanton Program Analyzer. It is generally accepted by now that we should study what goes on in people’s minds while they listen to a program. This is obviously very different from studying ratings, that is, the number of people who actually do listen to the program. It is fairly generally accepted in the radio industry that program analyzer work is of considerable practical use in program building, but it should not supersede but rather be complemented by the collection of program ratings.

On the full impact of an impact study lies in its details and in a weighing of all the elements which have been reported. Numerous quotations from interviews are needed to give the reader a true picture of this type of finding. A summary of a few hundred words cannot possibly give a picture of a hundred-page report of this kind. It is, therefore, fortuitous that the American Institute for Advertising Advertising Network is making the study available through the Bureau of Advertising, American Institute for Publishers, 370 Lexington Ave., New York.

This agency is distributing two documents. One is an extract authorized by the Bureau of Applied Social Research which summarizes the findings especially useful for arguments. The other is the full original report. Readers interested in the research aspect of the problem will, of course, have to get and study the original analysis. This analysis is intended as a contribution to other methods as well as to the ever baffling problem of the relation between research, argumentation and action.

The Texas Rangers, stars of stage, screen, radio and television, early this summer made a personal appearance tour in the Midwest. They are 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 Hooperings as high as 27.4.

Advertisers and stations – ask about our new sales plan!

Wise, write or phone

ARTHUR B. CHURCH

KANSAS CITY 6, MISSOURI

Home Town Makes Red Mayor — and other WLS Doings

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

Tiny Stokoe of the Buccaneers, he of the tenor voice, and 240 pounds, has moved from his trailer to a house near Palos Park. Bill Bailey, emcee of the Phillips 66 Barn Dance, is a new resident of the Elmhurst vicinity. Both boys are enjoying the problems of new home owners.

The WLS staff is throwing a welcome-home luncheon for Josephine Webler, just back from Europe full of fresh ideas for her educational and service programs on WLS.

And the sales department still has a few restful minutes to sell to advertisers who like an active, busy station with a loyal, affectionate audience, like—

WLS

Chicago 7

Represented by John Blair & Company

October 24, 1949 • Page 67
Help Wanted

Managerial

Sales manager for midwestern regional ABC station in steady conservative market. Salary and benefits generous. Must have at least 10 years' experience in radio and television sales. Good closing skills and ability to establish relationships with sales representatives and station personnel. Box 90c, BROADCASTING.

Salesman

Salesman for independent in large midwestern city. Must have proven radio sales record on independent station. Unlimited opportunity. Box 81c, BROADCASTING.

Salem

Salesman for Salem and surrounding area. Must have proven radio sales record on independent station. Unrestricted opportunity. Box 89c, BROADCASTING.

Regional

Regional sales manager for west coast affiliate of major midwest network. Must have at least five years experience in radio sales. Strong organization skills and ability to develop and maintain relationships with key accounts. Box 90c, BROADCASTING.

Sports

Sports announcer for major league baseball team. Must have at least three years experience in broadcasting and be familiar with all aspects of baseball. Strong on-the-air presence and excellent writing skills are essential. Box 89c, BROADCASTING.

Assistant

Assistant to chief engineer. Must have at least two years experience in engineering and be familiar with the latest computer and telecommunications technology. Box 88c, BROADCASTING.

Technical

Assistant

Assistant to chief engineer. Must be familiar with all aspects of engineering and have at least five years' experience in this field. Box 89c, BROADCASTING.

Radio

Technical

Technical director needed for new FM station in midwestern city. Must have at least five years experience in radio engineering and be familiar with the latest computer and telecommunications technology. Box 88c, BROADCASTING.
Situations Wanted (Cont'd)

Engineer, first class license with six years experience, to operate control, and make reports. Box 975e, BROADCASTING.

Control room operator, experienced. Salary and location second to opportunity for advancement. Also headquarters personnel and regional offices. References. Box 986c, BROADCASTING.

Engineer, 1st class license experienced, single, have experience in new and in home state. Can be available in six weeks. Box 974c, BROADCASTING.

Technician immediately available, 1st class FCC license, with experience in transmitter operation and maintenance. Also experience in the teaching of the above. Five years in the Armed Forces, three years school in radio, television and related sciences. Box 981c, BROADCASTING.

Att: N.Y.C. and New Jersey. Transmitter operator, experience in radio broadcasting with experience in control room, responsible and willing. Young vet. Box 976c, BROADCASTING.

Wanted to Buy

For sale, two RCA portable transmitters. Willing to consider special orders. Box 988c, BROADCASTING.

Want to Sell

Imported speakers and amplifiers. Willing to accommodate special orders. Box 989c, BROADCASTING.

School

MNS San Luis Obispo, Calif., joins Southern California Broadcasters, as 42d member. Box 986c, BROADCASTING.

Help Wanted

Production-Programming, others

Program Director for progressive one kw daytime.

WHEB

Portsmouth, New Hampshire

ability available save money... use our graduates!

We have well-trained personnel who are qualified to handle several phases of radio simultaneously. They have had actual experience in Metropolitan radio stations as:

ANNOUNCERS DISC JOCKIES
COMMERCIAL WRITERS
ACTORS
PRODUCERS
SCRIPT WRITERS

Over 200 radio stations have taken advantage of our service. Give us your specifications and we will send resumes, photos, and discs.

write or wire collect
COLUMBIA INSTITUTE

9th & CHESTNUT STREETS
PHILADELPHIA 7, PA.

NBS BUILDING
House Group Okays Bill

LEGISLATION (S 433) by Sen. Edwin C. Johnson (D-Col.), authorizing the National Bureau of Standards to construct and build a new $4,475,000 radio laboratory, has been passed by Congress and sent to the President.

Laboratory is needed primarily for studies of the characteristics of radio-wave propagation and allied radio matters of interest to the military services. Site for the building has not been determined. Included in the figure is $360,000 for special equipment. The construction would be under the Standards Bureau for critical radio studies has increased during and since the war, and that the studies were scattered through numerous buildings. Work in the new building would permit expanded study of the effect of atmospheric conditions on radio transmission throughout the country.

New York.

Hollywood.

Chicago.

Radio.

The school of radio technique

New York.

Los Angeles.

Chicago.

Announces the opening of an exclusive radio and television comprehensive professional day and evening courses in all phases of Radio and Television.

Broadcasting taught by Network and Television professionals.

Moderate rates. Inquire.

Send for free booklet B.

Approved for U.S. Training in Civilian Occupations.

New York 10, N.Y.; Radio City, Bldg. Chicago 4, Ill.; 228 S. Wabash Ave.

Hollywood 38, Calif.; 6976 Melrose Avenue.
OFFICIALS of Transit Radio and other enthusiasts of “music as you ride” FM were marshalling their forces last week in further preparation for hearings this Thursday, Oct. 27, before the Public Utilities Commission, District of Columbia.

Thomas Dowd, attorney at Piers son & Ball, Washington law firm, who represents WWDC WWDC- FM, TR franchise-holder in the Nation’s Capital, revealed that Hubert Taft Jr., chairman of the board of Transit Radio and managing director of WKRC and WCTS (FM) Cincinnati, will appear at the hearings to testify on behalf of the organization, which he founded. Mr. Taft will present the national picture of transit FM.

Meanwhile TR is completing its second public opinion poll on riders’ reaction for presentation before PUC. Total of 2,000 listeners—a drop of 7 to 10 percent in the survey taken early this year—will be sampled on their preferences. The larger number originally polled was not deemed necessary because first survey results, which found over 90% favoring transit FM and up to 98% unopposed, were considered representative, Mr. Dowd said.

Also being undertaken, by Capital Transit, is a poll of bus and street car operators on the safety aspects of music-equipped rides. PUC has said the purpose of the hearing is to determine whether the system conforms to the public safety, convenience and comfort. The transit company will introduce the survey as evidence that public safety is not endangered. Meanwhile the Accident Investigating section of the Washington Police Dept. last week authorized its force to seek out information in all accidents as to whether vehicles were equipped with radios. The probe will extend alike to bus operators with transit FM and automobile drivers with radios. That information will be presented also to PU Commission at the hearing.

Another factor in current controversy over music-equipped rides is a reported division of opinion held by new owners of Capital Transit—nine Florida businessmen. Three favor, three oppose and three others “have no opinion.” E. Cleveland Giddings, vice-president in charge of public relations for CTC, told a luncheon meeting the company expects to make a minimum of $6 per vehicle per month through the radio installations. Over 200 vehicles are now radio-equipped.

Reactions Expected

Transit Radio officials, girding for the test case before PUC, feel the hearing will draw citizens mostly unfavorable to the system, and those who like it are apt to stay away in great numbers.

One of the interesting communications filed with the commission is one by Paul Segal, Washington attorney, who told PUC it should hold hearings to the accompaniment of the music to assure the proper test. Hearings will be held at 10 a.m. in room 500 of the old District Bldg. in Washington.

WECK OPENS

With 112 Local Accounts

WEOK Poughkeepsie, N. Y., began operations Sunday, Oct. 16, with favorable listener response and books “in the black,” H. W. Cassill, general manager reported last week. Before the station went on the air, 112 local advertisers signed contracts and six were added during the first day, he said.

Listeners in the 40-mile-radius area responded to the first day’s broadcasting with 1,864 calls, letters, telegrams and floral bouquets in a 24-hour period, Mr. Cassill said.

Reports of reception came as far as New York City, above Albany and throughout the Mid-Hudson valley region. WEOK is operated by Mid-Hudson Broadasters Inc. with 1kw at 1390 kc. New RCA equipment was praised by Mr. Cassill.

Mr. Cassill said “it may not be a record but we were on the air three weeks and five days after our construction permit became final.” He also pointed out that before going on the air, the station had several department stores sold and signed—one of them for a half-hour daily, including Sundays.”

RGW Deadlock

DEADLOCK was reached last week between ABC, CBS and NBC and Radio Writers Guild in negotiations for staff news and continuity writers. Next step is expected to be intervention of U. S. Mediation and Conciliation Service. Deadlock developed when networks offered RGW the old contract and RGW turned down that proposal. Mediator expected to be assigned is J. R. Mandelbaum who has served in numerous radio matters.

EXPLAINING how the football experts select winners, Don Watrwick (seated center), WXYZ Detroit sportscaster, points out his weekly “picks” for his board of directors. L to r are Tom Adams, Campbell-Ewald Adv.; Mr. Watrwick; James G. Riddle, WXYZ manager; and Howard Stock, Chevrolet Detroit Dealers head. Dealers have signed Mr. Watrwick for a five-day week, 15-minute sports review.

Gardella Suit Settled

THE GARDELLA suit against or ganized baseball was settled Oct. 7 thereby obviating the time being whether broad casts and telecasts of games for fees have brought the game into interstate commerce. On the theory that airings of the games do bring baseball into interstate commerce and therefore subject to jurisdiction of federal anti-trust laws Danny Gardella, former Giant player, received his $800,000 damage suit, when he was banned from baseball because he had played in the Mexican League.

Midwest
$60,000.00

An exclusive market mon ey maker—daytime independent.

CONTACT THE NEAREST OFFICE OF THE EXCLUSIVE REPRESENTATIVES
BLACKBURN-HAMILTON COMPANY, INC.

MEDIA BROKERS
WASHINGTON, D. C.
James W. Brown, Sr., manager 325 Pennsylvania Ave.
Sterling 4341-2
WASHINGTON Bldg.
CHICAGO
Harvey W. Murphy 333 N. Mich. Ave.
Randolph 6-4556
SAN FRANCISCO
Ray T. Hamilton 223 Montgomery St.
Rxbrook 2-5677

South Central
$125,000.00

Long established fulltime network facility. Consistent profits.

GENERAL BRADLEY
Will Address NARND Meet

GEN. OMAR N. BRADLEY, first permanent chairman of the U. S. Armed Forces Staff, will be among the outstanding speakers scheduled to address the National Assn. of Radio News Directors at its 11th annual meeting in New York next month. He will speak at a banquet during the three-day sessions, which begin Nov. 11, at the Commodore Hotel.

Gen. Bradley will address radio newsmen, and then will answer questions in a news conference which may be recorded and re-broadcast by at least one network, according to Jack Shelley, WHO Des Moines, convention program chairman.

NARND’s sessions will be devoted partly to the effect of television on jobs of radio newsmen, with a morning session to be devoted to a TV panel. All TV networks and some of the firms will be represented, and tours of New York stations are being planned. Two other panels will deal with the “profitability” of maintaining a professional news department and the Standard Operating Procedure for news coverage.

Extra-curricular activities preceding the formal sessions will include tours, receptions and other events. The banquet will be held Saturday, Nov. 12. Registration begins Nov. 11 and sessions will run Monday through Thursday.

Partial list of speakers who will participate in sessions:
Edward R. Murrow, CBS commentator (who also will address the banquet); NAB President John Ross Miller (Federal regulations of radio); Elmer Davis, ABC new analysis, and Charles Hull Wood, NBC commentator.

News Editor, Take full charge of News Dept. Must be able to deliver good news story, rewrite local news. Also have opening for versatile assistant for staff work. Contact Walter M. Windle, Mgr., WGBA, Columbus, Ga. Ph. 2-3663.
unl. Modification
Wood
October in hearing; hearing continued to Granted petition for continuance
Mich.
News
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America, The National
Text-adjacent descriptor
without prejudice
dismissal of application
Decisions
BROADCASTING
HENRY
WDEL
Glenwood Springs Bcstg.
KID
WAPA San
WGBN
WAPC
WCHB
KID

FCC

KID.

Granted petitions requesting certain extension for completion dates:

KID Idaho Falls, Ids., KHQ Spokane, Wash.; Granted petitions requesting certain specified corrections be made to be transcribed in proceedings on application of KID.

October 18 Applications

ACCEPTED FOR FILING

AM-1350

KUBA Yuba City, Calif.—CP in

increase power from 500 w unal. DA to 1 kw w-N unal.

APPLICATION RETURNED

Kose Oseola, Ark.—RETURNED Oct. 12 application for license to cover CP new AM station. Incomplete

FCC CORRECTION

WLER-FM Richmond, Va.—Report of application Oct. 7 should read: CP to change ERP and ant. height can-

October 19 Applications

ACCEPTED FOR FILING

AM-1350

WMIN St. Paul—CP change from 1400 kc 250 w unal. to 1350 kc 1 kw D.

AM-980

WFHG Bristol, Va.—CP change from 880 kc 1 kw D to 980 kc 1 kw w to WAPA Bristol, Va. Name change from

Kosmo Van, J. V. Sr., d/b as Delbert Boszt Co. Inc.

Apply to Replace CP

WJWL Georgetown, Del.—CP to replace expired new CP AM station 900 kc 1 kw D DA.

Modification of CP

WMBD Peoria, Ill.—Mod. CP increase power from 15 kw to 150 kw for completion of station.

Kast Astera, Ore.—Same.

Modification of License

KBSR Santa Rosa, Calif.—Mod. li-

Change from AM to FM. License. Name change from

WABC-AM New York, N. Y.—CP change from 550 kc 5 kw D to 1070 kc 5 kw D to WABC-TV New York (pre-

Previously reinstated.

Modification of CP

WMAM-FM Microwave, Mo.—CP new FM station for extension of completion date.

WKNA-AM Charleston, W. Va.—

KMBC-FM Kansas City—Mod. CP for changes in FM station to change ERP from 54 kw.

TENDERED FOR FILING

AM-1350

KPBS Olathe, Kan.—CP change from 1500 kc 500 w to 1500 kc 1 kw.

AM-920

WMKM Midland, Mo.—CP change from 1400 kc 250 w to 250 w D to 5 kw D 500 w w-N D-A-N, unal.

AM-1500

KWED Seguin, Tex.—CP change from 250 kw to 1 kw.

AM-620

WWNB Beckley, W. Va.—CP change from 1400 kw 250 w to 620 kw 1 kw D-NA.

ACCEPTED FOR FILING

AM-1460

Lakewood Bestg. Dallas, Texas — CP new AM station 1460 kc 1 kw D to WAPA-AM. Name change to

from the signature of an applicant from Edgerton C. Harrell, Del-

BERT Davison, Joseph Floyd Parks Jr., Largert Parks, Ernest Henry Parks, Francis Parks, Bann and East Park, Bobwhite d/b as Lakewood Bestg. Co. Edgerton C. Harrell and Delbert Davison d/b as Lakewood Bestg. Co.

Modification of CP

WJCD Chicago, Ill.—CP new AM station for extension of completion date.

Kivy Crockett, Tex.—Same.

WTLL-FM Terre Haute, Ind.—CP new FM station for extension of completion date.

KREL-FM Goose Creek, Tex.—Same.

WIFM-FM Ames, Iowa.—Mod. CP new TV station to extension completion date to 250 kw.

WJBV-TV Detroit—Same to 5-20-50.

APPLICATIONS RETURNED

WERT Atlanta, Ga.—RETURNED application for license renewal. WIPR Santure, P. R.—Same.

October 20 Applications

ACCEPTED FOR FILING

License for CP

Kose Oseola, Ark.—License to cover CP new AM station.

WVTMPE Jacksonville, N. Y.—Same.

WCLD-FM Janesville, Wis.—License


OPINIONS AND ORDERS

KCBS Englewood, Colo.—Ordered revoca-

tion of permit for new station because of apparent misrepresentations of applicant; one partner in all other respects the application for receiving evidence is denied, including request for consolidated oral argument. Further or-

dered that memorandum opinion and order of Oct. 3, scheduling further hearing in competitive proceeding in-

Citing WTMY and Belleville (Ill.) News-Democrat is amended by inclu-
dion therein of following additional issue: (2) To receive further evidence

(Continued on page 72)

November 17, 1949 Page 70

GROUPS OF

TURBINE BLOCKS

English

Jewish

Italian

RESPONSIVE AUDIENCE

3 MARKETS WITHIN

THE NEW YORK METROPOLITAN AREA

Send for HOLLO’s WHIO

WEVD

117-119 W. 48 ST.
HENRY GREENFIELD, M. P. DIRECTOR N.Y. 19

BROADCASTING * TELETOSING
FCC Roundup
(Continued from page 71)
with respect to the availability to the public of information in the application of On the Air Inc. (WEMV)." Order Oct. 17.

WALE Fall River, Mass.-Ordered WALE to file application for license renewal in 60 days placed in pending applications of Bay State Bcstg. Co. seeking change of facilities and that of Narragansett Bcstg. Co. for transfer of WALE to Bristol, Conn., pending action on renewal. Story this issue. Order Oct. 17.

WECW and Mayaguez Radio Corp., Mayaguez, P.R.-Declared memorandum opinion and order, denied joint petition to sever, remove from hearing docket and dismiss application of Electronics Co., Inc. "In change of operating assignment of WECW from 1460 kc to 1450 kc, and also requesting that WECW application, together with all others, be held in abeyance pending the receipt and review of application of Mayaguez Radio Corp. for new station 1380 kc 1 kw. unil. Order Oct. 17.

Non-Docket Actions

AM GRANTS


WASHINGTON, D.C.-A letter from the FCC states that WPTC, Washington, D.C., vice president of NBC, has been named to be the new director of the Federal Radio Commission, effective Jan. 1, 1950. The appointment is made in connection with the reorganization of the Federal Radio Commission, which was announced earlier.

PRINCIPALs include: Harry D. Flower, president and treasurer, Livestock Exchange and in insurance business; president; Arthur K. McNelis, sales manager; Jack K. C. Fish, vice president; Regis A. Har- dley, president; E. C. Schenk, treasurer; James H. Miller, secretary; Thomas Smith, real estate, and insurance, treasurer; Carl W. Moore, Buick-Pontiac dealer, director; Lawrence A. Lewis, Ford dealer, director; Richard W. Shan, owner SWJ, owner, character director, holder offices 7.15% interest, six directors and seven 7.14% interests. Granted Oct. 17.


 Boone, Iowa-Boone Bcstg. Co., grantor 1350 kc, 1 kw. daytime; estimated cost $26,551. Principals: Harold L. Fisher, in shoe business, president, and 8.25%; Robert E. Mullin, owner, president, treasurer 8.25%; Bert W. Miller, drug store owner, and 45%; Garvey, general manager Boone News-Re-

KSMX Santa Maria, Calif.-Granted KSMX to change 1490 kc to 1450 kc, 1 kw. daytime. Granted Oct. 17.


KAYX Waterloo, Iowa-Granted KAYX change from 1060 kc 1 kw to 1280 kc 1 kw fulltime, directional. Granted Oct. 17.

WNAM Neenah, Wis.-Granted WPY to change from 1490 kc to 1450 kc, directional, fulltime license installment cost $12,470. Granted Oct. 17.

WKBW P告e, Ky.-Granted WKBW to file application for change from daytime to nighttime operating hours. Granted Oct. 17.

WMF Ironwood, Mich.-Granted WMF to file application for change from directional night and daytime to fulltime night and daytime. Granted Oct. 17.

Louisville, Ky.-Southern Baptist Theological Seminary, granted WP new and unassigned channel 212 (98.3 mc), power 10 kw. Estimated cost $15,190. Granted Oct. 17.

TRANSFER GRANTS


KZPQ Honolulu-Granted KZPQ to change from daytime to nighttime. Granted Oct. 17.

KXOL Dallas, Tex.-Granted KXOL to file application for renewal of license issued to KXOL, which will expire Jan. 10, 1951. Granted Oct. 17.

KXOL Dallas, Tex.-Granted KXOL to file application for renewal to KXOL, which was issued to KXOL, which will expire Jan. 10, 1951. Granted Oct. 17.
Respects

(Continued from page 10)

The advent of the sound motion picture and the FCC prohibition of network programming was a decisive in directing the Gunzen- dorfer broadcast career, first into the medium and then into radio management.

With the start of "The Jazz Singer," the first sound motion picture, Mr. Gunzen dorfer began to see the pit bands doomed to ultimate attrition. He first tried to make a go out of music by playing at resorts. But soon this seemed only a delay of the inevitable so he sold out to a group joining KFRC San Francisco in 1936.

With his background as a performer, it was natural for Mr. Gunzen dorfer soon to be working in the artist bureau of Don Lee. At that time in San Francisco, he was associated with such radio names of today as Pat Weaver, Arnold McAuley, Bea Benaderet, William Talbot, Reed John Nebbit, Al Pearce and the late Tom Bremanen.

In 1936, he shifted to Los Angeles which was then beginning to grow as a center for radio talent. He remained there for almost three years. His aspiration toward station management was fulfilled in August 1939 when he took over KSRO Santa Rosa, Calif. During his six years with the station it grew from 100 w to 250 w and finally to a 1 kw day and night regional station.

He returned to San Francisco in August 1944 when he was named manager of KSFO, remaining there for a year.

Since the summer of 1945, he has served KROW Oakland, as general manager.

As manager of KROW Mr. Gunzen dorfer has maintained the station's policy of serving the East Bay market of Oakland primarily. This, he believes, keeps faith with the intention of the original grant, rather than trying to be all things to all people in the larger San Francisco area.

This service to the Oakland area is an ever expanding service. Under Wilt Gunzen dorfer's guidance, KROW is planning and hoping for the day it can bring television to its listeners. The station is one of six applicants for the remaining TV channels in the Bay area, a result of which must await the end of the FCC video freeze.

During his entire management career, Mr. Gunzen dorfer points out that he has always been associated with the non-network field—one to which he has brought a very practical understanding of musical tastes of the average listener. This always has been a tremendous help, he aver, since the backbone of independent station operation is music.

Besides being a very competent "doer" of radio, Mr. Gunzen dorfer likewise is a student of the business. In his home you may find a copy of virtually every book published on the subject of radio history, operations and people. Also believing that the practitioner has much to learn from the uninstructed, he has been teaching radio advertising and selling at the U. of California for the past five years. He has been inquiring students make the teacher learn more. These activities as close as Mr. Gunzen dorfer comes to a hobby.

Mr. Gunzen dorfer is not one who needs a lot of time to make up his mind. He met Natalie Trabue, Dec. 23, 1939, saw her five times and they were married Barre on Jan. 14, 1940. They have no children.

Most professionally and in the community, Mr. Gunzen dorfer's affiliations include the Radio Executives Council, Oakland and San Francisco Ad Clubs, San Francisco Press Club, the Pioneer Club, Athens Club. He also is active in the Oakland Community Chest, the Mayor's Safety Committee, Red Cross and has served actively as an officer of the Northern California Broadcasters Association and is a member of the NAB Educational Standards Committee.

Open Mike

(Continued from page 12)

any remote jobs.

I am interested in knowing if any other TV station produces more shows locally than we do.

Helen Power, Administrative Dir. WAAM (TV) Baltimore

A WJPS First?

EDITOR, BROADCASTING:

Recently on a human interest show of mine, A Penny For Your Thoughts, I was able to get a local "ham" operator to assist me with his mobile set to make contact with the Canal Zone. I spoke to the Canal Zone operator over this mobile phone and believe it was a "first" for this type of human interest show. I'm wondering if any other station used this approach and when. Of course we got FCC permission for rebroadcast.

Vernon Pauls,

Dir. of Special Events WJPS Evansville, Ind.

KECA APPEAL

Remanded to FCC

ACTING upon an appeal by ABC in behalf of KECA Los Angeles, the U.S. Court of Appeals for the District of Columbia last week remanded to FCC for further proceeding the Commission's August 1947 non-hearing grant of increased night power to KTHT Houston, Tex.

Heard by Roy Hofheinz, KTHT was authorized to boost night power from 1 kw to 5 kw on 700 kc, directional night, same frequency assigned KECA. KECA must now proceed on application.

Milsten Honored

DAVID R. MILSTEN, Tulsa attorney and SESAC western council, received the 33rd Scottie Rite degree in Washington Friday. It is the highest degree in Freemasonry.

NAB DISTRICT MEETINGS


Weaver, Mr. Zendorfer has maintained the sta-

tion's management.

KSRK which remained an almost uninitiated, virtual staff, appeared promising. "The Jazz Fair," Hotel New York City.

The day of union contracts, Mr. Zendorfer has maintained the station's management.

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KSRK, which remained an almost uninitiated, virtual staff, appeared promising. "The Jazz Fair," Hotel New York City.
KELD GRANTED 690 KC; OTHER FCC ACTIONS

IN FOUR separate decisions FCC Friday finalized earlier proposals to:

1. Grant station license to KELD El Dorado, Ark., to move from 1400 kc to 690 kc with 1 kw, and of KGGB Coffeyville, Ks., to boost power on 690 kc from 1 kw day and 500 w night to 1 kw day and 5 kw night while denying request of KGBK Tyler, Texas, to also move from 1490 to 690 kc [BROADCASTING, July 11].

2. Approve acquisition of 80.8% of WCMW-AM-Canton, Ohio, by General Manager S. L. Huffnagel and Attorney K. C. Boge for $26,880 [BROADCASTING, Sept. 19].

3. Grant Radio Modesto Inc.'s application for new 1-kw station on 1390 kc at Modesto, Calif. [BROADCASTING, Sept. 19].

4. Grant license renewal application of WPAB Ponce, P.R., which had been hearing on so-called "Blue Book" issues relating to program and commercial practices [BROADCASTING, June 13].

In WPAB case, Commission revised Comr. Paul A. Walker's initial decision to clarify interpretation of R. 1402 on reporting of contracts for time sales to brokers. FCC said: "It seems clear that the licensee has the burden of proof relative to the reporting of contracts since it is he who is in the best position to prove the non-existence of the contracts. The licensees are not required to file invoices proving the above payments, the burden of proof on the licensee is clear and it is his burden, if he wishes to have the benefit of the contract." The Commission also decided that the "departure of the time sales broker to another station shall not be deemed to be termination of the contract unless the contract has been properly terminated." As in Comr. Walker's initial decision, FCC held WPAB is improving programming and commercial practices, and has pledged further improvements. Decision found no proof of willful violation of rule on filing of contracts, and said station intends to discontinue time sales to entertainers or brokers for resale.

BUCKLEY LEAVES B&B

ROBERT W. BUCKLEY, business manager of radio and television department of Benton & Bowles, New York, has resigned effective Nov. 15 to rejoin Ludlow Typograph Co., Chicago, as executive assistant to general sales manager. Prior to joining Benton & Bowles, Mr. Buckley was with Dancer-Fitzgerald-Sample, as media director and account executive and before that assistant network sales manager for CBS.

NAVY 1000 KW STATION

CONSTRUCTION plans for 1,000,000 w station at Joplin, Mo., have been announced by WCMW-AM, Joplin, Mo., which WCMW-Baltimore is vacating in move to 680 kc.

FCC said application raises problems with respect to assignment of local facilities in metropolitan areas, and that better decision can be reached via full hearing procedure. Belvedere, which operates WMCP (FM) Baltimore and which said it needs revenue that would come from AM outlet, had asked for granted for time sale, claiming, "It has no power to deal with policy questions involved."
### Compare Facts!

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<tr>
<td>Fingertip Controls</td>
<td>✓</td>
<td>✓</td>
</tr>
<tr>
<td>Adequate Cooling</td>
<td>✓</td>
<td>✓</td>
</tr>
<tr>
<td>Panhandle Focus</td>
<td>✓</td>
<td>✓</td>
</tr>
</tbody>
</table>

Are your cameras up-to-date?

---

**du mont** First with the Finest in Television

DU MONT LABORATORIES, INC. • TELEVISION EQUIPMENT DIVISION, 42 HARDING AVE., CLIFTON, N. J. • DU MONT NETWORK AND WARD, 515 MADISON AVE., NEW YORK 22, N. Y. • DU MONT'S JOHN WANAMAKER TELEVISION STUDIO, NEW YORK 3, N. Y. • WTTG, WASHINGTON, D. C. • STATION WDTV, PITTSBURGH, PA. • HOME OFFICES AND PLANTS, PASSAIC AND EAST PATerson, N. J.
Hundreds of thousands are now enjoying RCA's thrilling new way of playing records ... they marvel at its wonderful tone ... and the speed with which it changes records.

Prolonged research is behind this achievement, research which sought—for the first time in 70 years of phonograph history—a record and automatic player designed for each other.

Revolutionary is its record-changing principle, with mechanism inside the central spindle post on which records are so easily stacked. Result: a simplified machine, that changes records in 5 seconds.

Remarkable, too, are the new records—only 6¼ inches in diameter—yet giving as much playing time as conventional 12-inch records. Unbreakable, these compact vinyl plastic discs use only the distortion-free "quality zone"... for unbelievable beauty of tone.

Value of the research behind RCA's 45 rpm system—which was started 11 years ago at RCA Laboratories—is seen in the instant acceptance, by the public, of this better way of playing records. Music lovers may now have both the 45 rpm system, and the conventional "78" ....

Development of an entirely new record-playing principle is just one of hundreds of ways in which RCA research works for you. Leadership in science and engineering adds value beyond price to any product of RCA or RCA Victor.
Docket Actions...

PROPOSED DECISIONS

Announced proposed decision to grant application of J. P. Leonard, KTVU, switch from 1460 kc. 250 w. unl. to 1450 kc. 5 kw-N. 1, WTVI, assigned to +453 kHz.

Proposed decision would deny applications of Queen City Broadcasting Co. for new station using same facilities at Cincinnati and Cleveland, and WABC, New York City, to switch from 1250 kc. 250 w. unl. to 1350 kc. 5 kw-N.

INITIAL DECISIONS

Initial decision issued by Examiner James D. Cummings to correct error in default application of Video Best, Co. for extension of date within which to complete construction of KTVU (TV) Portland, Ore. Decision Oct. 15.

Non-Docket Actions...

AM GRANT

St. Cloud, Minn., Granite City Best, Co., granted new AM station on 1560 kc. 250 w. full time. Principal: Francis J. Butler, newspaper-announcer, 2536 18th Ave. W., St. Paul, Minn. President, 19%; Robert P. Sutton, WCCO program director, 19%; Mr. H. Lavine, business manager Superior, WCCO news director, 24.5%; owner WMC Rice Lake, Wis., president, 42%; Lee Koll, president St. Cloud weekly “Kettl” vice president 5%. Application had been in hearing and received proposed grant, but competing bidder, St. Cloud Best, Co., has withdrawn. Granted Oct. 10.

FM GRANT

Elgin, Ill.—94.9 MHz allocation, Union School District 241, granted new non-commercial AM station on Channel 201 (81.1 kc) with 1,550 watts estimated cost $6,900. Granted Oct. 10.

WKAQ San Juan, P.R.—Granted application of license of record of Radio Corp. of Puerto Rico to move station to a location subject to condition that Mr. Ramos must diversify without delay all his General Consideration: $325,000. Assignor is selling station because it does not feel there is sufficient business area to provide adequate response. Mr. Ramos is sole owner of El Mundo, daily San Juan, P.R.Granted Oct. 10.

Kroy Woodward, Okla.—Granted transfer of control of Woodward Best, Co., licensee, from David B. Wood, 1510 E. Market, Woodward to William and Edward A. Ryan who become equal owners. Mr. Wood is KBIW manager and Mr. Ryan is manager of Woodward Best, Co. Granted Oct. 15.

Deletions...

One AM and one FM authorization were deleted by FCC last week. AM from KJRX since 105 kc., Fairland, Okla., 94, AM 140; FM 160; TV deletions remain 10. Deletions, effective dates and reasons follow:

WDAV Lewiston, Me.—Davis Best, Kyrus, M. Jr., owner, requested second program to 12 p.m. EST, with 100 w. on 1310 kc for period to July 15, 1949. Denied Ref. Oct. 15.

Modification of CP

WPAT Paterson, N. J.—Mod. CP AM New station at 1510 kc. 5 kw. to change hours of operation, increase tower etc. for extension of construction period. Granted Oct. 15.

Mod. CP new FM station for extension of completion date W2ZB Hammond, Ind. Granted Oct. 15.

WTCH-TV Minneapolis, Minn.—Mod. CP new commercial AM station at 1350 kc. to extend completion date to 4-30-50. Granted Oct. 15.

TENDERED FOR FILING

WMN St. Paul, Minn.—CP to change from 1600 kc. 250 w. unl. to 1390 kc 1 kw D. Granted Oct. 15.

FCC ROUNDUP

New Grants, Changes, Applications

Box Score

SUMMARY TO OCTOBER 13

Summary of Requests, Applications, New Station Notices, Ownership

<table>
<thead>
<tr>
<th>Class</th>
<th>AM Stations</th>
<th>FM Stations</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>On Air</td>
<td>Licensed</td>
<td>CPs</td>
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</tbody>
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APPLICANTS

Class | AM Stations | FM Stations | Total |
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<th></th>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>On Air</td>
<td>Licensed</td>
<td>CPs</td>
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<tr>
<td></td>
<td></td>
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<td></td>
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<tr>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

CALL ASSIGNMENTS:

KALI Shiloh, Alaska (Baranof Enterprises Inc., 1400 kc., 250 w. unl.); KALI-TV Shiloh, Alaska (Baranof Enterprises Inc., 250 w. unl.); KLIC Monroe, La., changed from KUTI (Frank P. Cerrellia, 1350 kc., 10 kw.) to KUTI-TV; KTVU-TV (Phoenix Television Inc.) KTSF-TV San Antonio, Tex., changed from KVFY (Fisher) to KRIA-TV; (Koankee Best, Co., 530 kc. 250 w.-d., 150 w.-n.); WGRA Cairo, Ga. (Grady-Mitchell Best, Co., 1300 kc. 1 kw. directional); KMWC St. Louis, Mo., changed from WSRM, elevated by 1 kw. daily; WFRG Lincoln, Ill. (Prairie Radio Corp., 1570 kc., 500 w. daytime); WJBF Augusta, Ga., changed from WNTF (J. B. Fiquet); WRKK Jacksonville, Fla. (Radio South, 1500 kc. 250 w. unl.); changed from WRHP (Tallahassee Apparel Corp. effective Nov. 1); WZOB Fort Payne, Ala. changed from WHAG (Fort Payne FM). The Shore Bestg.

burn, but CP was modified to move to Lewiston.


WRXQ-AM Clarksville, Miss.—Birney Emery, application transferred to a different assignee.


New Applications

AM APPLICATIONS


KJAN—AM—FM Des Moines, Iowa—Application of James L. Peterson, 7701 S. 10th St., for station to consist of a 25 kw. station in the daytime and a 10 kw., nighttime station to operate on 1310 kc. Granted Oct. 15.

Deletions...

One AM and two FM authorizations were deleted by FCC last week. AM from KJKA since 1940 kc. 500 w., 1310 kc. 500 w., Fair-fall, Okla., 13, AM 140; FM 160; TV deletions remain 10. Deletions, effective dates and reasons follow:

WDAV Lewiston, Me.—Davis Best, Kyrus, M. Jr., owner, requested second program to 12 p.m. EST, with 100 w. on 1310 kc for period to July 15, 1949. Denied Ref. Oct. 15.

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WTCH-TV Minneapolis, Minn.—Mod. CP new commercial AM station at 1350 kc. to extend completion date to 4-30-50. Granted Oct. 15.

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 A.F. projection,” as it is called, may be of value 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 two places also may be plotted on the chart.

This chart is considered revolutionary station’s vice president, on changes of 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 also given a number of projection to groups of number of cartographers 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 representative with WOR-FM (WKID-FM) 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, to new co-partnership of same name composed of William S. Conley, radio and television sales manager, and C. C. Ritten, 25% owner WMTX Electra, Texas, and WOR-FM, New York, 75% interest, and group of five others. Consideration to WOR-FM, 560 w. day, 1390 kc. Granted Oct. 15.

THE Fred A. Palmer CO.

Columbus, Ohio

Radio Consultants

on Management and Operation

(20 years experience)

NEXT RADIO SALES TRAINING SCHOOL TO BE HELD OCTOBER 26, 27 and 28 AT THE RALEIGH HOTEL, WASHINGTON, D. C.

Wire or write for reservation

Post Office—Box 108, Worthington, Ohio

Telephone—Worthington 2-7346

October 17, 1949 • Page 79
in 1949 is 59,281,230 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 BMM for the F&P stations and "laboriously" applying the 1943 and 1949 radio families to these same counties (with due allowance for major families revisions at eight stations) showed that these stations reached, in the daytime, a total of 19,637,300 radio families in 1943, and a total of 22,411,320 radio families in 1946 and a total of 27,546,980 radio families in 1949.
Looking at this in another light, the report lists the following cost-per-thousand comparisons:

<table>
<thead>
<tr>
<th>Year</th>
<th>1943</th>
<th>1946</th>
<th>1949</th>
</tr>
</thead>
<tbody>
<tr>
<td>Cost</td>
<td>$1,012</td>
<td>$1,014</td>
<td>$1,279</td>
</tr>
<tr>
<td>With Rating of 5</td>
<td>46</td>
<td>48</td>
<td>47</td>
</tr>
<tr>
<td>With Rating of 4</td>
<td>61</td>
<td>62</td>
<td>61</td>
</tr>
<tr>
<td>With Rating of 3</td>
<td>79</td>
<td>81</td>
<td>80</td>
</tr>
<tr>
<td>With Rating of 2</td>
<td>91</td>
<td>93</td>
<td>97</td>
</tr>
<tr>
<td>With Rating of 1</td>
<td>122</td>
<td>156</td>
<td>174</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 roll family figures converted into index numbers, 1943 being 100.

### Morning

<table>
<thead>
<tr>
<th>Station</th>
<th>1943</th>
<th>1946</th>
<th>1949</th>
</tr>
</thead>
<tbody>
<tr>
<td>New York</td>
<td>100</td>
<td>105.7</td>
<td>157.9</td>
</tr>
<tr>
<td>Minneapolis-St. Paul</td>
<td>100</td>
<td>105.4</td>
<td>150.5</td>
</tr>
<tr>
<td>St. Louis</td>
<td>100</td>
<td>103.6</td>
<td>170.9</td>
</tr>
<tr>
<td>Seattle</td>
<td>100</td>
<td>101.1</td>
<td>155.3</td>
</tr>
<tr>
<td>Washington</td>
<td>100</td>
<td>101.5</td>
<td>154.2</td>
</tr>
<tr>
<td>Los Angeles</td>
<td>100</td>
<td>101.4</td>
<td>144.0</td>
</tr>
<tr>
<td>Seattle</td>
<td>100</td>
<td>101.4</td>
<td>135.2</td>
</tr>
<tr>
<td>Unweighted average</td>
<td>145.4</td>
<td>153.5</td>
<td></td>
</tr>
</tbody>
</table>

### Afternoon

<table>
<thead>
<tr>
<th>Station</th>
<th>1943</th>
<th>1946</th>
<th>1949</th>
</tr>
</thead>
<tbody>
<tr>
<td>New York</td>
<td>100</td>
<td>128.6</td>
<td>136.3</td>
</tr>
<tr>
<td>Minneapolis-St. Paul</td>
<td>100</td>
<td>128.8</td>
<td>136.3</td>
</tr>
<tr>
<td>St. Louis</td>
<td>100</td>
<td>138.7</td>
<td>149.9</td>
</tr>
<tr>
<td>Seattle</td>
<td>100</td>
<td>117.8</td>
<td>170.1</td>
</tr>
<tr>
<td>Los Angeles</td>
<td>100</td>
<td>117.8</td>
<td>170.1</td>
</tr>
<tr>
<td>Des Moines</td>
<td>100</td>
<td>218.9</td>
<td>215.6</td>
</tr>
<tr>
<td>Unweighted average</td>
<td>145.4</td>
<td>153.5</td>
<td></td>
</tr>
</tbody>
</table>

"So," the report states, "whereas the price for time has gone up since 1943, radio family gain has more than offset this increase. And certainly in these typical markets radio family listening has more than offset it too."

Turning next to television, which since 1943 has invaded and enlarged the eight listed above as well as many other cities, the report notes that in July 1949 there were 2,000,000 TV homes across the nation. This figure is less than half the 5,283,230 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 27.2% in 1949 in the morning, up 28.9% in the afternoon) "in the face of some daytime TV programming which attracted an approximate 5% share of the radio audience in the afternoon." In the evening, index figures for the four New York network affiliates (combined and unweighted) had the following:

<table>
<thead>
<tr>
<th>Year</th>
<th>1943</th>
<th>1946</th>
<th>1949</th>
</tr>
</thead>
<tbody>
<tr>
<td>New York</td>
<td>100</td>
<td>113.5</td>
<td>107.7</td>
</tr>
<tr>
<td>Minneapolis-St. Paul</td>
<td>100</td>
<td>113.5</td>
<td>107.7</td>
</tr>
<tr>
<td>St. Louis</td>
<td>100</td>
<td>113.5</td>
<td>107.7</td>
</tr>
<tr>
<td>Seattle</td>
<td>100</td>
<td>113.5</td>
<td>107.7</td>
</tr>
<tr>
<td>Unweighted average</td>
<td>100</td>
<td>113.5</td>
<td>107.7</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 frequencies, 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."

### Giving 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."

### U. S. Spectrum Hog?

(Continued from page 23)

their own communications services domestically and overseas, he continued.

"We want to find out two things," he explained. "First, we want to learn whether operation of these communications systems by government agencies is an economic and practical thing. . . . The second aspect of the problem is the number of 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 of national defense importance of communications, we cannot shrug this back. We are in a harsh situation, in a 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 monopolistic; 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.

Enquiries were sent to Defense Secretary Louis Johnson, Secretary of State Dean Acheson, General Services Administrator Jess Larson and Capt. John S. Cross, chairman of IRAIC, which handles government requests for recommendation to the President.

### Wilson Joins Petry

CONTINUOUS expansion of its television sales force, Edward Petry & Co. Information representative, last week announced that Robert S. Wilson has joined its New York office. Mr. Wilson formerly was with MBS Co., East Coast Div., 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 networks, 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 or control by larger manufacturers of electronic equipment.

In its present form the bill is so stringent as to militate against passage in the current session, some observers feel. Network and station properties up to $150 million would be dumped onto the market for 1956, if the bill became law. The House Commerce group took no action.

FM was injected into the Congressional picture early this session when Rep. William Lenke (R-N.D.) carried over from the 86th Congress proposals to allocate a section of the 90 me band to the audio systems and render FCC decisions appealable to the courts where they involve alleged technical or scientific errors. No action was taken on the bills (HR 65 and HR 856) dealing with FM which Acting Chairman George Sadowski of the communications subcommittee said should rest largely with FCC as an allocations matter.

Charges Obstruction to FM

FM had a vociferous supporter, however, in Rep. Francis Walter (D-Pa.), co-author of the Administrative Procedures Act and caustic critic of the Commerce Department. He charged that FM has been "obstructed, stepped on, blocked or ignored from the start" and suggested that the Justice Dept. investigate, and laid the blame largely on FCC which he alleged had violated provisions of the Procedures Act.

Congressman Walter, second-ranking member of the House Judiciary Committee, promised an investigation of FCC which he later abandoned when the full Judiciary committee decided to study monopoly power in the U. S. Group held hearings and plans eventually to call in the radio

PEASR AND FIRM

Promotes Two, Adds Space

THE John E. Pearson Co., New York station representative, has appointed two executives and is enlarging its quarters and hiring 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 firm. The executive, who has been with the radio representative organization for the past six years, has been named junior account executive 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.

GIVING the "come-on" for the second annual Los Angeles advertising ball to be held Oct. 22 at Ambassad- or Hotel, were Beatrice Kesey, assistant media director, BBDO, and president of Los Angeles Advertising Women Inc., co-sponsor of the ball; Richard (Dick) Russell of Beverly Hills Citizen and president of Los Angeles Advertising Club, other co-sponsor of the event; Mary Buchanan of Union Pacific railroad public relations staff, co-chairman, and David Fenwick, vice president and treasurer of Abbott Kimball Co., co-chairman.

they had no jurisdiction under the present laws.

Sen. Tobey, fireball crusader of the anti-monopoly school, plumped for legislation aimed at trusts desiring to buy radio or television properties; stalled FCC on its television progress; and chastised the Commission for not holding a hearing on the 10-year Arde Bulova license renewal case.

Lobby Probe Desired

Sentiment to go into lobbying also was apparent with a House Select Committee 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: Former FCC Chairman Paul A. Porter and Charles R. Denny.

The House-Wayne American-Activities Committee also figured prominently during the first session, when it suddenly barred television and news cameras from future public meetings. The FCC党组 was allowed to take notes. Broadcasters networks, commentators and House Radio Correspondents alike stormed the committee with protests. The situation is pretty much status quo now—tape-recorders and cameras could be permitted by special authorization from Chairman John Wood—an exception 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 Hoffman (R-Mich.) and Hale Boggs (D-La.), leveled fire at ABC com- mentator Drew Pearson for remarks 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. Rankin introduced legislation (HR 4206) to assist them in recovering damages.

The volatile Mississippian asked that liability be extended to sponsors and all stations airing the commentators "for the protection of broadcasters themselves." He chided the FCC for being "too slow" to act.

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 certain radio stations. Feeling they had levied excessive rates for political advertising, the 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 ranging from suspension of station licenses for 30 days to possible revocation. Individual broadcasters and NAB alike protested the principle of Congressional intervention, however, and the discriminatory regulation 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 newspaper media to incite contempt for the U. S. Government or to overthrow it by force or violence (carries over).

• Provide a new radio laboratory to conduct the National Standards, at a cost of $4,415,000 (pending).

• Authorize Congress to authorize daylight saving time as standard time for any given year (carries over).

• Authorize Congress to authorize transmission of the U. S. time over commercial radio (carries over).

• Authorize Congress to authorize transmission of the U. S. or Coast Guard radio beacons over commercial radio (carries over).

• Increase the salaries of those who serve on professional organizations (passed).

• Require that broadcast legal councils representing candidates for political office be furnished with all relevant public information

• Appropriate supplemental funds to General Accounting Office for the 71st decennial census, to include a sampling program of television and radio sets sold (passed).

• Require the Army-Navy advertising activities to adopt "fair prices for fair service" (passed).

• Require the Fair Trade Act to bar "all boycotts" by "all" advertisers and "all" advertising agencies engaging in boycotts, sponsors, etc. (passed).

• Require FCC specific authority aiding and abetting of political campaigns

• Require public service hours from stations, buildings and facilities (passed).

ZIV'S PRIVETTE

Named Southeastern Head

FREDERIC W. ZIV Co., producer of transcribed programs, last week announced the appointment of Tom Privette as Southeastern Div. sales manager. Mr. Privette, who has been with the Ziv Co. since 1944, working out of the Atlanta offices, will continue to make his headquarters in that city.

The Ziv Co.'s plans call for an expansion of the Southeastern Div. with additional personnel to be added to those offices between now and the first of the year.

BROADCASTING  Telecast}

October 17, 1949  Page 81
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, 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 "hearty" but "surer ground" regarding 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 foresaw 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 Broadcasting met 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 Asis 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, Forrester, 45%, and Paulen L. Hill, manager KTST Emporia, Kan., 10%, and Louis O. Seibert, part owner KEL El Paso, Tex., 45%. Consent also granted KFRE and KRPM (FM) Fresno, Calif., acquisition of control by 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 over holding to 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 temperature messages, through 93 of 120 Kentucky counties have voted to ban sale of all alcoholic beverages.

League's position is 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 denied 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 bid 1.95 kw visual, 0.97 kw aural 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 (10%), 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.

At Deadline...

Closed Circuit

(Continued from page 4)

retains his 25% interest in WDJ Tuscola, Ill.

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 & Presbrey, New York, looking for spot availabilities in New York, Chicago, Philadelphia and Boston.

SET makers, alarmed over Revenue Bureau's slapping of the tax on models with FM tuners, even 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 Levings, director of Casa 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 group of FCC members 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.
That's coverage

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.

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 not "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 109 with three consecutive years or more... attest to the selling power and popularity of KRGV. whose primary coverage area contains 230 radio homes—has a population of 255,000—and whose farm cash increased alone last year amounted to $123,056,741.

Ask your Taylor-Boroff man for full details on KRGV, "The Valley's Best Salesman."

*BMB — 1948

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