WHO HAS UNCHANGED LISTENING HABITS IN IOWA

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

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

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

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

* These 14 counties were used in the coincidental area study.

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

WHO

for IOWA PLUS

DES MOINES...50,000 WATTS

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

FREE & PETERS, INC.
National Representatives
Swing Your Partner in a Gay, Colorful Swirl

The square dance is out of the barn and onto some of the most polished dance floors in the country. To fall in with the spirit of the occasion, wear a heart-throbbing and pretty partner. There are certain types that experienced dancers tell us about which should be remembered by novices. Wear your skirts full—the fuller the whirler. And under them wear pretty starched petticoats (two are better than one) to flutter about your ankles and maybe even pantaloons--modesty note.

You'll discover that bracelets and earrings will be in your way so confine your jewelry to a brooch-worn choker style on a velvet ribbon which will give you an air of old-fashioned enchantment.

Now about your poor old feet. They take a beating on any dance floor but with the exuberant patterns and off-beat rhythms that make the fun, they can put you on the sidelines for the evening if you fail to give them some protection. Wear shoes with toes that will stand on an open toe may send you home limping. Straps are good to keep them from flying off.

Just Walker adds a ruffle to the hem and puff sleeves of her green cotton printed in navy in a small mosaic pattern (sketch B). Tiny checks in brown and black (truly pioneer in spirit) are Dorothy's choice. She puts blue bands on the skirt, puts a petticoat just below one shoulder strap (sketch D). Fluttering petticoats might try hiking up the skirts to show off ruffled petticoats (sketch C). Keep it there with a flower.

Folk-dotted is this Nelly Don Dille with puffed sleeves and elasticized waistline. It comes with its own apron to wear aisle-wise if you like (sketch E). Porch brackets cover the pocket of a circular chintz skirt, in this instance, cotton which is a top of your skirt will catch the waist (sketch F). Garland of lace decorate Claire McCormick's white silks (sketch G). And finally off the shoulder peasant blouse in many variations that you can buy anywhere (sketch H).

Magazines, newspapers, department stores, news reels—everywhere you see SQUARE DANCING! Today's favorite! WLS takes special interest because we have been known for 25 years as the home of square dancing and folk music—the originator of the WLS National Barn Dance. For more facts about the quarter-century-old Barn Dance or any of the friendly programs on "the square dance station," see your John Blair man or Sales Manager, WLS, Chicago 7.

A Clear Channel Station

890 Kilocycles—50,000 Watts—ABC Affiliate
Represented by John Blair and Co.
Washington, D. C.!

... is a major buying market, not merely a world capital of parks, monuments and government buildings.

WRC is the dominant selling voice in this area of over 1,400,000.

Success stories, low cost-per-listener facts and hard-hitting sales results are available on WRC if you have an interest in the Washington market. Programs and spots with the interesting knack of SELLING, day in and day out, are worth more than passing consideration. Things have changed in the nation's capital ... in a big way. Take another look at this picture and another look at your market problems. They both represent dollar volume in Washington.

Sales representatives of WRC or NBC Spot Sales can tell you the NEW story of Washington and WRC.
Closed Circuit

FOR FIRST time since he left for Montreal first of September, Comr. Rosel. H. Hyde, chairman of U. S. delegation to NARBA, returns to Washington today for brief stay. It's understood his return is primarily for consultation with State Dept. and other authorities on NARBA but his availability will make it possible for him to take part in FCC actions. NARBA conference may run until Thanksgiving.

MAJOR networks are under scrutinity of FCC these days in connection with observance of so-called network regulations. It wouldn't be surprising to see FCC issue temporary revivals to network owned-and-operated stations pending further study, which usually means sending of interrogatives asking whys and wherefores.

ABC'S DECISION to cut back on TV films and sustaining programming follows concept that may be adopted by others in TV until such time as set circulation justifies compensation rates. ABC this year is expected to show $3,500,000 TV loss, almost all of which was offset by AM earnings (story page 48).

IN LINE with ABC belt-tightening, it wouldn't surprise observers to see personnel cutments, probably on gradual basis.

WHITEHALL PHARMACAL Co., New York, also about to put out anti-histamine tablet (for colds) in addition to those already on market, analist and inhihion (see this page). Radio—spot and network—will most likely be used in advertising war about to begin by the various companies.

SURE to appear on NAB board's mid-November agenda is proposal to invite FM Assn. into all-industry association.

LEVER BROTHERS, Cambridge, has developed new detergent which eliminates ringing. It has been incorporated into Surf and will be called No-Bluee Surf. N. W. Ayer & Son, New York, planning test spot radio campaign in three cities—Philadelphia, Los Angeles and Chicago.

ALTHOUGH confirmation was lacking at NBC, George H. Frey, director of network sales, reportedly will be first executive re-assigned under proposed network reorganization. Mr. Frey believed destined to become chief of TV sales.

WAGS are saying RCA, after FCC denied its petition for postponement of Nov. 14 comparative color showings but called for second one next February, should serenade FCC with "Your Lips Tell Me No-No, But There's Yes in Your Eyes." But FCC authorities claim action would retain control over proceedings, meaning Nov. 14 comparisons (Continued on page 82)

Upcoming

Oct. 30-Nov. 5: National Radio and TV Week.
Oct. 31-Nov. 1: NAB Dist. 1, Somerset, Boston. Nov. 3-4: Florida Assn. of Broadcasters, Sarasota, Fla.

(Bulletins on page 41)

Business Briefly

WJJD Chicago signed late Friday two-year contract with Chicago White Sox to carry all of ball club's games in 1950 and 1951, making 12 consecutive weeks. WJJD to carry all daytime games and its affiliated WFMR (FM 1540) to carry night home games. WIND Chicago to carry night games away on time bought by WJJD.

Sponsorship not yet decided.

ABC announced arrangement with Mutual Life Insurance Co. for $600,000 20-year loan at 4¼% interest. Proceeds to be used in further developing ABC's TV Center in Hollywood.

FORD SPONSORS ON TV; DEALERS BUY KAY KYSTER

FORD MOTOR Co., Dearborn, Mich., to sponsor CBS-TV telecasts of UN General Assembly sessions for remainder of year, effective Nov. 7. Three hours daily of sessions both at Lake Success and Flushing Meadows to be telecast as public service by Ford, with no commercials to be used. Telecasts scheduled Mon.-Fri., 11 a.m. to 1 p.m. and 3-4 p.m.

FORD Dealers of America on Dec. 1 starts Kay Kyser show, hour-long musical quiz, on NBC Television, Thursday, 9-10 p.m., through J. Walter Thompson Co., New York.

WARL LOTTERY CASE IS DISMISSED BY FCC

LOTTERY proceedings against WARL Arlington, Va., which produced FCC hearing examiner's recommendation that former WARL program be found in violation of anti- lottery law (Broadcasting, Aug. 9, 1949), were dismissed by FCC Friday. Commission said program in question, Dollars for Answers, is of type covered in subsequently adopted anti-giveaway rules; that rules have been suspended pending court tests, and that WARL has discontinued program.

"Further proceedings with respect to this licensee would now serve no useful purpose in settling the issues of law presented," FCC concluded. Frank U. Fletcher, Washington radio attorney, is half owner of WARL.

FCC RELIGIOUS DECISION CLARIFIES STATIONS' RIGHTS

NEW "Scott Decision" on atheists' rights to radio time, 165 words long compared to five-page 1946 version which brought Congressional investigation, issued by FCC Friday.

New "decision" was letter sent to Robert H. Scott of San Francisco, principal in 1946 Scott Decision. It was based on protest he filed in May 1947. He asked revocation of licenses of four San Francisco stations (KNBC, KFRC, KGO, KCBS) on charges they violated principles of 1946 decision by refusing him time for atheism talks.

Though FCC authorities said it was in no way inconsistent with original Scott Decision, new enunciation makes plain that: "There is no obligation on the part of a station licensee to grant the request of any and all persons for time to state their views on matters in which they may be interested." Other highlights of letter:

- It does not appear from the information submitted by you that any program broadcast by the named stations was directed against you personally or against the positions which you espoused. In the Commission's view the facts submitted by you do not present a situation in which the station has denied an opportunity to afford equal time for the presentation of a controversial issue of public importance.

Your petition alleges no facts to justify the revocation of the licenses of the above-named stations.

SARNOFF TO GET AWARD

BRIG. GEN. David Sarnoff, RCA board chairman, will be awarded Peter Cooper Medal for advancement of science, at convocation ceremonies Nov. 2 honoring 90th anniversary of Cooper Union, New York. Gen. Sarnoff was selected by jury of nine presidents and deans of engineering schools in New York area for outstanding service in the advancement of science in its practical application to life. Dr. Thornridge Saville, president of American Society for Engineering Education, will make presentation speech.

Broadcasting Telecasting
Distribution of listeners among Savannah Radio Stations, based upon C. E. Hooper May 1949, Study of Listening Habits in 32 counties comprising the Savannah Retail Trading Area:

<table>
<thead>
<tr>
<th>May 1949 HOOPER INDEX</th>
<th>WSAV</th>
<th>STATION 'A'</th>
<th>STATION 'B'</th>
<th>STATION 'C'</th>
<th>STATION 'D'</th>
</tr>
</thead>
<tbody>
<tr>
<td>TOTAL RATED TIME PERIODS</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>6:00 a.m. to 10:00 p.m.</td>
<td>18.0</td>
<td>4.0</td>
<td>6.0</td>
<td>5.0</td>
<td>17.0</td>
</tr>
<tr>
<td>Daytime</td>
<td>19.0</td>
<td>4.0</td>
<td>6.0</td>
<td>5.0</td>
<td>18.0</td>
</tr>
<tr>
<td>Evening</td>
<td>14.0</td>
<td>4.0</td>
<td>6.0</td>
<td>4.0</td>
<td>12.0</td>
</tr>
</tbody>
</table>

And that's just half the story ... WSAV's dominance is even greater in the 47 additional WSAV counties of Georgia, South Carolina and Florida. Call Don Jones or any Hollingbery man for the complete "Savannah Story".

It's 630 in Savannah WSAV  
630 kc.  
5,000 watts  
Full Time  
Represented by Hollingbery
WFMB-TV,
48 Monument Circle,
Indianapolis, Ind.

Attention: Mr. H. W. BITNER, Jr.

Gentlemen:

Permit us, please, to commend you for the splendid TELEVISION production you did on our extensive 500-Mile-Race-Day coverage, in which we used both programs and spot announcements.

No medium have we ever used excited so much comment and direct traceable sales contacts as did this daring venture of ours into TELEVISION!

As you know, we continued our TV relations with you using same minute spot announcements, which schedule is now in effect and is to be increased in the near future.

Our highest compliments to your production staff for the manner in which you have planned and executed photographs and art-work used in our TV impression. Your audio writers view humbly believe are comparable to the best in television!

As Indiana's largest Nash dealer we look forward to maintaining our position with the assistance of WFMB-TV.

Sincerely,

PENNSYLVANIA MOTOR INN, INC.

F.D. SMITH, President

---

BROADCASTING

Published Weekly by Broadcasting Publications, Inc.

IN THIS BROADCASTING....

Justice Suspends Action on Baseball Probe
Step Replacing Measurements: Beville Asks
Shous Power Proposals Hit
NAB Cuts 3 Joint NRAA Bids
Mexico Proposes NRAA Extension
Augmenting 'Gibraltar's Strength - Prudential's Story
Radio Louder at SCAMA Meet
Daytime Group Asks Air Time
NAB Studies Store Radio

Telecasting Section and Index, page 40, 42

FEATURE CALENDAR
First issue of the month: AM Network Showsheet
Second issue: Network Boxscore: New's Business
Third issue: Trends Survey; TV Set Count by Cities
Last issue: Telecasting Showsheet

At Washington Headquarters

SOL TASHOFF
Editor and Publisher

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CIRCULATIONS AND READERS' SERVICE

JOHN P. COSGROVE, Manager
Lillian Oliver, Warren Sheets, Elaine Haskell, Edward V. Duggan, Grace Motta, Chapalier Hodgson.

NEW YORK BUREAU

510 Park Ave., Zone 17, Plaza 6-3335

EDITORIAL: Edwin H. James, New York Editor; Herman Brandsen, Assist. to the New York Editor; Florence Small, Gloria Berlin, Betty R. Stone.

Bruce Robertson, Senior Associate Editor.

ADVERTISING: S. J. Paul, Advertising Director; Eleanor R. Manning.

CHICAGO BUREAU

360 N. Michigan Ave., Zone 1, Central 6-4111
William L. Thompson, Manager; Jane Pinkerton.

HOLLYWOOD BUREAU

Taft Building, Hollywood and Vine, Zone 23.

DAVID Glickman, West Coast Manager; Ralph G. Tuchuran, Hollywood News Editor; Ann August.

TORONTO

467 Harbour Commission Bldg., ELgin 0775

AGNES MONTAGNE, Managing Editor

BROADCASTING * Magazine was founded in 1923 by Broadcasting Publications Inc., using the title: BROADCASTING * The News Magazine of the Fifth Estate. Broadcast Advertising * was acquired in 1933 and Broadcast Reporter in 1935.

* Reg. U.S. Patent Office

Copyright 1949 by Broadcasting Publications, Inc.

Subscription Price: $7.00 per Year. 25c per Copy

BROADCASTING • Telecasting
“LADEEZ AND GENTLEMUN—MEET WD DAY, THE NATIONAL HOOPER CHAMP!”

YESSIR! WD DAY had the greatest Share-of-Audience Hooperatings—Morning, Afternoon and Night —among all stations in the country for the five-month period, Dec. '48—Apr. '49!

|               | WDAY | "B" | "C" | "D"
<table>
<thead>
<tr>
<th></th>
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<th></th>
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<tr>
<td>WEEKDAY MORNINGS (MON. THRU FRI.)</td>
<td>66.2</td>
<td>16.8</td>
<td>7.7</td>
<td>4.2</td>
</tr>
<tr>
<td>WEEKDAY AFTERNOONS (MON. THRU FRI.)</td>
<td>66.1</td>
<td>11.4</td>
<td>11.9</td>
<td>3.7</td>
</tr>
<tr>
<td>EVENINGS (SUN. THRU SAT.)</td>
<td>67.5</td>
<td>14.1</td>
<td>9.2</td>
<td>7.2</td>
</tr>
</tbody>
</table>

Amazing, you bet, but once you see the facts about our rural superiority, you’ll agree that WDAY is even more fabulous! Our new booklet gives figures for four typical mail-pull campaigns, together with revealing cost comparisons and statements by sponsors. It gives you down-to-earth proof of WDAY’s rural coverage.

Write to us, or ask Free & Peters, for this new booklet! It explains why WDAY is one of the great radio buys of the nation!
BMI
THANKS TO BROADCASTERS, ARTISTS, PUBLISHERS
KEEPS HITTING...

4 out of 7 on the LUCKY STRIKE HIT PARADE

and the same Broadcasters, Artists, Publishers, Composers, Disc Jockeys, Record and Transcription Companies, and Juke Box Operators now aim to

Hit With These Up-Coming BMI Leaders

THE BILLBOARD PICKS: CROCODILE TEARS
THE DISC JOCKEYS PICK: VIENI SU
ENVY
CANADIAN CAPERS
THE OPERATORS PICK: BLUEBIRD ON YOUR WINDOW SILL

BMI PICKS:
SLIPPING AROUND
HUSH LITTLE DARLING
SHE WORE A YELLOW RIBBON
EVERYTHING THEY SAID CAME TRUE
WHY DON'T YOU HAUL OFF AND LOVE ME
WHO'LL BE THE NEXT ONE TO CRY OVER YOU
SEND TEN PRETTY FLOWERS TO MY GIRL IN TENNESSEE
CARELESS KISSES

Broadcast Music, Inc.
580 Fifth Avenue, New York 19, N.Y.
Chicago • Hollywood • Toronto • Montreal
57.2% OF SALES AND RECORD POPULARITY RATINGS

A Summary of Popularity Charts from The Billboard, Oct. 22, 1949

<table>
<thead>
<tr>
<th></th>
<th>Total Listings</th>
<th>BMI</th>
<th>All Others</th>
<th>% BMI</th>
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<tr>
<td>HONOR ROLL OF HITS</td>
<td>10</td>
<td>5</td>
<td>5</td>
<td>50.0</td>
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<tr>
<td>SHEET MUSIC—BEST SELLING</td>
<td>15</td>
<td>5</td>
<td>10</td>
<td>33.3</td>
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<tr>
<td>POP RECORDS</td>
<td></td>
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<td></td>
<td></td>
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<tr>
<td>MOST PLAYED BY DISC JOCKEYS</td>
<td>30</td>
<td>16</td>
<td>14</td>
<td>53.3</td>
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<tr>
<td>BEST SELLING, RETAIL</td>
<td>31</td>
<td>13</td>
<td>18</td>
<td>43.3</td>
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<tr>
<td>MOST PLAYED ON JUKE BOXES</td>
<td>31</td>
<td>13</td>
<td>18</td>
<td>43.3</td>
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<tr>
<td>RHYTHM &amp; BLUES RECORDS</td>
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<td></td>
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<td>BEST SELLING</td>
<td>16</td>
<td>12</td>
<td>4</td>
<td>75.0</td>
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<tr>
<td>MOST PLAYED ON JUKE BOXES</td>
<td>16</td>
<td>13</td>
<td>3</td>
<td>81.2</td>
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<tr>
<td>FOLK RECORDS</td>
<td></td>
<td></td>
<td></td>
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<tr>
<td>BEST SELLING</td>
<td>16</td>
<td>14</td>
<td>2</td>
<td>87.5</td>
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<tr>
<td>MOST PLAYED ON JUKE BOXES</td>
<td>15</td>
<td>12</td>
<td>3</td>
<td>80.0</td>
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<tr>
<td>TOTAL</td>
<td>180</td>
<td>103</td>
<td>77</td>
<td>57.2</td>
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<tr>
<td>SCORE PREVIOUS WEEK</td>
<td>181</td>
<td>101</td>
<td>80</td>
<td>55.8</td>
</tr>
</tbody>
</table>

SONGS WITH GREATEST RADIO AUDIENCES (PEATMAN ACI)

|                              | 51             |     | 38         | 25.5  |
| R - H SYSTEM                 | 30             | 5   | 25         | 16.7  |
| TOTAL                        | 261            | 121 | 140        | 46.4  |
| SCORE PREVIOUS WEEK          | 243            | 109 | 134        | 44.9  |
EDGAR E. EATON named vice president of G. Norman Burk Inc., Pittsburgh, where he will handle types of national and local advertising. He was previously with Tracy Mfg. Co., as sales promotion manager, and director of regional sales for American Radiator & Standard Sanitary Corp., and Lehigh Portland Cement Co.

HARRY A. BERK, president of Foote, Cone & Belding International Corp., resigned his post. EMERSON FOOTE, president of domestic company, also will become president of international subsidiary. Mr. Berk, abroad most of the last eight years, plans to remain permanently in the U. S.

REGINALD V. COGHLAN appointed head of new Ruthrauff & Ryan branch office in New Orleans.

FELIX BRENTANO, Broadway producer-director associated with “Rosalinda,” “The Merry Widow,” and others, appointed radio and television director for Lester “L” Wolf Advertising Corp., New York. He is currently handling Wishbone Party and has started work on TV variety show for Associated Food Stores. He will supervise production for all other agency accounts.

MORGAN REICHNER, former vice president of Buchanan & Co. and executive vice president of Abbott Kimball Co., both New York, forms own consultant firm to advise advertisers on sales, sales promotion and merchandising. Offices are at 25 W. 43rd St., New York.

TRISTHAM DUNNE, formerly with William Esty & Co. and Young & Rubicam, joins Federal Advertising Agency, New York, as account executive.

S. A. HALPERN, former executive vice president of L. H. Hartman Co., Chicago, joins William H. Weintraub & Co., New York, as director of copy. He previously was copy chief at Lord & Thomas, where he created many campaigns and slogans for Lucky Strike.

DON WEILL, former account executive with Grant & Wadsworth Inc., and before that advertising and sales promotion manager of Clairol Inc., New York, joins Benton & Bowles, New York, as member of Procter & Gamble drug division account group.

ADRIAN SAMISH, vice president and head of radio and television, Dancer-Fitzgerald-Sample Inc., arrives in Hollywood today (Oct. 31) for two weeks in connection with preparation of television commercials for General Mills and Procter & Gamble. DON MANCHESTER, vice president and account executive of the agency, also is expected in Hollywood later this week.

NORMAN L. DRYNAN, formerly supervisor of sales and advertising of Canadian Canners Ltd., Hamilton, joins F. H. Hayhurst & Co., Toronto advertising agency, as account executive.

JANE SCRIVEN, formerly of Biew Co., New York, joins Davis & Platte, New York, as executive in public relations department.

MRS. MARILYN WILZBACH, formerly with WLW Cincinnati, joins Brisacher, Wheeler & Staff, Los Angeles, as head of radio and television traffic.

PETER FINNEY, formerly with publicity staff of Kudner Agency, New York, transferred to agency's service department on Admiral Corp. account.

JEAN MEREDITH, West Coast publicity manager, Benton & Bowles Inc., is in New York for two weeks conferences.

HARRY GATTON, recently resigned as managing director of WSIC Statesville, N. C., opens advertising agency, Harry Gatton Advertising, at 226 W. Broad St., Statesville. New firm has nine radio accounts.

DAVIS AGENCY, Oakville, Ont., becomes incorporated company and continues business under name of Davis Circulation Agency, Ltd.

SHERRILL MASTOS made production director of Buchanan & Co., Los Angeles; LEE LEWIS named media director; MARY JANE KUELGEN, appointed executive secretary, and JEANETTE LINCK put in charge of business management for agency.

JOE H. LANGHAMMER & Assoc., Omaha, changes name to Langhammer & Assoc.

New Addresses: AIKIN McCracken Limited Advertising Agency, Toronto, moves to 2 Toronto St., Toronto, BIOW Co., New York, effective after Jan. 1, will move its entire offices now located at 9 Rockefeller Plaza and 501 Madison Ave. into two whole floors of Crowell-Collier Bldg. on 51st St. and Madison Ave.
1. **St. John Plantation**, near St. Martinville, Louisiana, was built in 1828 by Alexandre Etienne de Clouet. Since 1887, St. John has been owned by a prominent New Orleans family, who have faithfully preserved the grace and dignity of its ante-bellum architecture.

2. **The Dairy Industry** is developing fast in Louisiana. With year-round pasturage and growing markets, it's adding millions to the state's diversified farm income. Another reason why WWL - land exceeds the national average in increased income, increased buying power, and general prosperity.

3. **WWL's Coverage of the Deep South**
50,000 watts—high-power, affording advertisers low-cost dominance of this new-rich market.

**WWL**

NEW ORLEANS

A DEPARTMENT OF LOYOLA UNIVERSITY

BMB Maps of WWL-coverage and other data available from the Katz Agency, Inc., our National Representatives.
'It Was an Honor'

EDITOR, BROADCASTING: ...appearing as the "On All Accounts" subject in the Sept 12 issue of BROADCASTING ... it was an honor and a pleasure to be selected.

Mary Ellen Ryan
Radio Timebuyer
Raymond R. Morgan Co.
Hollywood

* * *

'Fair' Broadcasting

EDITOR, BROADCASTING: I've been reading in recent copies of BROADCASTING where several stations have been doing a little bragging about their broadcasting from fairs, etc. I'd like to report that during the East Texas Fair, Sept. 12 thru 17, KTBB originated 13 hours and 46 minutes of broadcast time direct from the fair grounds. This was in addition to 168 sustaining announcements before the fair.

Dana W. Adams
News Director
KTBB Tyler, Tex.

* * *

Shriver—Pro & Con

[Editor's Note: Following letters are an outgrowth of W. H. Shriver's letter in OPEN MIKE Sept. 26 questioning the taste of an advertisement in BROADCASTING; and the rebuttal of Del Roy Oct. 16.]

EDITOR, BROADCASTING: This "Letter to the Editor" emanating from the Badger State up here in Yankeland is to serve as a rebuttal to the viewpoints of Del Roy of WKY.

Obviously Mr. Del Roy is confusing the issue. Mr. Shriver's letter was in no way an encroachment by the Roman Catholic church on his rights. No propaganda or doctrines of the R. C. Church were mentioned in his well meant advice. No religious issue is involved here whatsoever. It is merely a matter of common sense and decency which any sensible adult should readily comprehend.

Mr. Del Roy contends that the Legion of Decency is bigoted but he has no supporting statements to submit as proof. The Legion of Decency passes on the merits of a picture for view by children as well as adults and there is no intolerance involved at all. They really don't care if the actors, producers or theatre owners down to the ushers are Protestants, Catholics or Jews.

The advertisements for the promotion of the R. C. Church by the Knights of Columbus are in no ways insidious or treacherous as Mr. Del Roy puts it. They are merely true statements of fact which all sincere peoples of any race, color or creed are invited to investigate for their own education and welfare. One object of this recent advertising campaign is to blot out ignorance on the part of fellow Christians on the faith and customs of the Roman Church.

In closing, I add that I hate to see a fine organization like the Roman Catholic Church be attacked when it has done many fine deeds throughout its existence. I support the Shrine Circus for Crippled Children and admire their organization and good works they perform. I have no malice towards these men and I hope that sometime in the near future Mr. Del Roy will have a friendlier attitude toward the R. C. Church.

George H. Hotton
2544 N. Palmer St.
Milwaukee 12, Wis.

* * *

EDITOR, BROADCASTING:

Now it seems that we boys, who are old enough to work, vote, pay taxes, and raise families, are to be advised by one Mr. William H. Shriver Jr. ... that we are not supposed to look at an advertisement showing the "Female Form Divine."

I certainly admired the ad in

(Continued on page 18)

In Buffalo you can go places fast with WGR

-- AND ITS HIGHER-THAN-EVER
HOOPER RATINGS

EDGAR BERGEN • ARTHUR GODFREY • BOB HAWK • SUSPENSE LUX RADIO THEATRE • MY FRIEND IRMA • BUDDY CLARK LOWELL THOMAS • HALLMARK PLAYHOUSE • JACK SMITH • THE F. B. J. DICK HAYMES • EDWARD R. MURROW • SING IT AGAIN • REILAH MR. & MRS. NORTH • THE GOLDBERGS LUCILLE BALL • ABE BURROWS MR. KEEN • CRIME PHOTOGRAPHER JOAN DAVIS • GROUCHO MARX MR. CHAMELEON • DR. CHRISTIAN BING CROSBY • BURNS & ALLEN ETHEL ARDEN • AMOS & ANDY JACK BENNY • INNER SANCTUARY RED SKELTON • MYSTERY THEATER HORACE HEIDT • MYSTERY THEATER PHILIP MARLOWE • GANG BUSTERS • DINA MARIE • GENE AUTRY HIT THE JACKPOT • WE, THE PEOPLE • VAUGHN MONROE • CONTENTED HOUR

Leo J. ("Fitz") Fitzgerald
I. R. ("Ike") Lounsberry

WGR
Broadcasting Corporation
RAND BUILDING, BUFFALO 3, N. Y.
National Representatives: Free & Peters, Inc.

WTWN POTENCY
Shown in 'Gala Sales Days'

WTWN St. Johnsbury, Vt., has been on the air less than four months but in that short space of time the 250 watt in the Green Mountains has proved itself a potent force in the area as evidenced by the recent "Gala Sales Days."

"Gala Sales Days," a merchandise promotion plan was sponsored by the Chamber of Commerce with all stores in town participating. WTW ran a series of teaser spots in the form of personal ads signed by a mysterious "Hugo Gala," addressed to an equally mysterious "Helen." In subsequent spots, "Hugo" promised "Helen" a fine time at "Gala Sales Days."

This was followed by explanations of "Gala Sales Days" in one-minute spots. Campaign also was plugged by regular and new WTW accounts as well as by stores with series of broadcasts during drawings for holders of winning tickets obtained with each dollar purchase of merchandise.
INDEPENDENT

IN WORCESTER, MASS.

HIGHEST RATINGS!
IN COMPETITION WITH ALL NETWORK STATIONS

LOWEST RATES!
TO MAKE A TIME-BUYER’S DREAM COMBINATION
THAT GIVES YOU

THE MOST LISTENERS PER DOLLAR!


<table>
<thead>
<tr>
<th>TIME</th>
<th>BASIC CALLS</th>
<th>WNEB</th>
<th>Station A</th>
<th>Station B</th>
<th>Station C</th>
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<td>14.7</td>
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</tr>
</tbody>
</table>

CONLAN RADIO REPORT

Sure, we carry baseball, and it has helped to build our station. But our over-all leadership comes from over-all acceptance since baseball represents only about 18% of the time periods covered by this survey.

What’s more, this survey shows that WNEB is in first place in 36 of the 58 quarter-hour periods 8:00 A.M.-10:30 P.M., Monday thru Friday. Call in a station representative and see the complete report.

WNEB
WORCESTER
MASSACHUSETTS

NEW ENGLAND’S LEADING INDEPENDENT IN NEW ENGLAND’S THIRD LARGEST MARKET.

Represented by: Adam J. Young, Jr., Inc. and Kettel-Carter, Inc.
LEHN & FINK PRODUCTS CORP., through its agency Lennen & Mitchell, New York, will launch heavily concentrated advertising campaign to introduce Peb-Ammo, ammoniated tooth paste. Spot radio expected to be used after first of year.


MARLBORO SHIRT CO., Baltimore, appoints Kastor, Farrell, Chesley & Clifford Inc., New York, to handle advertising for its dress and sport shirts and outer wear. Media plans for 1950 have not been decided upon as yet. While the firm's advertising budget figure could not be determined, it was understood to be over $200,000 yearly.

FORT PITT BREWING Co., Pittsburgh, adds WJAC-TV Johnstown, Pa. to group of stations carrying boxing and wrestling. Other stations are: boxing only, WEWS (TV) Cleveland; wrestling only, WTVN (TV) Columbus; both, WICU (TV) Erie, WDTV (TV) Pittsburgh and WGAL-TV Lancaster.


PACIFIC GREYHOUND BUS LINES, through Beaumont & Hoffman, San Francisco, launches fall advertising campaign which includes spot schedule on approximately 200 western stations. Company also sponsors 10-minute weekly travel series, Romance of the Highways, on ABC western network.

Network Accounts • • •


GEORGE A. HORMEL Co., Austin, Minn., (canned meat products) will move its Hormel Girl's Corps program on ABC from its present Saturday, 12:15 p.m. time to Sundays, 6:30-7 p.m. effective Nov. 20. Agency is BBDO, Minneapolis.


LEVER Bros, New York, contracts to sponsor last half of Mon. through Fri. Breakfast in Hollywood show over entire 30 stations of Canadian Dominion Networks, effective today. Agency: Ruthrauff & Ryan, New York.

RONSON ART METAL WORKS Inc., Newark, N. J., through Grey Advertising Agency Inc., New York, moves its Johnny Desmond Show from MBS to full 21-station ABC network, effective Jan. 11. Show, on behalf of Ronson lighters and accessories, will be aired Wednesdays, 8:30-9 p.m.


Adpeople • • •

E. J. WATLEY appointed advertising and sales promotion manager of Ronson Art Metal Works Ltd., Toronto. He is first to hold this post with Canadian company.

BROADCASTING • Telecasting
JET PROPELLED...AND HEADING YOUR WAY!

FROM COAST TO COAST and Border to Border, METRO-GOLDWYN-MAYER RADIO ATTRACTIONS are setting a terrific pace... making TRANSCRIPTION HISTORY with Radio's most sensational series of star-studded programs. PRICED FOR PROFIT FOR YOU!

BIG STATIONS AND LITTLE STATIONS—stations like WGN, Chicago and KVMV, Twin Falls, Idaho; WFIL, Philadelphia and WSPC, Anniston, Ala., loved these great shows—and bought 'em! Scores and scores of alert, bright broadcasters are starring them on the air NOW. AND THEY'LL DO A JOB FOR YOU TOO—if you're smart and move fast! PUT THEM TO WORK FOR YOU!

M-G-M THEATRE OF THE AIR
A full hour of top dramatic entertainment once a week, presenting Hollywood's most glamorous stars in thrilling radio adaptations of all-time M-G-M picture hits.

AT HOME WITH LIONEL BARRYMORE
One of the world's most famous and beloved stars chats, reminisces about the stage, the screen and their people. Three 15-minute programs per week.

HOLLYWOOD, U. S. A.
Glamorous Paula Stone, of the noted "Stepping Stones," in intimate interviews with film-star's great stars and personalities. Five 15-minute programs per week.

HERE'S WHAT YOU GET!

THE STORY OF DR. KILDARE
One of the most famous motion picture series, adapted to radio for the first time, and starring both Lew Ayres and Lionel Barrymore, who created the leading roles on the screen. One half-hour per week.

MAISIE
Starring Ann Sothern... half-hour, once weekly, presenting brand new radio adaptations of the popular M-G-M pictures, other adaptations of which proved equally popular as a network radio series.

GOOD NEWS FROM HOLLYWOOD
Handsome George Murphy, himself a great star, gives you the latest Hollywood gossip and presents a famous guest. Three 15-minute programs per week.

CRIME DOES NOT PAY
A tense and exciting dramatic presentation based on M-G-M's Academy Award two-reelers. Featuring name players. A half-hour program, once a week.

THE HARDY FAMILY
The famous movie series, never before released for radio adaptation, starring Mickey Rooney and Lewis Stone... A half-hour, once weekly.

Metro-Goldwyn-Mayer Radio Attractions

Exclusive Representatives . . . . MUSIC CORPORATION OF AMERICA

Broadcasting • Telecasting

October 31, 1949 • Page 15
Feature of the Week

INTRICATE planning for the Southern States Fair, co-sponsored by WBT Charlotte, N. C., and the Charlotte News earlier this month, nearly turned the Fair into an all-WBT affair, the station reports.

Indicative of the success of the event was the official count of 405,000 who visited the WBT booths, despite two rainy days. It was the largest attendance in the history of the Fair.

The event served multi purposes. It helped build up not only WBT, but also a show, the show's sponsor, the station's programming and its talent. And, most important, it was the opportunity for WBT to transplant some of its activities in full-sight of the audience.

Full-scale promotion preceded the actual Fair activity. It got off to a grass-roots start with a contest reaching into the entire 9-country area served by the station. In cooperation with the News, free tickets to the Fair were offered for the best letter by a child, stating why he or she wanted to go to the Fair. The winner, a six-year-old boy, toured the Fair at the expense of the station taking in the rides and eating all he could hold and appeared on a broadcast.

Paced by the popularity of WBT's Grady Cole Talent Show, another contest was held over a period of time while the letter-writing match was on. Local talent was given tryouts for the talent show of Mr. Cole, WBT farm editor. The program, broadcast every Saturday 10-11 a.m., was the special broadcast Oct. 7 from the Fair at the WBT booth. Local talent contests were held in many of the communities within the area, largely at schools and many (Continued on page 21)

On All Accounts

"To win the family audience, use television; and to attract the interest of the housewife, use radio."

That is the working philosophy of William MacFarland, account executive for N. W. Ayer & Son, New York. And indeed it is working.

Executive for the agency's Sealtest Dairy account, Bill MacFarland has placed that company's ice cream product—a family delicacy —on television (Kukla, Fran & Ollie, twice weekly on NBC-TV). He has spotted Sealtest's milk — purchased principally by the woman in the home — on radio (Dorothy Dix, five times weekly on NBC).

"Working an idea" that works is an old game with Bill. Conceivably, it began with his youthful intention to earn a degree and secure a job with an advertising agency.

The intention became a reality in 1942 when Bill traded in his B.S. in Economics from the U. of Pennsylvania for a position in the production department of N. W. Ayer in Philadelphia.

But that was a time when all plans were subject to precipitate revision, and in 1948 Bill joined the Air Forces as a pilot. He was discharged as a first lieutenant in 1945 after 38 European missions.

Bill returned to civilian life and the Ayer agency in its plans merchandising department. While in that capacity he became experienced on food and package goods.

In November 1948 Bill was appointed him account executive on the National Dairy (Sealtest) and Sheffield Farms accounts with headquarters in New York.

Recipient of much recognition for his many achievements, Bill MacFarland yet has one distinction that earns him more than a sorely strained sacroiliac and the tacit appreciation of the Pennsylvania Railroad. Still residing in a suburb of Philadelphia, he travels more than four hours each day to and from his job in Radio City in New York.

The MacFarlands — she is the former Marjorie Enrich — were married Sept. 26, 1941. They have two children, Bill Jr., 7 years, and Cathy Lee, 2 years.

Closing in on WBT's microphones are (1 to r) Mr. Cole, Cowboy Star "Sunset" Carson and "Doc" Dor- ton, head of the Fair.

* * *

WBT's Grady Cole Talent Show, sponsored by the agency's WBT, was a grand event. The station reports.

"Aer" and "Lee" now appear in the "Lee" on Ayer's desk. New York's WBT.

Mr. Ted Kelly, WCHS, New York City

Dear Ted:

Just seen some papers on the boss's desk here at WCHS that tells quite a story. A newspaper article said that more newspapers are selling them in R. C. A. County than have the last July a whole lot more, in fact. Then when I pick up the newspaper I found a bill from the florist shop... "we sent flowers to your big store, opium's Yestore, in last, some two months. THREE Big CHARLESTON stores moved into bigger new places! Now that's real business confidence. They bought insurance Charleston really put us in the money, on WCHS the best way for get up sales message across ter them. Whereu advertise on WCHS you reach your..."

Yrs.,

Alay

WCHS, Charleston, W. Va.

The first serious study of a new literary form

Radio

And

Poetry

BY MILTON ALLEN KAPLAN

Everyone interested in radio as a primary medium of communication and culture will profit from this analysis of the development of a new literature—poetry in radio. Dr. Kaplan follows the record of the use of poetry in radio from its role as "fill-in" to the emergence of the radio verse play, and points out unexplored literary and cultural possibilities of radio and television. $4.50

At all bookstores or order from

COLUMBIA UNIVERSITY PRESS

Morningside Heights, New York 27

Publishers of THE COLUMBIA ENCYCLOPEDIA
KNOE
THE JAMES A. NOE STATION
NOW 5,000 WATTS DAY
NOW 5,000 WATTS NIGHT
NORTHEAST LOUISIANA'S MOST POWER-FULL STATION
Robert W. Dunn
GEN. MGR.
STUDIOS, BERNHARDT BLDG.
MONROE, LA.
1390 ON YOUR DIAL
AFFILIATED WITH NATIONAL BROADCASTING COMPANY
CONTACT
RA-TEL Representatives, Inc.
NEW YORK CHICAGO OKLAHOMA CITY DALLAS
ATLANTA SAN FRANCISCO LOS ANGELES
Open Mike
(Continued from page 12)
"moral question," and congratulate the Pacific Northwest Broadcasters in running it.

Jim Wayman
507 Greenwood Ave.
Takoma Park, Md.

EDITOR, Broadcasting:
I missed Shriver's statement but my hat is off to him and to any MAN that objects to what he believes to be immodest. Hollis Francis, Production Mgr.

WJAG Norfolk, Neb.

It's a Must
EDITOR, Broadcasting:
... I assume most agency people do as I do—keep the current issue of Broadcasting on my desk.

A Monday morning must is to at least skim through it and 52 weeks a year there is a current copy of Broadcasting at hand at all times.

Jan Gilbert
Timebuyer
Harold Cabot & Co.
Boston

Educators Praise
EDITOR, Broadcasting:
The public focus is turning on education as never before.

... We'd like to thank America's radio stations, newspapers, and citizens for what they have done to help raise salaries, relieve overcrowded schools, provide more and better trained teachers—in general helping us to help America's 30 million school children.

American Education Week, Nov. 6-12, gives us an opportunity to especially thank these people. The influence of the radio, press, etc., are particularly felt during this week. By the same token, it is a ready-made opportunity for these agencies to use their influence to bring the public's attention to education's problems, service and opportunities.

Bob Roy Ratliff
Asst. to Dir. of Publications
National Education Assn. of
U. S.
Washington

KHQ Takes Issue
EDITOR, Broadcasting:
KHQ Spokane would like to take this issue with a quotation on page 75 of the Oct. 10 Broadcasting:

J. R. Poppele, vice president in charge of engineering for WOR-TV [New York], is quoted: "(WOR's) 700-foot steel tower which supports the transmitting is the largest self-supporting TV or radio antenna in the United States."

 Discrimination Charged
EDITOR, Broadcasting:
In view of your own comment on my inquiry of Oct. 5, I continue to wonder, "WHY THE LONG, BORROWED AND LENDED SO CONSISTENTLY AT MEXICO?"
I have absolutely no quarrel with CKLW nor any other "border" stations anywhere, but if the essence of the NARBA as described in your editorial is to be taken at its face value, CKLW is probably the most flagrant violation of that pact in the North American Continent.

Standard Rate and Data as well as Broadcasting's own Yearbook lists CKLW as the Mutual Network's outlet for Detroit. When a Mexican station attempted to become the outlet for an American network in El Paso it was disallowed. And there is no Mexican station anywhere serving a U. S. city the size of Detroit with primary coverage.

As for the question of so-called "super-power," unless I am mistaken there is no provision in the NARBA limiting power on clear channels—that is left up to the individual signatory nations; and yet, Broadcasting seems to feel that if Mexico doesn't parrot the United States and limit power to 50,000 w she is badly out of line.

I repeat, I have no quarrel with CKLW's coverage of Detroit, nor for any of Detroit's stations' coverage of Windsor (none of whom, by the way, are affiliates of the CBC); my quarrel is with Broadcasting for pointing the aforementioned finger only and always at Mexico.

Joe Maria Gonzalez
Owner and Manager
XEO H. Matamoros, Tampa, Mexico
P. O. Box 1708, Brownsville, Tex.

RADIO COPY

 Less Misleading—FTC

RADIO advertising continues to be less objectionable in the eyes of Federal Trade Commission than ad copy accepted by newspapers, according to a September report issued Oct. 21 by the Commission's Radio and Periodical Advertising Div.

Of 83,018 radio continuities examined, only 1,295 were set aside as being "possibly false or misleading," while 352 out of 14,487 newspaper advertisements were similarly cited by FTC—roughly three for every one radio continuity.
Graybar recommends MACHLETT ELECTRON TUBES

For years, Graybar has made it a policy to distribute only the finest in broadcasting equipment. It is natural, then, that Graybar now offers the Machlett line of tried and tested electron tubes.

Machlett products are backed up by more than 50 years of experience, skill, and technical “know how”—you get a bonus of extra-long life and high-quality performance in every tube.

All types and sizes of Machlett tubes, as well as any of your other broadcasting equipment requirements, are quickly and conveniently available from Graybar's nationwide network of warehouses. Call your nearest Graybar Broadcast Equipment Representative. Graybar Electric Company, Inc. Executive offices: Graybar Building, New York 17, N. Y.

Distributor of Western Electric Broadcast Equipment

GRAYBAR BRINGS YOU BROADCASTING'S BEST:
Amplifiers (1) (See key to numbers at right)
Antenna Equipment (1)
Cabinets (5)
Cables (1)
Loudspeakers and Accessories (1, 3)
Microphones, Stands, and Accessories (1, 3, 6, 7, 8)
Monitors (1, 4)
Recorders and Accessories (9, 19)
Speech Input Equipment (1)
Test Equipment (4, 10)
Towers (Vertical Radiators) (11)
Tower Lighting Equipment (2, 12)
Transmission Line and Accessories (13)
Transmitters, AM and FM (1)
Tubes (1, 2, 18)
Turntables, Reproducers, and Accessories (1)
Wiring Supplies and Devices (3, 8, 14, 15, 16, 17)

MANUFACTURED BY:
(1) Western Electric;
(2) General Electric; (3) Whitney Blake;
(4) General Radio; (5) Karp Metal;
(6) Hugh Lyons; (7) Maletron;
(8) Hubbell; (9) Presto; (10) Westan;
(11) Blau-Knox; (12) Crouse-Hinds;
(13) Communication Products;
(14) General Cable;
(15) National Electric Products;
(16) Triangle; (17) Bryant; (18) Machlett;
(19) Ampex

There are Graybar offices in over 100 principal cities.
These are the Graybar Broadcast Equipment Representatives in key cities:

ATLANTA
E. W. Stone, Cypress 1731

CINCINNATI
W. H. Hansher, Main 0600

DETROIT
P. L. Gunby, Temple 1-3500

BOSTON
J. P. Lynch, Kenmore 6-4587

CLEVELAND
W. S. Rockwell, Cherry 1360

JACKSONVILLE
W. C. Wolffe, Jacksonville 5-7180

CHICAGO
E. R. Taylor, Canal 6-4100

DALLAS
C. C. Ross, Central 0454

KANSAS CITY, MO.
R. B. Uhrig, Baltimore 1644

LOS ANGELES
R. B. Thompson, Angelus 3-7283

MINNEAPOLIS
W. G. Prie, Geneva 1621

NEW YORK
F. C. Sweeney, Parkins 4-3000

PHILADELPHIA
G. I. Jones, Walnut 2-5405

PITTSBURGH
R. F. Grossett, Allegheny 1-4100

RICHMOND
E. C. Toms, Richmond 7-3491

SAN FRANCISCO
K. G. Morrison, Market 1-3131

SEATTLE
D. I. Craig, Main 4535

ST. LOUIS
J. F. Lisker, Newstead 4700

Graybar Building, New York 17, N. Y.

Graybar Electric Company, Inc.
Executive offices:
Graybar Building, New York 17, N. Y.

**Distributed by**

Graybar Electric Company

Since 1869

looking for something?

if it's about radio....
look in the
1950 BROADCASTING YEARBOOK

mail now! ...................................................

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

Please reserve space in 1950 YEARBOOK as checked:
☐ 1/4 PAGE $120  ☐ 1/2 PAGE $200  ☐ 1 PAGE $350  ☐ 2 PAGES $700

The above one time rates are subject to frequency discounts for regular contract advertisers. Position based on priority of reservation.

FIRM

ADDRESS

CITY  ZONE  STATE

SIGNED BY

FINAL AD DEADLINE: DEC. 1st 1949  ::  GUARANTEED CIRCULATION: 17,000

ADVERTISING DEADLINE DEC. 1
GUARANTEED CIRCULATION 17,000

Every important national and regional radio buyer of consequence uses BROADCASTING's YEARBOOK for year-round reference. Why? It combines important copyrighted material with indispensable data that key buyers use regularly: Integrated State Directory of all AM-FM-TV stations, Radio & TV Billings, Media Costs, Analysis of 1949 Radio, Spot Advertisers, Agencies, Program Ratings, Network Analyses, and hundreds of other fact-packed departments. Your single yearbook ad is a veritable 12 months' campaign!
Feature

(Continued from page 16)

sponsored by local community organizations.

Sponsor of the Grady Cole show, Duff's Mixes, distributed samples of its products and tied-in with a balloon ascent held the first three days of the Fair. The entire Fair crowd was admitted free to the grandstand enclosure for the event "by courtesy of Duff's." On one of the jumps, the balloonist parachuted into the Fair grounds lake with the theme "with Duff's you just add water".

WBT set up its makeshift studio on a platform in the main exhibition hall of the Fair. To add background, a news machine ran at full speed and an array of mikes was used. Many of the audience saw live broadcasts of their favorite WBT shows for the first time.

In addition to the Grady Cole show, WBT broadcast the following talent: Arthur Smith and his Crackersjacks; M. C. Fletcher Austin; Street Man Show featuring Kurt Webster; Briarhoppers, mountain music - makers; Jack Knell, station's news editor giving his commentaries; Clyde McLean, newsmen who presented newscasts; Lee Kirby, sportscaster of Duke U. games who presented Sports Spotlight; and Larry Walker and the Johnson Family, Columbia recording folk artists (Carolina Callin', Sunday show). Added attraction was "Sunset" Carson, champion cowboy and pistol shot.

a project designed to bring the status of farm radio in the Illinois primary coverage area up to date.

For its report, the college sent questionnaires to managers of all Illinois stations listed in the Broadcasting 1949 Yearbook, except those in Chicago, and also to stations in Indiana, Kentucky, Missouri and Iowa, which primarily serve Illinois. A 64% average of mail returns was realized.

Data was sought on the present activity in farm broadcasting by the stations, analyses on extension services already supplied the stations and suggestions for improving and expanding the college's services. The survey is to be used as a guide in the future planning of radio activity by the college, which now sends transcriptions and special scripts on farming to individual stations.

Few of the smaller stations have farm directors while most of the larger stations not only have their own farm directors but also can provide much of the transcription features and news itself, the survey found.

The report states: "It is becoming increasingly evident that stations serving rural Illinois want to do an even more effective job of farm coverage. A number of stations have requested additional transcription services, increased farm news services, helps on farm program planning, and special reports and interviews. The college recognizes these needs and is developing plans to meet them."

Comments and answers to questions asked on types of programming, station-farmer relations and future needs were tabulated in the report as background material for the college's future program.

A good many of the stations felt that greater stress on local problems should be made in transcriptions and other services. The use of local farm advisers in interviews also was pointed up.

FARM RADIO SURVEY

Small Stations Need Program Aids, Ill. U. Finds

LARGER stations (5 kw and up) have ample facilities for farm broadcasting in most cases, but the smaller stations (less than 1 kw) need the scripts and transcriptions which agriculture colleges can supply. These facts were found in a survey just completed by the U. of Illinois College of Agriculture, in
YOU know, and we know that there's no simple catch answer to what makes one football player or one radio station superior to others. It's a matter of "flair", and Know-How.

KWKH has had 24 years of experience. We have supplemented our CBS network features with superb "live" programming, geared to Southern tastes. We have Know-How.

... The result is that KWKH gets top Shreveport Hoopers for Total Rated Periods, Mar.-Apr. '49. . . .

It's 70% greater in the Morning
7%, in the Afternoon
47%, in the Evening!

Yet Shreveport is only a fraction of our total coverage. KWKH comes in strong and clear throughout our booming four-state area and gets an even larger and more loyal rural audience.

Let us send you all the facts, today!

KWKH

50,000 Watts • CBS •

The Branham Company Representatives

Henry Clay, General Manager
BASEBALL PROBE

Justice Suspends Action; Eyes New Major Rules

AN EASING of professional baseball's policies on play-by-play broadcasts and telecasts was announced by the Justice Dept. last Thursday as the upshot of its long-standing investigation based on broadcasters' complaints of restrictive practices.

The department said "substantial changes" had been made in major league broadcasting and telecasting rules "in an effort to eliminate the causes of complaints," and that the investigation was being held off until the effect of these changes can be evaluated.

The revisions, restricting local clubs' veto power over the local broadcasting of other games, follow substantially the pattern reported exclusively in "Broadcasting" under "Justice Dept. and baseball authorities were in progress two months ago" (Broadcasting, Aug. 15).

The new rules require that the network buying the rights to the annual World Series or All-Star games shall make the broadcast or telecast available, on a sustaining basis, to any independent radio or television station serving an area inadequately served by the network or affiliated stations.

Pay Line Charges

Under this arrangement, which was followed in the World Series and earlier this season, an independent station will have to pay for its own coaxial or telephone lines.

Chief target of the broadcasters' past complaints—and of the department's investigation—was a major league rule forbidding the broadcast or telecast of the games of one major league team by any station within the "home territory" of another team, major or minor, except with the home team's permission. "Home territory" extends for 50 miles from the home park.

The revised rules, as reported by Justice, make plain that:

- "During the period it is playing a home game, and only during such period, the local major or minor league club may object to the broadcast or telecast of the game of another league club from a station located within the local club's home territory."
- "Likewise, during the period that the local club is telecasting one of its road games, and only during such period, it may object to the telecast of a game by a major league club from a station located within the local club's home territory."

The revised rules also make clear that a local club has no power "to sell" its consent to the broadcast of another club's games. "It will not be necessary for a station to pay the local baseball club for the right to broadcast or telecast games played by other clubs," the department declared.

Nor will a local club have any power to designate which station or which station shall handle the local broadcast or telecast of games of "outside" clubs.

Broadcasters' first reactions to the department's announcement were varied. Some regarded it as "a step in the right direction." Others regarded it as Justice Dept. sanction of restrictive practices.

The Justice Dept. said it was "hoped" the revised rules "will eliminate past restrictive practices and greatly broaden the opportunity for radio and television stations to carry games of major league clubs in territories outside their respective home territories."

Attorney General J. Howard McGrath said "both the fans who desire to hear or see baseball broadcasts or telecasts, and the business men engaged directly or indirectly in bringing these broadcasts and telecasts to the public, are entitled to freedom from unreasonable restraints. It is hoped that the changes which have been put into effect as a result of the department's investigation will have this effect."

Herbert A. Bergson, assistant attorney general in charge of the anti-trust division, served notice that the department will keep an eye on baseball's radio-TV practices and "may take appropriate action" if there is evidence of restraint in the future.

The revised rules impose somewhat greater restrictions on club's veto power than was anticipated in earlier Justice Dept. negotiations. At one time complainant stations were sounded out for their views on a plan which would give the local club final say-so on the importation of broadcasts and telecasts not only whenever its own team was playing at home but also when its away-from-home games were being broadcast or telecast at home.

Stations which had filed complaints included WARL Arlington, Va.; WISR Butler, Pa.; KHMO Hannibal, Mo.; WSBY Rochester; WDBX Chattanooga; WDIA Memphis; KLIQ Dallas; WATL Atlanta, and WSOY Decatur, Ill. Complaints included charges that:
- Many baseball clubs allegedly used their "veto power" to prevent broadcasts in their home territories of games by other clubs.
- Some minor league clubs required local stations to pay them for the privilege of carrying games played by other teams.
- Others granted limited consent.

(Continued on page 81)

RESEARCH PLEA

Get True Measurements—Beville

AN URGENT plea for radio researchers to stop duplicating measurements of family group listening and to provide comparable measurements of listening away from home and on extra home sets was made Wednesday by H. M. Beville Jr., NBC director of research.

Speaking at the eighth annual luncheon given by The Pulse, Inc., radio research, organization, for agency, station and network research executives, Mr. Beville charged that in concentrating on family listening, research has failed to measure the true dimensions of the radio and television audience.

"Radio research techniques have been largely built around the concept of the radio family as a cohesive unit with the assumption that all radio-listening takes place in the home," he stated. "However, this is no longer the true situation. With an estimated 20 million receiving sets available for listening outside of the home, how can a home measurement possibly record all of the listening which is done?"

"Does the fact that no one answered the telephone at a given moment in the home indicate that no member of that family is listening to the radio in someone else's home, in a public place, a place of business or an automobile? Of course not."

Cites Recording Device

"Does the fact that a home set recording device shows no usage during an evening mean that no listening was done by members of that family during the course of that evening? The answer is, of course, 'No.'"

"Can a ... recall interview in the home account for all the listening on all members of the family for the preceding period? I don't think so."

Mr. Beville cited a number of special studies showing that rush-hour listening adds a quarter of a million listeners, a 14% bonus, to the New York home audience; that more than 40% of radio equipped cars on the streets of Chicago had their radios on; that 12% of the total population of Washington listened to car radios for an average of 50 minutes a day. "Actually," he continued, "listening at work and at other people's homes is of great importance as auto listening in providing away-from-home audiences. He reported that a recent survey made in Springfield, Mass., and Des Moines, Iowa, showed that, on an average day 28% of the adults did some outside listening; 5% of the sample listened only outside the home; the average amount of daily outside listening was 27 minutes; away-from-home listening accounts for more than one-third of the total listening of the outside listener group.

Mr. Beville praised The Pulse for inaugurating a regular quarterly survey of the out-of-home radio listening in New York, the first such service on a regular basis (see story page 37). From the first Pulse study of this type, made in August, Mr. Beville cited the following highlights:

"Twenty-four percent of all per-

October 31, 1949 • Page 23
SOME members of the Assn. of American Advertising Agencies' time-buyers committee with their hosts at a meeting in New York to launch the new "Spot Radio Estimator," just published by the National Assn. of Radio Station Representatives, are (l to r): Seated—Beth Black, Joseph Katz Co.; Linnea Nelson, J. Walter Thompson Co.; Lewis H. Avery, president, Avery-Knodel Inc., and chairman of NARS' publication committee; Ruth Jones, Benton & Bowles, and Dan Denenholz, the Katz Agency Inc.; (standing)—T. F. Flanagan, managing director, NARS; Frank Silvernail, BDDE; Alvin Kaplan, Kaplan & Bruck; Henry Glechevsky, Compton Advertising Inc.; Henquez Ringgold, Edward Petry & Co., and Frank Barton, Federal Advertising Agency.

CLEARS

PROPOSAL by James D. Shouse, Crosley Broadcasting Corp. vice president, that broadcasting may have to lower its program standards as TV competition increases unless the FCC raises the 50 kw power ceiling [BROADCASTING, Oct. 10], brought several sharp reports from official and industry sources. Mr. Shouse has been outspoken in commenting on controversial matters in his occasional public addresses.

Sen. Edwin C. Johnson (D-Col.), chairman of the Senate Interstate Commerce Committee, commenting on some sharp reactions contained in a letter by S. A. Cisler, WKYW Louisville, said he saw "one significant admission" in the Shouse speech.

This admission, he wrote Mr. Cisler, is Mr. Shouse's statement that the big stations must get bigger even if it is at the expense of the smaller stations.

"I believe this is the first public admission by one of the clear-channel lobby boys that super-power really means what some of us have always contended it means—the death of the smaller stations competing in the same area," Sen. Johnson told Mr. Cisler.

In the past the clear-channel stations have contended that radio stations with 500,000 kw or more would not harm a hair on the head of smaller competitors, Sen. Johnson noted, adding "Now, Mr. Shouse inferentially tells us boldly that even if it means the death of the small station, the big clear channel station must have 250 kw or more."

Sen. Johnson observed that his committee had continually advocated breakdown of Class 1-A channels and "will keep pressing for legislation" because of the importance of television allocations.

He said last week:

"We've got to put radio's house in order. The clear channel issue is most important primarily because of the advent of television. The question must be settled and settled very quickly."

Sen. John Q. author of a measure (S 491) to break down the clear and prohibit excess in power of 50 kw, said FCC hadn't indicated to him a decision, one way or another, in recent weeks. But he promised action in the next session, though he couldn't say whether hearings would be necessary. Senate commerce committee held hearings last year on the clear-channel question.

Cisler's Contention

Mr. Cisler wrote BROADCASTING, in reply to the Shouse speech, that "mere power increase won't make any kind of a station better. It all rests in programming. That is why many a 250-watt and 1,000-watt station is running the powerhouse network outlets out of the Hooper tables."

"The deterioration of program standards and quality of advertisers begins in the ranks of many of our powerhouse stations. It is well and commonly known that many a 50,000-watt is taking P. I. deals. Many a powerhouse is running a class of advertiser with copy that would be abhorred last year. But many a small station is maintaining its rates and standards. We do not have a TV rathole into which we pour every dollar we can scrape up. We may do less gross business but we will still run a good station and have our principles of what is good radio in the long run."

Referring to Mr. Shouse's views on TV, Mr. Cisler said it reminded him of the 1925 prophecies that radio would replace schoolrooms, libraries, salesmen, politicians, newspapers and magazines yet all these institutions are now flourishing. He called TV another good entertainment that "will get its share of the advertising dollar so long as it is good."

Mr. Cisler said the "big AM boys" must fight "for their AM dollar and then turn right around and ladle it out wholesale to the TV station. Desperately they seek another advantage over their smaller AM competitors, say, a million watts."

He predicted advertisers will buy the media they can afford, referring to rising time charges as TV circulation rises. Network radio has been pricing itself out of the market, he continued.

Randolf Compton, president of WKDN Camden, N. J., 1 kw daytime station on 800 kc, termed the speech "the kind of talk that can encourage and promote the present socialist government to continue attack on big business because it is big. He doesn't seem to realize he may be digging his own grave."

Independents aren't "crying" about the TV threat, he said, but are "bending our efforts to do a better job of programming and selling at home. TV will have to do more than it now promises if it expects to supplant the hundreds of local stations in the land."

James W. Gerrard, president of KRNQ San Bernardino, Calif., 250 kw outlet on 1240 kc, predicted "both Congress and the FCC will refuse to subscribe to the Shouse doctrine of 'feeding-the-fat—staving the small.' Be assured that the small independents and low-powered net affiliates of this country will still stand by to do their irreplaceable job of local community service and vital programming directly needed in their respective localities."

W. J. page, general manager of WABZ Albermarle, N. C. (1 kw day on 1080 kc) in the weaker stations are here to stay. Any town that can support a good bi-weekly newspaper can, and will support a good radio station... giving the farmers important weather data, local news as it happens, good recorded music, local sports events and local public service.

Mr. Gerrard said "We know of one 50,000-watt that pounds into this area at night that does nothing but play hillbilly music and pull P. I. deals that are in competition with the local merchants, and I have yet to hear a single public service announcement."

BROADCASTING • Telecasting
**NAB DISTRICT 3 Joins Dist. 4 on NARBA Issue**

By J. FRANK BEATY

THE broadcasting industry's fight to protect itself from Latin-American channel raids at the Montreal NARBA conference continues to gather momentum.

NAB District 3 (Pa., Md., Del.) last week joined District 4 in demanding that government delegations at the diplomatic session resist Cuban and Mexican frequency grabbing at the expense of U. S. stations (see story, this page). District 4 had called for imposition of sugar sanctions as well as passport and currency restrictions against the Latin countries (Broadcasting, Oct. 24).

District 3, meeting at Skytop, Pa., directed its NARBA ultimatum via NAB's headquarters. It was made on the association, through President Justin Miller, to take immediate steps to protect U. S. interests at Montreal. Instead of demanding specific economic and diplomatic sanctions, District 3 took the position that the specific form of action was a matter for government officials to decide.

The district adopted a resolution recognizing that the entire broadcast band is in grave peril at the Montreal conference. It was not deterred by suggestions that broadcasters remain silent on the theory that plain-speaking might upstage delicate diplomatic maneuvers at Montreal.

NAB President Miller was given personal instructions, under the resolution, to take positive action to protect present facilities and future broadcast requirements.

**Coleman Presides**

George D. Coleman, WBGI Scranton, Pa., District 3 director, arranged the meeting and presided at general discussions.

In bringing the touchy NARBA crisis before the meeting, Judge Miller said the U. S. delegation at Montreal apparently was surprised that a group of broadcasters had shown the courage to speak for themselves. He referred to the strong resolution adopted by District 4 at Pinehurst.

Mexico is not at the Montreal NARBA conference, and Cuba had submitted demands that affect many U. S. stations, he said. Cuban and Mexican delegates, he added, have apparently been surprised at the willingness with which U. S. negotiators at recent conferences have been willing to give away our frequencies.

Two results of a weak U. S. position at Montreal were cited by Judge Miller.

First, if the delegates give away some of their frequencies, broadcasters must go through difficult and expensive reallocation including costly directional antenna work.

The other result, he explained, would be a frequency war in which this country would have the advantage of know-how and could blanket other nations with interference. This, too, would be expensive and unpleasant.

Judge Miller told broadcasters that the recent NAB Primer on International Broadcasting, prepared at the board's direction by Forney Rankin, NAB's government relations director, is the first picture ever given in this country of the international allocation problem.

Referring to British Broadcasting Corp. and other state-operated systems, he said the BBC extensively advertises British business and industrial products.

"They just do it in a different way," he said.

News of the U. S. District Court's invalidation of the Pennsylvania Board of Censors' attempt to draw television into its film control (see story page 45), drew the district's commendation Thursday. A resolution was adopted praising the NARBA resolution and demanding that the proposed action of the NARBA conference gravity threatens the future of broadcasting in the United States.

NAB board was urged to study plans for the future operation of an industry measurement bureau and then submit the plans to the industry.

Dr. Kenneth H. Baker was praised for his direction of NAB this year. Carl Haverlin, BMI President, and Richard P. Doherty, NAB employee-employer relations director, came in for commendation, as did Charles H. Tower, who

(Continued on page 48)

**NARBA NOTE**

Two NAB directors and NAB President Justin Miller were guests at Scranton, Pa., joint luncheon clubs prior to NAB District 3 meeting at Skytop, Pa. Judge Miller addressed group. Others are (l to r): George D. Coleman, WBGI Scranton, District 3 director; Claire R. McCollough, WGAL Lancaster, Pa., NAB director-at-large; Carlin O'Malley, district attorney of Lackawanna Co.

**DELEGATES at the Montreal NARBA conference were told last week that Mexico, which is not participating, proposed six weeks ago that the Interim NARBA Agreement be extended "without reservations" until March 28, 1953.**

The note's appearance had immediate effect on the delegates at the conference, now heading into its second month. The disclosure came in a letter belatedly presented to the conference by Carlos Maristany, former Cuban minister of communications, and present director of the Office of Inter-American Radio (OIR).

While Mr. Maristany stated he was "complying at once with the Mexican Government request," the letter, dated Sept. 14, was enclosed with a transmittal note of Oct. 24.

According to the former Cuban government official, Mexico does not see a new agreement effective before March, 1953, and thus suggested an extension of the Interim agreement.

The Mexican letter said:

I wish to inform you that the Government of Mexico has requested the postponement of the Third NARBA Conference, it can be foreseen that a new agreement will come into effect before the month of March, 1953, and if on the other hand it is not convenient to leave the use of the standard broadcast band in the North American Region unregulated until that time, the Government of Mexico proposes to the Inter-American Radio Office, under your charge, to the other interested states that the Interim Agreement signed in Washington on March 28, 1951, unless a new Regional Agreement comes into effect before that date.

If the statement could be regarded as a note of optimism toward a satisfactory solution of channel jumping, there remained the problem of Cuba's stand that it has the right to assign stations on any frequency provided it does not cause objectionable interference.

The Mexican statement followed closely on the heels of proposals to invoke economic sanctions against Cuba and Mexico to halt channel jumping. The proposals were made by NAB District 4 and forwarded to the conference (Broadcasting, Oct. 24).

No explosive reaction to the NARBA resolution was shown during the week by the foreign delegates at the conference. U. S. delegates feared the resolution would only serve to solidify nationalistic feeling among the various countries represented. Nevertheless, many of the delegates were amazed that the resolution was based upon what they consider incorrect information.

Latin and other delegates boldly maintained Mexico definitely was not a channel jumper and that it has never violated a NARBA agreement. Exception to this, they (Continued on page 48)
Augmenting 'Gibraltar's Strength'...

By FLORENCE SMALL

I N THIS, its tenth year in radio, the Prudential Insurance Co. of America, Newark, is using two network shows as potent "advance men" for its more than 20,000 field representatives throughout the country. Radio, for a decade, has created sales and promoted public relations for the firm in a measure far beyond that of any other medium.

Prudential's rewarded faith in the value of radio as a flexible and hard-hitting ally is amply illustrated by the fact that 70% of its overall advertising budget currently is allocated to the medium, with the other 30% designated for newspapers. The organization's yearly radio budget is estimated at $1,800,000.

It was Chester Bowles, then partner of Benton & Bowles, who first convinced Carrol M. Shanks, at that time general consultant to Prudential, and now president of Prudential, of the untapped possibilities of radio as an instrument of sales, good will and indoctrination.

The successful embodiment of those principles is evident in the

THE 1949-50 season was launched Oct. 2 by Irene Dunne, star of radio, stage and screen, who re-enacted her film success in a radio adaptation of "Love Affair." Conferring backstage are (1 to r) Harry Ackerman, CBS vice president and director of network programs, Hollywood; L. T. Steele, vice president, Benton & Bowles; Miss Dunne, and Howard S. Meighan, CBS vice president and general executive.

period only. If death occurs before that period expires, the Prudential pays the amount of insurance to your beneficiary. After the period expires, your policy would, of course, provide no further protection for your family.

The broadcast was followed by a deluge of calls to Prudential agents throughout the country seeking further information on the subject, and requesting counsel in adhering to the details of the provision.

Recently a doctor in St. Paul called his Prudential agent early Monday morning and confirmed that he had heard the Prudential Family Hour on Sunday but wasn't aware of the type of insurance for child education mentioned on the show. The agent explained the details of the policy and the doctor immediately purchased one for his child.

The doctor was but typical of a host of other listeners who responded that Monday morning.

Respect for Prudential Is One Aim

Prudential uses radio to "create attitudes toward the company," M. E. (Mike) Carlock, vice president and account executive on Prudential for Benton & Bowles, told BROADCASTING. One of the goals of the radio shows is to gain respect and trust for Prudential. "We use network radio," he con-

cluded, "because it covers the ground better and costs less money."

Convinced of the potency of its commercial messages the company and its agency yet realize that the fruits of those messages grow well only in the soil of a good program and a consequently responsive audience. **

THE record of Prudential as to audience response is a formidable one. In 1941 on The Family Hour, copies of the 15-minute skits dramatizing the lives of great composers were offered to the public. An average of more than 40,000 requests were received for each skit.

Today, eight years later, copies of these skits are still being solicited by listeners.

25,000 Responded To Booklet Offer

On one broadcast, copies of the program's theme song, "Bless This Home," were offered for distribution. More than 25,000 persons responded to the offer.

A more recent promotion featuring health booklets, offered once on The Family Hour and about three times on the Jack Berrch Show, also drew a response of 25,000 letters.

Another promotion giveaway on the Jack Berrch Show involved his theme song, "I'm a Whistlin'." The
**PRUDENTIAL Insurance Co. of America, which unhesitatingly allocates 70% of its advertising expenditure for radio, knows the power of the medium. This ten-year radio veteran has found the results more than justify the $1,800,000 annually put into its two network shows. And the company's executives are not the least bit reticent to applaud radio's ability to spread good will as well as to sell policies.**

"We use network radio because it covers the ground better and costs less money," is the opinion of M. E. (Mike) Carlock, energetic vice president and account executive for Benton & Bowles who handles Prudential.

The shows that are currently spelling this success: The Family Hour on CBS, Sundays, 6-6:30 p.m.; the Jack Berch Show, five times weekly on NBC, 11:30-11:45 a.m.

PRUDENTIAL used radio for the first time in 1939 when it sponsored the daytime serial *When a Girl Married*, on CBS, aimed at the woman's audience exclusively. In 1941 the company shifted to a musical program in an attempt to capture the attention of the entire family. That was the first Family Hour. An outstanding program, it featured Gladys Swarthout and Deems Taylor with Al Goodman's orchestra and chorus.

Winning critical plaudits and popular acclaim, the musical for-

FEATUERED on The Jack Berch Show are (l to r) George Wright, organist; Tony Mattola, on the guitar; Charlie Magner, at the accordion; Jack Berch, star of the show, and Eddie Dunn, announcer.
IVOR KENWAY

Heads ABC New Business; Oberfelter Promoted

IN a move to develop greater use of broadcast advertising by seasonal past have turned to printed media has been transferred from his post advertising, promotion and research...

Mr. Oberfelter  Mr. Kenway

TOY PRODUCTIONS

Xmas Campaign Planned

FIVE weekly quarter-hour or ten-minute recorded music programs will be used on seven stations in three cities by Toy Productions, Hollywood, in the initial week of its five week Christmas promotion campaign, starting Nov. 7. [BROADCASTING, CLOSED CIRCUIT, Oct. 24]. Stations set are WINS WGMG WNEW WMCA New York; WWJD Chicago; WPEN Philadelphia; WCMB Lenoyn, Pa.

Firm plans to use during remaining weeks of campaign approximately 30 additional stations in six other eastern and Mid-Western markets that include Baltimore, Detroit, Pittsburgh, Washington, St. Louis and Cincinnati. Agency is Buchanan & Co., Los Angeles.

SALES CLINIC

Ohio Group Meets Nov. 9-10

ANNUAL sales clinic of the Ohio Assn. of Broadcasters will be held in Cleveland Nov. 9-10, with outstanding radio and TV sales managers scheduled to address a number of forum sessions, the OAB has announced. Carl George, president of WGAJ Cleveland and head of OAB, will be in charge of the clinic, to be held at the Statler Hotel.

Purpose of the sessions is to provide station salesmen with practical information to do a better job for themselves, their employers and their customers. A luncheon address by Stephen A. Douglas, sales promotion director of Kroger Co., Cincinnati, will open the two-day discussions. OAB holds two clinics a year, the other devoted to management problems.

Other speakers scheduled include Bob Dailey, radio director, McCann Erickson, Cleveland; C. Robert Thompson, station director, WHEN Buffalo; Frank Hoenig, president, Headley-Reed; Joseph L. Brechner, general manager, WGAY Silver Spring, Md.; Frank Kolb, president of Cleveland Sales Executives Club and assistant sales manager, Cleveland Electrical Illuminating Co.; Beth Black, timebuyer and accounts executive, Joseph Katz Adv. Agency, and Dr. Kenneth Dameron, Ohio State U.

FCC Actions

FINAL decisions authorizing one new AM station and improved facilities for two existing stations, and routine grants for nine new AM outlets reported by FCC. Five stations granted transfers of ownership. One TV and three FM authorizations deleted. Details of these and other major FCC actions are given in FFC Roundup starting on page 79. Actions of the FCC begins on page 72.

PEPSI-COLA

Winter Hiatus Planned

PEPSI COLA, New York, is the latest radio advertiser to follow the newest trend of a winter hiatus. The soft drink firm is taking the hiatus on its network show, Counterspy on ABC effective Oct. 20 for 10 weeks. By agreement the network may sell the time and show to another sponsor in that period. The reasons for the unusual move are that (1) it is the end of the fiscal year and thus the organization will be able to save money on its advertising budget and, (2) the hiatus occurs during lowest sales because of cold weather.

Biow Co., New York, is agency.

RELIGIOUS DRIVE

Undertaken by Ad Council

THE ADVERTISING COUNCIL last week announced its newest campaign—religion in American life—and urged the support of the industry. The drive, in cooperation with the United Church Cnavv, Federal Council of Churches and other religious organizations, will run from Nov. 1 through Nov. 24, Thanksgiving Day.

Intensive radio support is scheduled during November. J. Walter Thompson Co., New York, is the volunteer agency.

SET MAKERS HIT

FMA’s Sellers Criticizes

"LACK of foresight" by some set manufacturers is working a hardship on many FM broadcasters and the public, and serves to overlook a "tremendous source of added income and profits" for set makers, Edward L. Sellers, executive director of the FMA Assn., declared last Friday.

The FMA spokesman said "factual evidence" shows that "in many sections of the country public demand for a particular type of FM set has created a continuing shortage on the agency station. There was issued following a check by FMA of current supply-and-demand figures for FM receivers in many parts of the country. "Radio set manufacturers are courted economic suicide by stubbornly ignoring demand for thousands of FM receivers," Mr. Sellers asserted. He cited specific complaints by FM broadcasters charging unfilled demand; "possibility of a conspiracy to hold back development of FM"; back orders of FM models; inability of distributors for certain brand names to supply demands, etc.

"These facts cannot be ignored if the public’s and the broadcaster’s interests are to be served," the FMA director said.

Gundell Named

GLENN GUNDELL, advertising and promotion manager for the past five years for the Saturday Evening Post, has been appointed director of advertising and promotions for National Dairy Products Corp., New York, effective Nov. 14.
KSFO-KCBS
Drop Frequency Swap
THE EXCHANGE of frequencies between KSFO and KCBS San Francisco, which may be more than eight years of proceedings before the FCC, has been called off by the stations.

They asked FCC last week to approve an assignment of KSFO's construction permit for 740 kc with 50 kw to KCBS (formerly KQW). The CBS-owned KCBS, now on 740, would then give up its grant for 500 kc, on which KSFO is now operating.

Associated Broadcasters Inc., licensee of KSFO and also of KFPR (TV) San Francisco, said its decision was based on a desire to concentrate more fully upon development of television broadcasting. Columbia said the assignment would permit it to increase its local and CBS network programming in that area. KCBS currently operates with 5 kw and KSFO, an intermitter, with 5 kw day and 1 kw night.

The contract, signed by President Wesley I. Dunn for Associated and CBS Vice President Arthur Hull Hayes for KCBS, provides for KCBS to reimburse Associated for $18,382 in out-of-pocket expenditures related to its 740 kc grant and for assumption of KSFO's lease on a transmitter site.

KSFO estimated cost of construction of the 50 kw facility would be $359,837.

The KCBS-KSFO exchange case dates to 1940, when the original applications were filed. The new contract permits termination by either party if FCC has not acted on it by Oct. 1, 1956.

DOLCIN Takes 12 Quarter-Hours Weekly On Full Yankee Network
WITH the signing of the Dolcin Corp. (pharmaceuticals) to one of the largest contracts in New England radio history, Yankee Network has reached a business peak, Linus Travers, Yankee's executive vice president and general manager, announced Tuesday.

The Dolcin firm has signed a 52-week contract, which became effective yesterday (Oct. 30), for 12 quarter hours weekly on the full Yankee Network, Mr. Travers said. The sponsorship includes six different programs for morning, afternoon and evening listening.

They are: Marvin Miller, human interest show Monday, Monday and Friday from 10:30 to 10:45 p.m.; Cedric Foster, news, Tuesday and Thursday, 1:45 to 2 p.m.; Bill's Scrapbook, poems and organ music, Monday and Friday, 8:15 a.m., and Saturday, 10:15 to 10:30 a.m.; World News, 7:15 to 7:30 a.m. on Wednesday; Hymn Singer, Sunday from 9 to 9:15 a.m., and Deens Taylor Concert on Sunday 1:30 to 2 p.m.

Mr. Travers said additional full Yankee Network advertisers—Habitant Pea Soup, Wabasso Candy Bars, Pertussis, Christmas Club and Hudson Paper—make the closing quarter of 1949 one of the most successful in the network's 26 years of operation.

WASK FIRE
Replacements from Gates
ALTHOUGH an early-morning fire Saturday, Oct. 22, destroyed the enlarged, modern studios of WASK Lafayette, Ind., station was back on the air the afternoon of the same day with a broadcast of the Purdue-Illinois game. O. E. Richardson, president and general manager, reported that the loss would reach $50,000, half of which is covered by insurance.

After three days of broadcasts from the station's Franklin, Ind., studios, WASK was back on the air Wednesday from the burned-out Wallace building in Lafayette, but operations were carried on from its two old studios in a portion of the structure not as badly damaged as the modern top-floor six-studio suite. The latter was a total loss, including 10,000 records, three tape recorders, one wire recorder, an electric organ, three pianos and studio engineering equipment, such as a console speaker in each studio.

An all-night motor truck trip to Gates Radio Club, Quincy, Ill., enabled WASK to get back on the air from Lafayette Wednesday with new equipment. Mr. Richardson said cause of the fire, which started just prior to sign-on-time Saturday, was undetermined. Station had occupied its new studios since May.

RICHARDS CASE
Not Affected by KMPC Sale
FCC last week indicated that the proposed sale of KMPC Los Angeles to NBC "appears to have no relevance to any motion for amendment of the issues" in its license renewal hearing on the G. A. (Dick) Richards stations and set Nov. 5 as deadline for filing of the request to change issues.

The pending sale to NBC for reported price of $1,250,000 [BROADCASTING, Oct. 17] was given as one reason for requiring further extension of time to file the motion which originally was due Aug. 18. Included in the renewal hearing on the three Richards' stations (KMPC, WGAR Cleveland, WJR Detroit) is an earlier proposed trusteeship plan for the outlets, worked out after the Commission called an investigation of a complaint by the Radio News Club of Hollywood alleging the broadcaster had ordered slanting of the news [BROADCASTING, April 25, Aug. 1].


NARBA group at Montreal restaurant, (I to r): Louis G. Caldwell, Clear Channel Bcstg, Service counsel; Mrs. Raymond Guy, wife of NBC radio-TV allocations mgr. and new IRE president, John Willoughby, acting FCC chief engr., Mr. Guy; T. A. M. Croven of Croven, Lohnes & Culver.

KJR Seattle Mgr. J. A. (Arch) Morton (r) is asked, "How does it sound to you?" as he is handed script by Seattle Chamber of Commerce Pres. Thomas M. Peal during latter's re- wheels of his weekly quarter-hour Mike-side Chat in which he describes experiences as head of the business group.

WILBUR S. EDWARDS, asst. gen. mgr. of WEEI Boston, illustrates his address to Local Broadcast Co. sales executives and personal with charts like this, which, based on Pulse figures, show an increase of 9.1% in Boston area radio listening for March-April 1949 period over March-April 1948.

HARRY SEDGWICK, president of CFRB Toronto, makes sure his fish stories have proof. Scene of Mr. Sedgwick's piscatorial triumph is the International Tuna Tournament held in Nova Scotia each year. For that record, 576 lbs. of tuna were gaffed in four hours and 50 minutes.

MILESTONE in Puerto Rican radio is marked as WAPA San Juan Sportscasters Juan Maldonado (l) and Pedro Vasquez (center) leave for New York to originate their shows for clients Camel cigarettes and Northco South Coal Clothing. They are seen off by WAPA Gen. Mgr. Harwood Hull Jr.
RADIO SELLS

Shaw Traces Histories at SCAA


John Vrba, promotion manager of KTTV (TV) Los Angeles also addressed the group on television's successful usages.

Citing the case of a local adver- tiser with a limited budget who turned to radio first in 1934, Mr. Shaw traced the evolution of Day and Night Water Heaters' spot radio usage over 15 years. Explaining that the firm started in 1934 with six spots weekly over one Los Angeles station, he showed how the general public had been taught familiarity with the name, which had earlier only been known to dis- tributors and dealers.

He pointed out that the time peo- ple buy water heaters is when they find that the present one they own has broken down. Accordingly, he said, the only easy calls for familiarity with a name when the time comes to buy. Through the economical use of nighttime spots the company evolved a pat- tern since that time to hit every major market in the west, south and southwest where natural gas is used.

Credits Radio's Power

The company, through its agen- cy, Hixson & Jorgensen Inc., cred- its radio with its growth since start of the campaign, and it now appropriates the backbone of its expenditures to spot radio, Mr. Shaw said. In addition the firm has adopted a policy of paying half of the cost where its distribu- tors and/or dealers are willing to sign for a 26 weeks' contract. In fact the company points out that the only144 spots occurred in one market where the local distributor failed to stick with the medium beyond 13 weeks.

As an example of spending on a larger scale, Mr. Shaw pointed to the case of Peter Paul Inc. and traced the nature of the candy firm's approach and successful use of the medium. He showed the SCAA membership that the candy maker found through re- search that its market was not children but adults, since the latter would spend 10¢ for a candy product.

Further the survey showed that there was no one eco- nomic, interest or age group in candy buyers, but that it was bought by men and women alike in all categories.

With this in mind Peter Paul determined to use radio in as eco- nomy a way as possible, attract- ing the widest possible audience of adults. The decision was made 15 years ago. It was used the period between 7 a.m. and 8 a.m. and 5 p.m. with a three-weekly fre- quency; the program format con- sidered likely to attract the most adults was news. Peter Paul se- lected the Columbia Pacific Net- work. Today the firm is still using the same type of time periods, Mr. Shaw pointed out. In addition he said the formula had been extended to markets throughout the country.

The account is placed through Biersacher, Wheeler & Staff in the west and through Platt-Forbes elsewhere. Mr. Shaw pointed out that constant "keying" is done to measure effectiveness and radio has consistently proven to be doing a job. He emphasized that since the firm does not use any merchandis- ing or point of sale display, in this instance radio not only serves as an advertising medium but also as a salesman.

Success Stories Cited

Mr. Shaw gave other case his- tories covering early morning and late night shows, and participa- tion programs as well as heavy spending and light spending, and successes covered networks, net- work stations and independent stations.

A three-fold key to television success was presented by Mr. Vrba, who discussed "TV Success Stories of Local Advertisers." According to Mr. Vrba, success hinged on (1) need for the product, (2) right price, (3) adequate demonstration of the presentation.

A "re-examination of attitude" towards television was needed by agencymen, who didn't find televi- sion profitable, Mr. Vrba felt. They must become acquainted with a new group of suppliers and new tech- niques for the new medium in order to get sales results, he said.

One success story that bore these facts out, according to Mr. Vrba, was that of Stears Restaurant, Beverly Hills. In four months' time a weekly five-minute telecast interview at Stears had resulted in a 20% business increase [BROAD- CASTING, July 25]. Demonstration of a "sizzling steak!" had brought customers in to see if it was "as good as it looked on television." And it is still drawing them in. Agency is California Adv., Los An- geles.

Another success story he cited was that of a merchandising cam- paign worked by Barbara Ann Bread on its Hopalong Cassidy Show. One announcement calling for members of a "Trooper's Club" resulted in 10,000 requests in the first three days; two announce- ments resulted in over 30,000 re- quests.

RADIO IN AP

THE PLACE of radio in supplying and using associated news—a topic of controversy within the wire service membership for years—will be a principal subject of discussion at the AP's Managing Editors Assn. annual meeting Nov. 2-5.

In a report to be submitted to the annual meeting, to be held at the Texas Hotel, Fort Worth, the managing editors radio committee has inquired into the effects of a 1948 change in AP by-laws that admitted radio stations to as- sociate membership.

The committee admitted that in the past decade "some editors have disapproved strongly of AP activ- ity in the radio field." Not all of them, it added, "have modified their views."

"Certainly a lot of us . . . are too far gone in newspapering ever to hear the broadcast of news yet unpublished without a feeling of discomfort that we had not hit the streets with it first," the report stated. "But we all know it is just futile petulance to let our pride magnify this scientific fact into a permanent grievance."

The committee reported it had sent a questionnaire to 424 editors regarded as radio radio par- ticipation in AP. A tabulation of the 210 replies received is briefly outlined:

To the question as to whether they or other newspaper editors they knew of had withheld news from the AP for fear of premature release to radio members, 33 respondents said yes and 144 said no. As to whether they ever had had an exclusive story, one developed by them transmitted by AP to radio stations which broadcast it before the paper could publish it, 37 editors replied yes and 185 said no. The committee said, however, that there might be some broad inter- pretation of the meaning of "ex- clusive" in this connection by the editors.

According to AP rules sponta- neous news stories must be given by AP members promptly although exclusively may be deferred. As to how many spontaneous stories the editors meant in the above response and how many were actually ex- clusive, the committee was not sure.

To a question, "Can you cite a case where radio broadcasting of AP news has hurt a newspaper?" 18 editors said yes and 155 said no.

The radio committee said that "television will introduce some new factors, and we are greatly inter- ested in their development."

The AP board of directors re- portedly has undertaken a review of television participation in AP and will report on this to the managing editors meeting.

WINTER RADIO plans commended conversation of station-agency-sponsor officials at recent dedication of new dining room in Globe-Democrat Tower Bldg. quarters of KWK St. Louis. At luncheon table are (1 to r): George A. Volds and L. E. MacGlushan, account executive and vice president, respec- tively, Gardner Advertising Co.; Robert T. Convoy, KWK president; Joe G. Wick, president, Old Judge Coffee Co., KWK advertisers; Jack Henderson, KWK account executive; Paul Lehner, Gardner account manager, and V. E. Carmichael, KWK vice president and commercial director. Coffee firm is one of station's oldest continuous advertisers, sponsoring St. Louis Browns baseball play-by-play and quarter-hour strip on Ed Wilson show.

Business Is Good'

A BALTIMORE advertising and radio executive who started a "one-man anti- depression talk" campaign in Baltimore last month, added an amusing note to his cause last Thursday. Joseph Katz, head of Katz Agency, Baltimore and president of WWDC-AM-FM Washing- ton, was introduced as President Truman after the weekly White House press confer- ence and pinned one of his "Buyer's Card" lapel buttons on the chief execu- tive. Mr. Katz has paid for and distributed more than 10,000 buttons. Commenting on his campaign, he said: "Business men are coming around to my way of thinking that state-of-mind has a lot to do with state-of-busi- ness."

New Supply and Use

Editors' Topic

Page 30  October 31, 1949
FRAN WARREN and CLAUDE THORNHILL are welcomed into RCA's fast-growing "Thesaurus Family" by Thesaurus star TEX BENEKE...and more big names will soon arrive!
“FRAN WARREN SINGS”

Thesaurus unites the dramatic voice and personality of Fran Warren with the distinctive musical direction of Allen Roth... couples a warm, intimate vocal style with a matchless orchestral accompaniment... and comes up with a fifteen-minute program your advertiser will be proud to sponsor.

FRAN WARREN SINGS is a local radio show, designed to appeal directly to your audience. Fran sings—songs old and new—for everyone, in a manner that assures every listener she is singing especially for him. Complete with original theme music and four opening and closing announcements in Fran’s personalized style, FRAN WARREN SINGS is the vocal vehicle for your sponsor’s advertising message.

Here are two exciting *New* Thesaurus features, drawn from Victor recording talent... wrapped in radio showmanship... and bound in a magazine you can sell. The *New* Thesaurus brings you “the stars who most-promoted, best-known to your listeners, easiest...
CLAUDE THORNHILL
his Piano and his Orchestra
featuring
Russ McIntyre, Nancy Clayton, and The Snowflakes
A new Thesaurus star and a new program idea!

Here's a nationally-popular band, adding new laurels to an established success record. Built into an easy-to-sell program, Claude Thornhill's music—sweet and danceable—will capture and hold an audience for your advertiser. A fresh, youthful mood and polished musicianship are blended with an innovation in transcribed programming that assures you of additional profits.

from the vast fund of RCA ship, designed for local make the hits"... names to sell in your market!

CLAUDE THORNHILL
presents
WIN A HOLIDAY"

HERE'S THE BIG IDEA...

"CLAUDE THORNHILL presents Win A Holiday" is a musical show with a local-national contest angle. Your listeners are invited to name an original, untitled piano melody played by Claude Thornhill, cued in each weekly script to Thesaurus subscribers.

Local contest winners, judged by you, receive a Claude Thornhill record album—in addition to any locally-offered prizes—and an opportunity to become the big monthly national winner selected by Claude Thornhill and his judges.

Winners receive:

★ round trip to New York City
★ accommodations at the Statler Hotel
★ show and supper at Billy Rose's Diamond Horseshoe
★ tickets to a top Broadway show—all with the compliments of Thesaurus.

... The SNOWFLAKES

recorded
program services
You enjoy these programming advantages

ONLY WITH Thesaurus

1. Programming on a continuing basis. Every Thesaurus artist and group record enough selections, during the year, to provide an abundant supply of programming material for you.

2. Steady flow of weekly continuity and special shows. Your scripting problems are taken over by our staff of network-experienced writers.

3. Greater number of broadcast hours. Thesaurus features fill your needs for every time segment, day and night, with sure sales appeal for local sponsors.

4. Promotion that ensures commercial sales. You receive a sponsor-selling brochure, and an audience-building promotion kit, containing up-to-date, locally-slanted advertising and publicity material, with Thesaurus artists and groups.

These features make Thesaurus a unique programming service . . . a means whereby you can offer your own powerful, individualized program packages to local sponsors . . . spelling new talent profits for you.

RCA’s great “new era in Thesaurus’ can help you to more sponsored programming—more economically, more effectively, more profitably . . . Inquire now for full details!
WMMJ OFF AIR
Asks 60 Days To Reorganize

WMMJ Peoria, Ill., 1 kw daytimer on 1020 kc, ceased operations at 6:15 p.m. Oct. 23 for a 60-day reorganization period. Local competitive situation with four other FM stations in that area led WMMJ in requesting FCC permission to remain silent for the period. The station's long pending application for full time operation on 970 kc was denied by the Commission last spring upon awarding the facility to Lincoln Broadcasting Co. for a new outlet at Springfield, Ill. WMMJ was reorganizing for broadcast under an FM license issued for 1½ years and a fulltime schedule would have given it a basic classification with that network.

W. J. Kutach, president of Mid-State Broadcasting Co., WMMJ licensee, in a telegram to FCC said: "It has been necessary for WMMJ operating on daytime to compete with four fulltime competing stations. This highly competitive situation has placed a burden on the station which under the present organization it cannot operate. Plans are underway for reorganizing and reorganizing in order to fulfill our service obligations to this community." Other station owners include C. L. Wilkins, William H. Parker, Chase Scully, Paul Hagner and C. F. Salm.

FM COVERAGE
RELAXES REQUIREMENTS

MINIMUM coverage requirements for both Class A and B FM stations were ordered relaxed by FCC last week effective Nov. 30 in recognition of the "economic problems affecting FM broadcasting." FCC took final action on its proposal after receiving no adverse comments [BROADCASTING, Aug. 15].

At the same time the Commission also made final its proposal to establish the ratio of desired to undesired signal strengths for stations separated 100 and 500 kc. No adverse comments had been received here either.

In the first action the Commission also repealed its prohibition against assignment of Class A FM stations in central cities of metropolitan districts having four or more AM stations as "there appears to be no further need for this restriction." The minimum coverage changes were said to mean little in the way of requirements in the large metropolitan areas but would allow a substantial reduction in total area covered by outlets in smaller communities.

The minimum coverage standards would be the existing engineering requirements with respect to minimum field intensities over the communities or metropolitan districts to be served, with the size of the community largely controlling. The change is accomplished by removing the minimum value of equivalent radiated power and antenna height.

BROADCASTING • Telecasting

National Nielsen-Ratings Top Programs
(TOTAL U. S. INCL. SMALL-TOWN, FARM AND URBAN HOMES
—and including TELEPHONE and NON-TELEPHONE HOMES)
SEPTEMBER 18-24

BRUCE PALMER, (r), WKY Oklahoma City news bureau director, accepts on behalf of Phillips Petroleum Co., the Oklahoma City Safety Council's "Yakoke" certificate of appreciation for the firm's cooperation in Oklahoma's public safety program during the last two years. Award is made by Dan Hollingsworth, council manager, who cited the effectiveness of safety reminders used on Mr. Palmer's "Oklahoma's Front Page News" cast for Phillips. "Yakoke" is a Choctaw Indian word meaning, "Thank you, with deepest appreciation."

KOB SALE PACT
FCC Waiver Requested

KOB Albuquerque and its former owner, the New Mexico College of Agriculture & Mechanic Arts, have jointly asked FCC to permit them to continue their contract whereby the college, when sold the station, reserved broadcast time as part of the sales price.

To do otherwise, they argued, would run contrary to a court decision which held the contract valid under the Communications Act and would "cut short a contract providing solely for educational purposes and during good broadcast time, which the Commission has declared over and over again . . . must be encouraged to the fullest extent."

Their request was for a waiver, insofar as it might apply to them, of the Commission's rule requiring that previous station sales contracts involving the reservation of time be renegotiated to conform with certain standards including expiration of the time-reservation clause by Feb. 15, 1946.

The petition noted that the KOB-college contract was signed in 1936, giving the college, as part of the sales price, one hour's day time daily for use "for educational purposes only and not for commercial or revenue producing purposes", of the station.

The contract was approved by FCC, and it was pointed out that the Commission did not make either KOB or the college a party to the matter, which resulted in the time-reservation ban.

The petition also reported that KOB and the college had attempted to re-draw their contract to comply with FCC's rule but finally concluded that "this is impossible" because the rule "obviously assumes that money in some amount is a substantial equivalent of the broadcast time to which the college is entitled under the agreement."

The petition was filed by Arthur W. Scharfeld, Washington attorney for the college, and the Washington arm of Pierson & Ball for KOB.

SKYWAY DENIED
Court Upholds FCC Decision

FCC WAS UPHELD by U. S. Court of Appeals for District of Columbia last week as the court denied appeal by Skyway Broadcasting Corp., losing applicant for 1150 kc at Columbus, Ohio [BROADCASTING, Nov. 15, 1948, June 8]. No opinion accompanied the decision.

The charged FCC had improperly evaluated comparative community needs in granting new station facility to Northwestern Broadcasting Corp., Lima, Ohio. The Commission claimed that full hearing had been afforded and that the case was decided upon the merits of the applicant's request that radio facilities be equitably distributed.
DAYTIME GROUP Asks FCC for More Air Time

DAYTIME STATIONS licensed on Mexican 1-A channels asked FCC last week to let them operate from 4 a.m. to 2 p.m. and PUC engineering representatives through 7 p.m. to 7 p.m. EST or local sunset, whichever is later.

This would be very limited to operation from local sunrise to local sunset, which, they noted, during winter months means sign-ons about 7:30 a.m. and sign-off in some instances as early as about 4:45 p.m.

The petition for a change in the rules was filed by Daytime Petitioners Assn., a group of stations on the six Mexican 1-A frequencies, through Leonard H. Marks, Washington attorney.

The petition stated that DPA has been waiting since last January for FCC action on its petition for unlimited hours of operation on the Mexican 1-A frequencies [BROADCASTING, Jan. 31]. Prompt action on the new request, DPA said, “will provide a measure of relief until such time the Commission determines what action shall be taken” on the unlimited-hours petition.

DPA contended that limiting stations to operation between local sunrise and local sunset puts these outlets “at a competitive disadvantage with other radio broadcasting stations in their communities” and makes it difficult for them to present “a consistent, well-balanced program schedule throughout the year.”

It was also pointed out that FCC’s rules permit certain daytime stations—but not those on Mexican 1-A’s—to sign on at 4 a.m. even though a later sunrise time is specified in their licenses.

DPA said its requested revision of the rules (Sec. 3.8) can be achieved without changing the stations or their frequency assignments.

That it “would be in the public interest for the following reasons”:

A uniform sign-on and sign-off time would enable all stations to present a consistent program schedule throughout the year.

During the late afternoon hours up to 7 p.m. it would be possible to present local news and other features which in many instances elsewhere are best presented to the community.

Local public service announcements could reach a particular audience for which they are designed, as for example, announcements for school activities which would otherwise be unavailable to early daytime programs.

A change in the rules would present their advertising messages to a PUC’s eyes and ears.

The petition asserted further that “economic conditions have changed so that daytime stations are finding it much more difficult to operate at a profit. With a decrease in hours during the broadcast day, valuable revenue is lost.”

As an example of the “inequities” of the present rule, the petition pointed out that late-afternoon programs built up during the summer months must be abandoned or re-scheduled during the winter, with resultant losses to both the sponsor and the station.

Also, the petition noted, listeners in many small communities lose the opportunity of local news when an early sign-off precludes a late-afternoon round-up.

Daytime use of the Mexican clears, FCC was reminded, was limited to the station’s own operation which has expired. The frequencies involved are 730, 800, 900, 1050, 1220, and 1570 kc. Only U.S. stations using one of these channels fulltime are WGAR Cleveland (1220 kc) and WMGM New York (1050 kc). Approximately 106 daytime stations operate on the six channels.

STORE RADIO

NAB Studies Development by FM

FM STATIONS have been quick to create a program format for store broadcasting that is suitable to home listeners and shoppers alike. Myriad possibilities and the audiences are almost identical in composition, according to a survey of the new medium by NAB’s FM Dept.

Arthur Stringer, FM Dept. director, pointed out that assistance of station managers, managers of store broadcasting operations and chain executives. NAB previously conducted a similar survey of transit radio.

Since FM store broadcasting is delivered simultaneously to home and store listeners, the necessity the public accepts rate and the natural assumption, the report points out. To that end NAB sought the opinion of John V. L. Hogan, radio inventor and engineer, as to whether it would be possible to confine reception of store announcements to stores to the exclusion of FM homes.

Mr. Hogan felt it would be “technically feasible” to devise a lockout system that would serve that purpose but advised that “to do the job efficiently might require a substantial amount of development engineering.” It might even be possible, he stated, “to supply home sets with music while the store announcements are being broadcast.”

The NAB report represents in considerable detail the work of WJLB-FM, Detroit, which pioneered with WEHS (FM) Chicago in its development. Storecast also operates with WKJF (FM) Pittsburgh and WMWM-FM Meriden, Conn., and expects shortly to convert its wired-music and announcement system in Philadelphia to FM.

The report of the success stories was one involving National Tea Co., which has a working arrangement with WEHS’ store broadcasting operation. Val S. Baumam, company sales manager, reported that “our Storecast advertising produces an increase in product sales of from 25% to 150%.”

He said the company maintains an accurate check between radio-equipped and non-radio-equipped stores.

Advance Recognized

According to Ken Pittkin, manager of WEHS store broadcasting operation, Storecasting is rapidly becoming a “recognized advertising medium.” Storecast Corp. is now serving some of the biggest food and allied products manufacturers, such as Maxwell House Coffee, Libby’s Baby Foods, Swift’s Meats for aunts, Clap’s Baby Food, Pepsi-Cola, Old Gold Cigarettes, Coca Cola and others—in Chicago and other cities. About 100 different sponsors advertise some 200 items. Record of renewals is excellent, the report said.

When advantages of FM were quickly demonstrated in Chicago, overtures were made to WMWM-FM Meriden, nine miles from Hartford. Arrangements, which are similar to those for Chicago Storecast operation, call for plans containing 150 FM stores.

Also cited was Zenith’s national campaign in New England to back sales of its FM receivers, with contests on Storecast programs. Seventy-five Zenith sets were awarded. In Storecast’s “Royal Family” contest, there were gifts of paid-expense vacation and merchandise, including hardline goods and grocery products.

Philadelphia customers of 115 Acme super-markets also respond to music-suggested requests to buy radio advertised products. In Philadelphia, however, leased telephone lines now link stores together, but the network is to be changed to FM operation. Storecast Corp. also runs Philly’s store broadcasting operation. Sales in 28 Storecast Acme markets over comparable non-Storecast installments are increasing during the period from September 1948 through January 1949.

Too little time has elapsed to provide a clear picture of store broadcasting’s impact source of the Pittsburgh area, NAB’s report finds, but preliminary findings indicate results on a par with those reported in other cities.

In Chicago, customers, employes and management all like music served in 153 Jewel Food stores served by WMOR (FM), and what’s more, about 700,000 persons make purchases each week in these stores. The combination augurs for “good business”, a Jewel officer said.

Consumers Aid Inc., third party in the arrangement, also services, through WEAW Evanston, Ill., 52 Chicago area IGA outlets, and is expanding into the Detroit market through WEAW.

Mr. Stringer was aided in the survey by Cecil Mastin, WBNF-FM Binehamont; Matthew Bonebrake, KOY-FM Oklahoma City; Victor C. Diehm, WAZL-FM Hazelton, Pa.; Ray A. Furr, WIST Charlotte; Milton Greenenebaum, WSAM-FM Saranac, Mich.; and William E. Ware, KFMM-FM Council Bluffs; Edward A. Wheeler, WEAW Evanston, Ill.
EXTRA LISTENERS

WNEW Promotes Pulse Data

WNEW New York last week began a slam-bang sales campaign based on new concepts of total audience size derived from Pulse Inc. studies of out-of-home listening in New York. It’s about time that radio counted the entire house,” is the theme of the station’s campaign.

WNEW, first subscriber to the quarterly Pulse out-of-home survey begun last August, pointed out that the impressive numbers of listeners found outside their own homes increased by a whopping figure the total audience. Because of Pulse measurement techniques, the at-home audience and out-of-home audience figures can be combined, and the total can be divided by the population of the area, the station said.

The Pulse August survey showed that one out of every four New Yorkers listened out-of-home on the average weekday—a daily audience of more than 2,750,000; that on Saturdays the out-of-home audience was more than 2,000,000; that on Sundays it swelled to more than 3,200,000. The figures were obtained by projection to the 11,002.100 inhabitants seven years of age and older in 10 counties of The New York metropolitan area.

Add the out-of-home audience to the at-home audience, and the total audience is beyond the time sales- man’s wildest dreams. “In effect,” WNEW said, “the radio stations in New York have been giving their advertisers a huge bonus.

Radio has always been fabulously low in cost in number of people reached at home per dollar. The fact is that radio’s actual audience is considerably larger and its cost is considerably lower than it’s being given credit for. It is high time for radio to claim full credit for its total audience—out-of-home as well as at-home.”

In a comprehensive promotion booklet based on Pulse figures, the station showed comparisons between the out-of-home and at-home audience figures to show how numbers of listeners per set, and other factors.

The Pulse figures are expected by WNEW not only to provide sure-fire sales ammunition but also add to the value of programs. The out-of-home audience does not seem to respond to programs exactly as does the at-home audience. Proof of this was indicated on one evening on Sunday evening in which WNEW’s out-of-home audience was more than three times the size of its at-home audience.

NEWS CLINIC

Stress On Local Reports

STRESS on good local news coverage highlighted speeches made at the Radio News Clinic, sponsored jointly by the Illinois Broadcasters Assn. and the School of Journalism of the U. of Illinois, held Oct. 25 at Allerton Park near Monticello. Featured speaker was Dr. Wilbur Schram, director of the Institute of Community Research, who summarized research in newsreader listening.

Other speakers at the one-day session included:

- Laverne Waltman, WLP LaSalle news editor; Arthur F. Stringer, NAB, on “The News Director and the City Register”;
- George Baker, WMT Cedar Rapids, Iowa, news director, on handling of correspondents; Glen Farrington, WTVJ Springfield, program director, on tape recording; Dr. Fredrick S. Behrens, director of School of Journalism, U. of Illinois, on legal problems for the newsman; and Dick Oberlin, WJPS Madison, assistant news director, who discussed editorializing on the air.

ARRANGING contracts with WJPS Evansville, Ind., for The D-X News for 52 weeks are: (I) Ohio Co., Mid-Continent Petroleum Corp.; (II) Wisconsin Co., sponsor; (III) MJB Co., sponsor (TV) Detroit. The contract is made official by (I) to (II) Holker, (II) to (III) Holker, (III) to (I) Holker, (IV) to (II) Holker, (V) to (III) Holker, (VI) to (I) Holker.

Contracting for new KDKA Pittsburgh musical show “Welcome Aboard” are (I) to (II) KDKA, KDKA Radio News and the World; (II) to (I) KDKA, KDKA Radio News and the World; (III) to (II) KDKA, KDKA Radio News and the World; (IV) to (III) KDKA, KDKA Radio News and the World; (V) to (IV) KDKA, KDKA Radio News and the World; (VI) to (V) KDKA, KDKA Radio News and the World.

'Oil' Booster

THE State Dept. has put into operation in Munich, Germany, a new 150 kw transmitter, developed by RCA International Div., for high power, medium frequency broadcasting. The government hopes, with the new equipment, to augment existing facilities to carry Voice of America programs deeper into eastern Europe and Russia.

On the dotted line...

CONTRASTING for the 35 telecasts of the Detroit Red Wings home hockey games over WWJ-TV Detroit. The contract is made official by (I) to (II) Holker, (II) to (III) Holker, (III) to (I) Holker.

WNYC Denied FCC Refuses 2d Election Plea

WNYC, New York’s municipally-owned station, for a second time was denied special temporary authority by FCC last week to broadcast local election returns after its normal sign-off time of 10 p.m. on Nov. 8. Commissioner Frieda B. Hennock again issued a strong dissent.

In a typical move, the station’s bid for waiver of the rule prohibiting such operation, as it did a year ago (BROADCASTING, Nov. 1, 1948), the Commission majority indicated that if it made an exception for WNYC “there would be no reason for refusing to grant waivers in any other number of cases and thus the purpose [of the ban] would be defeated.”

Comm. Hennock, pointing out that WNYC utilizes the police and Board of Election facilities to provide such service that commercial stations cannot offer, stated in part:

It is on election day that the people of this nation fulfill their greatest duty as citizens. No service that broadcasting can render could be more important than a complete coverage of this uniquely democratic institution. This Commission has recognized the value of such service by granting this very station special temporary authority to broadcast election returns on election night for many years past. To the last election, services such as these are too valuable to be lost because of complete inflexibility of administrative rules.
Editorial

Class 'Q' Time

"Perhaps today's dollar is more important than future stability," asserts Linnea Nelson, chief time-buyer of J. Walter Thompson Co., summed up her appraisal of the snow-balling trend toward more and more "per inquiry" business in radio, and to its broadcast industry's "rate-cutting". Because the P. I. practice has become more widespread, the American Assn. of Advertising Agencies has found it expedient to notify its membership of its availability.

The story was told, with no holds barred, by Miss Nelson in Broadcasting's Oct. 24 issue.

The P. I. is based on mail pull. The station is paid a percentage of the total sales, in lieu of its card rate. Reputable newspapers and magazines outlawed this barter method years ago. The result is that few advertisers dare approach reputable publications with such propositions.

A station's time is worth an established rate, or it isn't. Radio has had a tough enough battle establishing ethical standards. The influx of new stations, and the sale of time on a catch-as-catch-can basis hasn't eased the problem.

Mail pull is a factor in establishing audience. Rates are based on circulation and coverage, and program popularity. These constitute basic standards. To sell on any other basis destroys the integrity of the rate-card.

We hope that everyone who has anything to do with the broadcast selling of time will heed Miss Nelson's words. The slightest means of undermining confidence in the media is to introduce cut-throat competition without regard to established rates.

Other-than-rate-card business exists only because there are stations that accept it. Agencies obviously must protect their clients' best interests by insisting upon a rate no higher than anyone else pays for similar time.

Time was when some stations sold time for anything they could get, including due-bills on merchandise. Those were the trading post days. Then radio, in its evolutionary business development, acquired standardized rate structures, standard order blanks and standards of business practice, commonly called the Code.

Times and conditions and competition change. Business ethics do not.

Radio's Thanksgiving

MUCH that is good and efficient in the modern era is taken for granted by 150 million Americans, and radio naturally gets its share of this treatment. But each November broadcasters lock arms, lay aside innate modesty and join in an inspired effort to tell the public the facts behind their loudspeakers (and now 3 million kinescopes).

Although the annual "week" idea has been overworked, National Radio & Television Week has developed in short years into a potent weapon for advancement of the radio arts. By the very nature of their service, broadcasters are able to bring their story to the public with great impact and frequency. Modesty and discretion have been employed indirectly to sell the public on the virtues of radio by the American Plan of free competitive enterprise.

Centerpiece of the broadcasting "week" setting it apart from the scores of others featured throughout the year is the Voice of Democracy contest. High schools and colleges competed last year, tenfold increase over the original contest in 1947. The number will multiply again this year. Thus America's youth is learning the benefits of freedom in a competition that excites the blessing of the U. S. Office of Education, Federal Security Agency, and the U. S. Junior Chamber of Commerce.

The benefits are mutual. Broadcasters and all private enterprise benefit from any effort that promotes free government. The youth of America benefit from participation in a contest that develops forensic talents and literary skills. More important, the nation's younger segment gets a dramatic and effective lesson in what makes democracy tick and, incidentally, what makes American radio best.

Move Over, Sam!

FCC, which instinctively jumps when Congress moves, can join all private radio in looking with pleasure to the latest investigation on foot on Capitol Hill. We refer to the effort of the Senate Interstate and Foreign Commerce Committee's communications sub-committee to accomplish a fairer division of the spectrum to the benefit of all. The committee has the support of the American Broadcasting Co. and the other three major networks.

The evil of the existing situation, as we have said repeatedly, lies not only in the dictatorial methods employed by the other hogs of government, but in the system itself. For the system permits government agencies, of which the military services are notable spectrum squatters, to commander great chunks of space almost at will. This is accomplished through the Interdepartment Radio Advisory Committee (IRAC), which "recommends" to the President. What's left goes, through FCC, to private users—broadcasters, safety and special services, and the like.

The least that should be done is to require government, as private applicants are required, to justify their frequency demands in the light of public interest.

"FCC," he added, "cannot allocate what it does not have." Television is a notable example. Experts say that for years, the neighborhood of the present 12 could effectively satisfy demand for the immediate future, calm the furor over the opening of the UHF region, and allow television to progress normally and evenly.

Such a development would be a godsend to a Commission already harried beyond its expectations by the turn and temper of the color TV fight. What started out as a three-week look at the color has turned into an all-Fall and Winter project, and consideration of equally important questions—such as UHF, revision of black-and-white standards, and lifting of the freeze—must be pushed back accordingly.

A few channels wrested from government non-use certainly would shorten by that much the wrangling which otherwise is in store. The needs of other vital services could be served more adequately, and, above all, the principle of fair-sharing would replace the squatters tactics currently employed by government.

Mr. McFarland deserves the support of all private users and of the FCC, and if a little head-knocking is needed to convert the government officials, he has our support on that, too.

Our Respects To—

RUSSELL WILLARD TOLG

ELEVEN years of video-dreaming and waiting for the miracle medium to arrive have finally been resolved into reality for Russell Willard Tolg, radio and television director of Batten, Barton, Durstine and Osborn, Chicago. In 1938, when TV was still being explored in the experimental laboratories, Mr. Tolg avidly studied sparse literature detailing it, daydreamed of its potential and made predictions about its potency and application.

This preoccupation began when he was continuous chief and sales promotion manager in the radio department of the Milwaukee Journal, working under Walter Damm, then director of the Journal's advertising department and now vice president in charge of radio for the Journal stations, WMJ-AM-FM-TV.

Russ Tolg had worked at the Journal since 1928, when he was hired for promotion by a "patient and understanding copy chief." With no previous copy experience, his sales copy on pianos and perfumes was necessarily "fresh and original," and sometimes that was the only merit, as Mr. Tolg cheerfully admits today. Practice later developed his special talent for intangible and institutional copy.

Although he was intrigued with advertising during high school days at Waukesha, Wis., where he was born March 2, 1908, Mr. Tolg had even longer been absorbed in writing and literature. In grammar school, between basketball practice sessions at the local "Y," he developed an enthusiasm for reading everything from "the Rover Boys to the classics." From high school through Carroll College and the U. of Wisconsin he continued to study writing techniques, adapting them as editor of school papers. At Carroll, although straddling a fence between advertising and law, law took the edge. Hopes of courtroom histrionics were frustrated by successful debating of pros and cons on such subjects as capital punishment, the League of Nations and dollar imperialism. Debate and speech work gave him common ground for friendship with current movie stars Fred MacMurray and Dennis Morgan, the latter "jerked sodas in our favorite candy store" and later was a fellow-employee and singer-announcer at WMJ while Mr. Tolg was writing copy.

After two years at Carroll, and another at Wisconsin, young Mr. Tolg chose to test his aptitude for law. He worked for an attorney in nearby Lake Mills, arriving each morning at 8 to pick state-legislated farmers, who were impatiently awaiting the arrival of his late-rising boss. By mid-afternoon, he usually

(Continued on page 42)

BROADCASTING • Telecasting
...and get a big money's worth!

<table>
<thead>
<tr>
<th>STATION</th>
<th>HOOPER SHARE OF AUDIENCE*</th>
<th>WHAT YOU PAY**</th>
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<tr>
<td>WITH</td>
<td>15.2</td>
<td>$16</td>
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<td>A</td>
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<td>D</td>
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*Total rated time periods, August-September, 1949.

**This column shows the rates for a 125-word spot announcement, Class A, one time. (Standard Rate & Data Service.)

As these figures show, the best buy in Baltimore is WITH. Call in your Headley-Reed man and get the whole WITH story.
NAB District 3

(Continued from page 25)

substituted for Mr. Doherty during his absence in Geneva.

Full cooperation of district broadcasters in the 1950 U. S. census was pledged. Another resolution called for continued operation of a TV department in NAB on a level with AM and FM.

Director Coleman was thanked for his organization of the convention and its location on the mountain lodge as a meeting site.

A resolution new to the present district meeting series called on member stations to promote NAB by use of whatever breaks mentioning the station is a member of the NAB, and advocated preparation of a membership plaque.

The resolutions committee was headed by C. J. Moss, WLFR Bloomsburg, Pa. Other members were Gordon Gray, WIP Philadelphia, and George Joy, WRAK Williamsport, Pa.

Dr. Baker explained progress of the second nationwide coverage project to appear within a few weeks. He reported that the figures on three or more time listening per week will prove most useful in meeting competition of other media. He showed a series of hand-tabulated maps typical of the second study.

Smith Presides

Frank Smith, WBVP Beaver Falls, Pa., District 3 employee-relations chairman, presided at the labor meeting at which Charles H. Tower, assistant director of NAB's Labor Dept., was principal speaker. Mr. Smith paid tribute to Richard P. Doherty, department director, who was chosen as one of the two representatives of America's radio industry at the International Labor Organiza-
tion meeting in Geneva, Switzerland.

Mr. Tower discussed station operating speakers, indicating technical, programming and selling operations. He presented NAB's economic studies, which he said provided broadcasters with a yardstick for comparative cost analysis. He reminded that most station labor costs do not vary directly with business volume, as is the case in most industries. At the end of his talk he conducted a question-answer forum.

Clair McCollough, WGAL Lancaster, Pa., director-at-large for small stations, introduced Judge Miller at the Wednesday afternoon session. As at previous meetings the NAB president reviewed the recent NAB reorganization and gave a general analysis of problems facing the industry.

Following Judge Miller's review, Mr. Haverlin told of the industry-operated bureau's improved position in the popular field and said several new publishers had joined the fold.

Mr. Haverlin said BMI is sending out a new category of index for 4,000 popular and standard compositions, classified and cross-indexed according to title value and lyric content, rhythm and music type. The index is primarily designed to meet the needs for scene-setting songs or appropriate background music. Some 250 categories, all recorded, are listed.

Kolin Hager, SESAC, referred to that copyright bureau's recent expansion in the popular field, and cited continuity and program services provided broadcasters.

Ed Darlington, WCNR Bloomsburg, Pa., chairman of the district's Unaffiliated Stations Committee, presided at the Wednesday evening dinner meeting.

Maurice B. Mitchell, director of NAB's Broadcast Advertisers Bureau, took over the Thursday session for the "Mitch's Pitch" that has high spotted this year's district meetings. Pulling no punches, Mr. Mitchell told broadcasters they were missing important chances to get a larger share of the total advertising dollar and then advised them how to go out and get it.

J. Robert Gulick, WGAL Lancaster, Pa., presided at the all-day meeting as District 3 sales managers chairman.

Mr. Mitchell said current industry rate and inquiry practices, including quotation of local rates to local dealers in national business, are responsible for the frank comment by Linnea J. Nelson, chief timekeeper of J. Walter Thompson Co., in the Oct. 24 BROADCASTING.

SMITH ELECTED

Heads Pa. Broadcasters

FRANK R. SMITH, WBVP Beaver Falls, Pa., was elected president of the Pennsylvania Assn. of Broadcasters at a meeting held Thursdays after the NAB District 3 meeting at Skytop, Pa. He succeeds George D. Coleman, WGBI Scranton, who was not a candidate for re-election.

Other officers elected were C. G. Moss, WGAR Bloomsburg, vice president; David J. Boyer, Jr., WBKB Harrisburg, secretary; George E. Joy, WRAK Williamsport, treasurer.

Directors elected were Leonard Kapell, NBC; Walter O. NAB, Pittsburgh; Gordon Gray, WIP Philadelphia; T. H. Binkley, WBVP; WGAL Lancaster; J. S. Booth, WCHS Chambersburg; Victor C. Diehm, WACI Hazleton; W. K. Urich, WCPA Clearfield; David M. Baltimore, WILK Wilkes-Barre.

The association decided to investigate legislative proposals to erect a full master educational station operated by the state, as described in the first step toward state operation of stations.
THE QUESTION of jurisdiction over broadcast antenna structures—whether there is a conflict between FCC and CAA authority—whether they have concurrent jurisdiction—was raised in letters sent to the Commission and the aeronautics agency.

Core of the question is CAA's practice of granting in an FCC grantee a set of forms to be filled out and filed, including one called an "application."

Scharfled, Washington radio attorney who raised the question, wrote CAA that "it has been my opinion that the Commission has exclusive authority to license radio broadcasting in any manner and I am therefore at a loss to determine the basis for the jurisdiction now being assumed by the CAA." He sent a copy of his letter to FCC.

He said he was writing on behalf of a station which had been requested by CAA to file the CAA forms "because it was contemplated constructing a new antenna structure pursuant to authority of the FCC." CAA authorities maintained the procedure had been followed by CAA in certain antenna cases for years.

In a reply to CAA attorney, General Counsel Robert P. Boyle neither claimed nor denied that broadcasters are required to file the "application," but cited the Civil Aeronautics Act as the authority under which it is sent out. He also cited the Act as requiring "all persons to give adequate public notice, in the form and manner prescribed by the Administrator, of the construction or alteration, or of the proposed construction or alteration, of any structure along or near the civil airways where notice will promote safety in air commerce."

FCC's consistent position has been that FCC has sole authority in the licensing of broadcasting stations, even though it refers applicants' antenna proposals to the CAA for advisory opinions or clearance. On this basis authorities felt CAA has no power to compel the filing of additional material after FCC has made a final grant.

Mr. Scharfled noted that two CAA forms were involved. One (ACA 117) is entitled "Notice of Construction or Alteration of Structures, or Construction of New Landing Areas." He indicated "that the penalty for failure to comply with the regulations of the Administrator of Civil Aeronautics is a possible fine of $500."

The other form (ACA 114) is entitled "Registration of Air Navigation Facility and Lawful Authority to Operate a 'True Light.'" Mr. Scharfled said it "calls for certain information with respect to the antenna structure and at the same time constitutes a voluntary request by the station for an Air Navigation Facility Certificate."

Mr. Scharfled wrote CAA that "my client and myself are desirous of cooperating with the CAA as well as with other agencies of over broadcast antenna structures—whether there is a conflict between FCC and CAA authority—whether they have concurrent jurisdiction—was raised in letters sent to the Commission and the aeronautics agency.

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Respects
(Continued from page 88)
had written two dozen collection letters, buried through several legal briefs, made hill collections and sold a few insurance policies, a "rent-paying sideline." By the time his boss arrived, fresh as a court order and full of ideas, Russ Tolg was already "pooped."

Six months of this convinced him he'd be a better businessman. He returned to Waukesha, bought a mimeograph machine, and set-up the town's first letter service. This lasted only a few months, and Mr. Tolg trained for Milwaukee and a job. He was hired for the Journal's promotion department after answering a blind ad.

After three years, the 23-year-old admn was transferred to the radio section. There he wrote and edited all station commercial copy as well as WTMJ's promotion and newspaper advertising, which was extensive (WTMJ was then considered a promotional medium for the paper. He originated what was probably the first daytime children's serial with an all-child cast, The Adventures of Jimmy Baxter. For two years he wrote scripts and commercials, and supervised merchandising stunts. Listenership in the area promptly exceeded that of all other kid shows, including the many Chicago network origination.

In the spring of 1939, assigned to build WTMJ's share of audience between 7 and 9 a.m. ("the only time when the opposition wasn't licked"), Mr. Tolg devised the Gift Song, actually a giveaway—a word relatively new to radio then. Six mornings weekly, listeners were asked to identify a song, played during the 7 to 9 a.m. period. Later that same day, an announcer rang doorbells around town, giving 10 cents to anyone who could identify the song title. In one month, the share of audience increased from 20 to 86%.

TTY Era Begins

Shortly before this time was the period of Mr. Tolg's conversion to television. He wrote inter-office memos and buttonholed all who would listen, giving his (then) wild ideas of its potential and impact. Now that many of his TV expectations have materialized, he has some new predictions—or "guesses" as he prefers to call them—in a few metropolitan areas will be covered almost exclusively by TV, supplemented with FM outlets serving special interests, such as labor and religious groups; super-powered (100 kw) AM stations in large cities will be beamcd to rural areas, which will be covered also by direct-relay FM networks.

Other beliefs and hunches: The practicability of daytime TV, with many shows written and produced first for the ear and then for the eye, because housewives are necessary radio-up-to-viewers; adaptability of 16 mm silent films with voice over at time of broadcast to supplement live-action, low-budget shows; and an almost "dead certainty" that television must and will develop new performing talent.

Contemplative of the future, Mr. Tolg left the Journal early in 1942 for Chicago and ABG, where he wrote special feature scripts for six months. Deciding to jump into agency work "cold," he invested some properties in a phone toll to a BBDO official. Several appointments later he joined the radio department. In six months Russ Tolg had taken over duties of radio director and was given the title.

Now TV chief as well, Mr. Tolg originates shows and program formats, buys time, supervises produc.tion and handles many clients contacts. His current AM accounts are essentially the same as those seven years ago.

Business includes Peter Fox Brewing Co. (Meister Brau beer), Chicago Cubs and White Sox baseball on WGN-TV Chicago this summer, and Midwest AM programs and announcements; Chamberlain Sales Corp. (hand邦), national year-round announcements; The Murine Co. (eye preparation), national spot announcements; W22 weekly; Mr. Cook Co. (Cook's beer), regional programs and announcements in 20 southern markets; Carnegie-I11inois Steel Co., seasonal spots and programs; Hart, Schaffner and Marx (clothier), Chicago spots.

A soft-spoken man with a subtle sense of humor and a deep-rooted feeling of responsibility, Mr. Tolg is convinced his "new to business" helps him to his job the first requisite of a capable advertising executive—an ability to know what the average person wants, needs and believes.

Vice president of the Chicago Television Council and an active member of the Chicago Radio Management Club, Mr. Tolg neverth-less catches the 5:45 nightly (almost) to suburban Lombard. Three major reasons for this promptness are his wife, former Miss Taylor of Milwaukee, Tommmy, 8, and Trudy, 4.

In his off-work hours, Mr. Tolg indulges in two hobbies. The first is natural for a television enthusiast, is photography with Tommy and Trudy as chief subjects. He emphasizes that his interest is centered in black-and-white stills and that he has no plans for going into color or movies hobby-wise. His other hobby is infrequent tennis—a slow game of doubles.

Respects
(Continued from page 88)

said, was the 540 kc channel case in which Mexico's action was argued to be legally defensible. In addition, they pointed out, Mexico had given up to the agreement by notifying all nations, through the OIR, of her assignments.

Other parts of the resolution were sliced from context and taken to task. The NAB district resolution's charge of Cuban disregard of its pledges to continue the status quo until a new treaty is ratified was soundly denied.

Delegates argued Cuba did not agree to maintain the status quo and filed notifications at Berne although not with OIR as provided under the Interim agreement.

Meanwhile, most of the formal activity at the conference concerned the many intricate details still to be cleared up in the numerous small subcommittees. The main point of departure was a disagreement of station-by-station lists of each country's objection to every one of the individual station assignments. The Juridical Subcommittees slowly were putting finishing touches on details regarding treaty length procedures while technicalities and paperwork speed in the work on co-channel interference problems.

Agreement, however, was reported near on the section stating "permissible daytime interference from a new station is not to exceed 50% exclusion rule or 50% of 1/20 of the protected contour whichever is the greater." Class I stations would be protected to .5 millivolts while others would be set at .5 millivolts.

Not considered were problems of adjacent channels. It was believed sporadic radio stations could be solved by cooperation among the various countries.

Protests China Ban
EDMUND CHESTER, director of CBS news, fort-night ago cabled a protest against Communist government censorship of news in China. In a message addressed to Mao Tze-Tung, chairman of the Central Peoples Government, Peiping. Mr. Chester said CBS hoped your "government will reconsider this action against freedom of the press." The Communists have restricted the travel of correspondents whose governments have not recognized the Peoples Government regime.

George Allen Named

GEORGE V. ALLEN, Assistant Secretary of State for public affairs charged with supervision of Voice of America broadcasts, last Thurs-

day was nominated by President Truman as ambassador to Yugo-
slavia. He will succeed Cavendish Cannon. Yugoslav government has approved Mr. Allen as new ambas-
dador.
WOR-tv
channel 9, New York
one of America's great television stations
What's New in Television? AT WPTZ—Practically Everything!

We seem to recall having pointed out on several occasions that 1949 marks our tenth year of actively programming Television Station WPTZ. Quite probably we've mentioned that the station received its original television license in 1932. And we may even have told you that our ancestors began dabbling in what was to become television in the spinning disk era.

Maybe we've overplayed our hand a little.

In case being on the air with television for 17 years makes us sound antediluvian, this will clear the record. In the past couple of years—

... WPTZ has replaced its transmitting tower with a tremendous new structure that puts the WPTZ antenna higher than anything else in the metropolitan Philadelphia area

... installed the very latest transmitter on the market

... built all new studio facilities which many TV experts consider as a model of efficiency and flexibility

... discarded six assorted ikes, orthicons and baby ikes and replaced them with eight of the latest studio and remote image orthicon cameras

... replaced all existing studio control, master control and projection equipment with the latest and best the equipment makers have to offer

... added two complete mobile units

... designed and built another new trailer truck for remote pick-ups

... replaced all VHF relays with microwave equipment.

In short, in a little over two years WPTZ has replaced well over a half-million dollars worth of television equipment and facilities. Every single item in the entire WPTZ operation is strictly post-war.

As a matter of fact, the only thing we have that dates 'way back is experience; a commodity that's almost impossible to buy and for which there is no substitute.

Along list of advertisers have found WPTZ's combination of facilities and know-how in the second largest television audience to be the most profitable parlay in the field of television time buying. For information write direct or see your NBC Spot Sales representative.

PHILCO TELEVISION BROADCASTING CORPORATION
1800 Architects Building • Philadelphia 3, Penna.
Telephone: LOcust 4-2244

WPTZ

NBC

TV-AFFILIATE

FIRST IN TELEVISION IN PHILADELPHIA
THE TV broadcasting industry won an important victory on Oct. 26 in Philadelphia when Chief Judge William H. Kirkpatrick, in U. S. District Court for the Eastern District of Pennsylvania, handed down his long-awaited opinion on the Pennsylvania TV censorship case, which had interstate ramifications.

Judge Kirkpatrick issued a declaratory judgment completely in favor of five TV stations which had brought suit against the Pennsylvania State Board of Censors to restrain it from censoring motion pictures used by the stations.

In his opinion, Judge Kirkpatrick held:

1. That the regulation promulgated by the State Board of Censors to require censorship of motion picture films used on TV was invalid because it infringes on a field of interstate commerce that has already been occupied by Congress by Congressional legislation.

2. That the regulation is invalid and unenforceable because it imposes an undue and unreasonable burden on the interstate commerce of TV.

Earl G. Harrison, former dean of the U. of Pennsylvania Law School who represented the stations when the case was first heard last May 9, said the decision is broader still because the court affirmed certain requests by Mr. Harrison for conclusions of law bearing on freedom of speech.

The State Board had decreed on Jan. 24 that all motion pictures obtained from local distributors for TV broadcasts must be shown to the censors three days before they were scheduled for transmission and that films produced outside of Pennsylvania must be reviewed five days in advance of a scheduled broadcast.

COLOR MOVE

In an unexpected compromise FCC last Friday ordered at least two comparative color TV demonstrations expected to well into 1950.

The Commission unanimously denied RCA's request for a postponement of the Nov. 14 comparative showings but provided for additional tests in Washington on Feb. 8. Cross-examination, slated to start Dec. 5, will be delayed until the comparisons are complete. The color TV demonstrator of the Color Television Inc. system in San Francisco Nov. 28 were rescinded, and the demonstration was rescheduled for Feb. 6 in Washington. The Nov. 14 comparisons will include RCA and CBS color, and monochrome. CTI will be in the Feb. 8 comparisons (see story page 88).

FCC's ruling marked a week—

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ABC Shows New TV Center in N.Y., page 47
RCA TV Sales Top $1 Billion, page 48
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Peguet Remarks $100,000 for TV, page 50
Hallourn Sees Black-White Future, page 55
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DEPARTMENTS

TELECASTING

October 31, 1949 - Page 45
AN old term in Texas—pioneering—has been given modern meaning by WBAP-TV Fort Worth in a year of trail-blazing the Southwest as the region's first television operation; a year in which it held the combined Fort Worth-Dallas market by itself with the new medium.

When the station flashed a telecast of President Truman's campaign stop in Fort Worth a year ago, it heralded the advent of the first sight-sound programming in Texas, Oklahoma and several surrounding states.

As the Fort Worth Star-Telegram's station turned one-year old last month, the first Dallas TV station, KBTX (TV), was bowing in; another, KRLD-TV, was in the offing for early next month, and Texas could count one other: on the air, KLEE-TV Houston, and one in early prospect, WOA-TV San Antonio.

In its trail-blazing role, WBAP-TV showed that television can be costly as an enterprise, but it also showed confidence by using a bold, free-spending hand to put the new operation on the soundest basis.

Estimates are that something like $2 million went into the new WBAP Radio-Television Center, east of downtown Fort Worth, in the direction of Dallas. Experts have recognized the TV set-up as one of the most elaborate in the country.

WBAP-TV's growth, and its tendencies, in the somewhat experimental first phase of a new industry in the colorful "Where-the-West-Begins" locale affords indications worth scanning.

FROM a scattered 400-set audience when the station started, the two-city market had grown to more than 16,000 sets as WBAP-TV marked its first anniversary Sept. 29. Interestingly, more viewers of the Fort Worth station's programs have been in Dallas which is the larger city.

From a five-day weekly schedule of some 15 after-dark hours, programming has expanded to a full seven-night-a-week basis, plus studio programs, or films, weekday afternoons. Schedule will run about 50 hours weekly this fall.

Commercially, WBAP-TV's advertisers have increased steadily, currently including an array of the big-name national sponsors as well as local department stores, automobile dealers, utilities and others who have stayed from the start.

Sampling the list, one spots such sponsors as Hoffman, Bulova, Chesterfield, Philco, Motorola, Admiral, RCA, Kools, General Electric, Buick, General Mills, Singer Sewing Machine Co., etc.

Numerous WBAP-TV success stories in selling are cropping up. Recently a local furn establishment (Koslow's) sold $4,000 in merchandise after a one-time, 10-minute test, whereupon the store signed up for a 13-week sponsorship.

A Hotpoint kitchen is a stationary prop in one corner of the big 45-by-35-foot main studio, for a cooking show. Two $400 refrigerators were sold out of one program.

A test of Stop the Music, ABC-TV program on kinescope, drew over 2,000 letters asking for continuance of the show.

When the station announced a prize of a Shetland pony for naming a Palomino horse donated to WBAP-TV, 900 letters and cards came in during the two-week contest.

"BOUNDLESS," as the horse was named, typifies the western side of WBAP-TV's personality, as it has emerged as a sort of ranch-style television unit. Live-stock props are frequent.

On Saturday night, several hundred square-dancers from Fort Worth and Dallas did-do in front of cameras on the Hoffman Hayloft show. Registered hogs and tractors have been among items seen on Merchandize Mart.

Life magazine featured the horse-opera flavor of this otherwise urbane and up-to-the-minute station operating in an immediate combined metropolitan area of 1,115,512 population.

WBAP surprisingly has found its telecast consistently received over a sprawling territory in Texas, with signal reception in a single month reported from as many as 20 states.

While Director Harold Hough and Manager George Cranston acknowledge the satisfaction that comes from pioneering and being "first in the Southwest" with a host of TV exploits, they also explain that carrying the full load in creating a new industry in their market has been expensive, fatiguing and at times a punishing task.

But, passing the first milestone, WBAP-TV executives say the signs for reaping the rewards of the effort are multiplying.

CLOSE cooperation with set dealers and distributors has been part of the station's work. Copies of advance weekly TV program schedules were furnished dealers, and pattern times scheduled for convenience in installation.

Since WBAP's first telecast, the (Continued on page 19)
ABC's Television Center is $2.5 Million Investment

ABC's Television Center in New York, comprising three adjoining buildings on West 66th St. with approximately 35,000 square feet of floor space and representing a capital investment of roughly $2.5 million, was displayed to the radio and TV press on Thursday.

Largest TV studio set up in New York, the ABC video layout was described as the most economical from an operating standpoint by top network executives. What comes out of the home receiving screen depends in large measure on the facilities in the studio, they explained, declaring that ABC can now offer the best TV production facilities in New York.

Core of the operation is studio TV-1, 50 by 70 feet and stretching 45 feet from floor to ceiling. Easily accommodating four cameras, one mounted on a motion picture type crane adapted for television use, this studio also contains 30 sets of counter-weighted lines for hanging scenery and lights and has room for another score if they are needed. Most unusual feature of studio TV-1, however, is a steel bridge 50 feet long and five feet wide, extending completely across one end of the room. Raisable—or droppable—by power, this vast bar is used for hanging large back drops, which can be painted in this position much more swiftly and efficiently than if they had to be spread out on studio floors.

Other Studio Facilities
Three other studios, each measuring 20 by 20 feet and with 14-foot ceilings, are housed in the same building with studio TV-1. This unit also contains the film laboratory, kinescopic recording and film storage rooms, dressing and wardrobe rooms, and a first aid room.

Adjoining on one side is a building housing studio TV-4, the reception lobby, clients' viewing room and five floors of offices. On the other side, a five-story building devotes one floor to the paint and design shop, one to the carpentry shop and the remainder to scenery and prop storage. Equipped with a freight elevator capable of handling the largest sets, this building holds every bit of scenery used on every ABC video show, enabling sets to be re-used with or without adaptation over and over again. This represents a great saving, it was explained, over the sky-scraper studios of other TV stations, where sets must be built in the studios in which they are to be used and dismantled before they are removed after the program has been broadcast.

Sets are designed and prepared three weeks in advance of the time they are to be used on the air. Camera positions are charted and lighting planned in advance, also, enabling a great saving in rehearsal time according to a studio executive, who said that rarely does any program require more than six hours of camera rehearsals.

Television personnel employed at the ABC-TV Center total 152, including three administrators, 11 program people, three announcers, 28 directors, 33 producers, five electricians, 14 carpenters, three property men, one shop apprentice, two script writers, one sound effects man, 47 engineers and a make-up artist. There also are 163 non-television employees at the Center.

Philip Morris Plans

PHILIP MORRIS, New York (cigarettes), through its agency, Biow Co., New York, is negotiating with Herb Shriner as replacement for Ruthie on The Telephone, five times weekly on CBS-TV. The firm's deal with Victor Borge (see page 14) was dropped due to the comedian's previous concert tour which makes it impossible to originate telecasts so frequently.

BEE-HIVE action in ABC's mammoth television studio (TV-1) showing rehearsal of network's ambitious dramatic production, Look Photocrime. Idea of studio's size and equipment is indicated by four cameras operating on this one show, with five separate stage settings spread across the front end of the studio. If necessary, according to the company, a similar show could have been staged at the rear of the studio without interfering with the rehearsal or telecast.

IN ABC's film laboratory in the network's Television Center on West 66th St., two lab workers view footage for future telecast. Others have the task of cutting, editing, splicing and repairing of TV film in this room. Rooms also are set apart in a special section of the basement for storage, kinescope recording, etc.

KTLA(TV) Rates 20% Boost Announced

POINTING to an increase of 500% in Los Angeles television circulation since its last rate card was issued, KTLA (TV), Hollywood outlet of Paramount Television Productions Inc., last week announced a 20% hike of all time segments over one minute in length. A check of the city's six other stations disclosed no immediate intent to up prevailing prices. In the case of KTLA, one minute spot announcements will rise to $90 for film commercials and $120 for studio commercials.

However, Klaus Landsberg, Paramount's west coast director of television, pointed out that all KTLA clients presently on the air may continue under old rates for 26 weeks from Nov. 1; all other clients contracting for programs before Nov. 1 and commencing their telecasts before Nov. 15 could enjoy the old rates for 13 weeks.
WOC-TV PLANS

Programming Starts Nov. 1

WOC-TV, Davenport, the first television station in Iowa and the Quad-Cities, will start programming tomorrow, Nov. 1, it was announced by Manager Ernie Sancan.

Local studio programs, film, sports, special events and non-interconnected network shows will be presented. Kinescope recordings of chain programs will be shown until the relay system between Davenport and Chicago is completed sometime in 1960.

WOC-TV will operate on Channel 5, between 76-82 mc with power of 22.9 kw visual, 22.9 aural. Station is licensed to Central Broadcasting Co.

WOC-TV feels that it gained an advanced eye-opener into television buying habits in its area while laying groundwork for further research into video habits and program preferences. The plan as conceived last April was to register all sets purchased within the Quad-City area (Davenport, Rock Island, Moline and East Moline) but now the processing has quickened to include surrounding communities.

As requested by E. Guth, WOC-TV research director, the plan not only is providing information on registration for research purposes but also is doing much to build station-dealer relations and bring nearly every set owner in the area into correspondence with the outlet. Since the plan was projected dealer response has been heavy—nearly 100%.

Dealer Cards

Each dealer is supplied with two sets of postcards. One asks for the buyer's name, address, date of sale and dealer's name. The other goes further and asks for the number in the family, set location and number of standard radios in the home. In return, the dealer is sent a new dealer record card monthly dealers' status and development reports, all compiled by the station's research unit.

The purpose of this card, according to Mr. Guth, is to offer regular issues of the station's program log plus a booklet of "TV facts." Some 1,750 sets already were registered by the second week in October with the station intending to continue the program until at least 5,000 sets are registered.

Screen Guild to Meet

ANNUAL general membership meeting and election of Screen Actors Guild is scheduled for Nov. 13 in Hollywood Legion Stadium, Hollywood. According to a notice, the SAG board of directors will "present all the facts regarding the crisis caused by the attempt of live talent unions to create a new, vertical type of union called Tele- vision Authority which would conflict with SAG charters and SAG's place in the field of motion pictures."

Page 48 — October 31, 1949

ABC-TV SCHEDULE

Curtains Sustaining Shows

IN a move to minimize its television losses, ABC last week revealed that its video sustaining program schedule was being curtailed. Network officials pointed out that in addition to saving the direct costs of these programs, their elimination would also make possible reductions in television and program personnel.

These cuts are not inconsistent with the network's capital investment of $7.5 million in TV studios and equipment in five cities, Robert Kintner, ABC executive vice president, stated. Good facilities, he declared, make for more efficient, more effective and more economical programming. Through ion, however, that in the long run will attract video advertisers to ABC; therefore they are worth their cost. On the program schedule, it is said, large investments in sustaining programs at this time cannot be justified.

Thursday, Friday and Sunday are already good commercial nights for ABC, according to Mr. Kintner. As the other evenings develop, the network's TV schedules will expand accordingly, he stated. He added that ABC has not abandoned its studio schedule under present economic conditions.

Other Shows Cut

Major casualty among ABC's TV program line-up, however, was "Studio One," which last spring received a Peabody Award for "unhurried and brilliant pioneering" in the field of video dramatization. The 90-minute, weekly program, with Marc Connolly as M. C., received other critical acclaim but it is an expensive program and time cannot be spared on the air it failed to find a sponsor.

The comedy-musical program, "A Couple of Cents," which has been sent over the ABC-TV network Thursday from 8:30 to 9 p.m., will make its final appearance Nov. 1. A quarter-hour replacement program, "Jep," will broadcast Wednesdays at 6:30-6:45 p.m. Throughout the season, "Jep" has been dropped from the ABC-TV network schedule as has the Thursday 6-8:15 p.m. religious program, "Say It, Lord!"

These eliminations have been accompanied by a general revision of the program schedule, both for the network and for WJZ-TV New York, ABC's key video station, which also has curtailed its local sustaining show schedule. The evening starting time for both WJZ-TV and the ABC-TV network has been pushed back from 6:30 to 8:30 on Monday, from 6 to 9 on Tuesday, from 7 to 10 on Wednesday, from 6 to 7 on Thursday, from 6 to 7 on Friday and from 6:30 to 7 on Saturday. The network Sunday schedule is not affected, but the 11 p.m. to midnight bowling program on WJZ-TV that evening has been dropped.

On a different side, a new half-hour variety show with Paul Whitehead, sponsored by Goodyear Tire & Rubber Co., starts Nov. 6 on the ABC-TV network in the Sunday, 7-7:30 p.m. period, which has been occupied with movie shorts.

TELECasting
Reel Takes

JERRY FAIRBANKS

A NY man who has survived an earthquake and a revolution is more than ready to face television. This, together with an extensive background in the motion picture field, happily qualifies Jerry Fairbanks, head of the Hollywood film producing firm which bears his name.

Since signing a television film production contract with NBC in January 1948, he has

produced or readied for the camera a total of 277 television features—the equivalent of 88 one-hour feature pictures, or a footage more than any one major studio turned out last year for the entire theatrical market. These several series included Paradise Island, Crusader Rabbit, Jackson & Jill, Going Places with Uncle George, Quizology, Public Prosecutor, Television Closeups and Musical Journeys. He has also produced a number of film commercials for Dodge, Eastern Airlines, Camea, Pabst and Petri Wines, among others.

At the age of two, Jerry witnessed the San Francisco fire and earthquake of 1906 in his native city. As a direct result of the disaster the family suffered a total loss and moved to Tucson, Ariz. After some five years there, Fairbanks Sr.'s employers, the Southern Pacific Railroad, shifted him to Mazatlan, Mexico, where he was supervisor of the company's Mexican lines.

During this time, the family lived through the Mexican revolution of 1912 and 1914. Surviving was one thing but when the city was shelled and one shell in particular crashed through their house, they decided to leave, returning to Tucson.

At the start of World War I, Jerry's Dad was commissioned as a major in the Quartermaster corps and assigned to San Antonio. But when they found Fairbanks Sr. always busied himself with photography. So much so, that he always built a dark room in each of their homes.

Thus is natural for young Jerry to acquire an early interest in photography. Before completing high school, he and a schoolmate opened the Lone Star Theatre in a large barn back of their San Antonio home, with showings every Friday and Saturday. Success was theirs until the local fire department ruled the theatre a fire hazard.

While his theatre career came to

classic in Dallas, elephants in a studio, all kinds of sports events, Santa Claus, a midnight mass, the Pat Sirk Show rodeo, and many news events regularly filmed the same day.

WBAP-TV's first year indicates again that much is happening in a short time in the new industry.

Mr. FAIRBANKS

...and end, the profits made possible the purchase of a movie camera—and the career of the cameraman was launched. After a couple of years at the U. of Arizona, Jerry returned to San Antonio where Macklyn Arbuckle had come to build a studio and make pictures. Possessed of a camera, he was assured of a job but only one picture was made. When the company failed, Jerry took a fling at producing a two-reel serial himself.

But he was anxious for bigger things and came to Hollywood where the movie industry was starting to grow. When a job as cameraman was not forthcoming, he found work as a projectionist. In 1926 he turned back to his camera and photographed Rip Van Winkle. After shooting many subjects for others, he had a strong hankering to be self-employed.

So in 1930 he started photographing John Hix's Strange As It Seem series, distributing through Universal Pictures. In 1935 he added Popular Science for Paramount and in 1938 added Unusual Occupations. Later he developed Speaking of Animals in which the animals were made to appear as though they talked like humans. This led to his first Academy Award in 1942. He won another again in 1944 for another episode in that very same series.

A pilot for more than 20 years, Jerry has logged more than 4,000 hours aloft. Owning his own plane, he flies for business and fun.

NBC's Hollywood TV outlet, KNBH, hit full stride on October 2, with a daily operating schedule.

And what a schedule it is...crammed with top network shows, top network stars! KNBH will have the cream of the shows, which will appeal to a high percentage of viewers in Southern California this fall and winter!

There are still some choice times available on this schedule...including a few extraordinary adjacencies to the big name national programs. For details, consult your nearest NBC Sales office.
PEQUOT MILLS

One of the oldest (more than 100 years) manufacturers of bed sheets and pillow cases, Pequot Mills, New York and Salem, Mass., expects to spend $100,000 for its first major television campaign this year.

Hitherto the firm has used national magazines to promote its pillow cases and sheets, but with the appointment in July of the Jackson Co., New York agency, to handle its television, the company has supplemented its magazine schedule with video spots.

Under the supervision of Wallace H. Lancton, radio and television director of the Jackson Co., three spot announcements have been created and developed. A firm believer in low cost TV presentations, Mr. Lancton has produced the three spots at a cost under $6,000.

Mr. Lancton explained that he was able to produce the announcements at that price because of the expert meshing of talents of the Jam Handy organization, which developed the prints, and his own agency staff.

During the month of October the spots were placed on all New York video stations (except WJZ-TV) for one month duration to promote a sale.

Sponsor identification already has proved itself, for when the spot ran on WATV (TV) Newark, 7:40 p.m., Saturday night, more than 26 calls came into the L. Bamberger Co. store on the following Monday before 10 a.m. mentioning the announcement and the Pequot sheets.

Mr. Lancton, himself, was in the store supervising the installation of a movie projector, when the calls were recorded.

The movie projector, incidentally, is another merchandising tie-in with the store, whereby the spots are projected all day long within the premises.

"The month of October, according to research is normally the poorest from point of sales," Mr. Lancton said. "The result of this month's schedule will help determine television sales appeal." The findings will be submitted to the Pequot Mills board in November.

The first spot consists of a 25 second animated sequence featuring three $1. bills (see photo) singing in rhyme "We go so fast...that few can catch us...or make us last." Whereupon Mr. Pequot appears and replies, "I know your faces, I'm Pequot sheets and pillow cases, I'm also used to running races, for those of thrift and saving graces." The sequence dissolves to a girl sleeping. She awakens, sits up, and studies the sheets while observing happily that "the best is cheapest in the long run" (see photo).

The second spot opens on two tough, boastful characters (see photo) "Wear" and "Tear" ("We break the stoutest heart"), when in marches the indestructible Mr. Pequot who picks up Wear and Tear, spins them over his head and flings them to the ground, saying, "I know your faces, I'm Pequot sheets and pillow cases. Your very worst will leave no traces, I'm master of all saving graces."

The third and last commercial features twin animated wash tubs in a boxing ring (see photo) boasting about leaving sheets "frazzled, weak and out of sorts." Mr. Pequot enters and strikes the wash tubs, which then fall to the canvas beaten, while Mr. Pequot exclaims, "I know your faces, I'm Pequot sheets and pillow cases. We've fought before in many places, for those of thrift and saving graces." This dissolves into scene with girl awaking.

Mr. Lancton estimated that it took from six to seven weeks to complete the work on the commercials. The spots will run in nine major markets for 52 weeks, three times weekly beginning in November. Each spot carries a four second trailer for tie-ins with local department stores.

POLAROID FILTER

TV Promotion Planned

POLAROID, which recently introduced its new television filter, uses considerable time on television, will extend its budget, and possibly return to programming, "if the new filter goes well," its agency, Cayton Advertising Co., said.

Pioneer Scientific Corp., New York, Polaroid's parent concern, said the filter eliminates not only the excessive light from the tube, but surface reflections from lamps or windows. The filter, having the "exclusive glare-lock feature," is described as applying commercially for the first time the principle of circular polarization, which, combined with the linear polarization of the company's primary filter, traps reflected light that ordinarily bounces off video screens.

Page 50 • October 31, 1949
Sure, Television's amazing—and it's practical, too!

(to see how practical, turn to back page of program schedule)
<table>
<thead>
<tr>
<th>Time</th>
<th>Channel</th>
<th>Program</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>15</td>
<td>CBS</td>
<td>Lucky Pup</td>
<td>Hosts with Lucky Pup and Dolly D&quot;Dy</td>
</tr>
<tr>
<td>15:00</td>
<td>CBS</td>
<td>Bob Howard</td>
<td>Hosts with Lucky Pup and Dolly D&quot;Dy</td>
</tr>
<tr>
<td>15:05</td>
<td>CBS</td>
<td>RCA Victor</td>
<td>Hosts with Lucky Pup and Dolly D&quot;Dy</td>
</tr>
<tr>
<td>15:10</td>
<td>CBS</td>
<td>Q. Oke Dally Ranch</td>
<td>Hosts with Lucky Pup and Dolly D&quot;Dy</td>
</tr>
<tr>
<td>16</td>
<td>CBS</td>
<td>Vanderbilt</td>
<td>Hosts with Lucky Pup and Dolly D&quot;Dy</td>
</tr>
<tr>
<td>16:00</td>
<td>CBS</td>
<td>Country Music</td>
<td>Hosts with Lucky Pup and Dolly D&quot;Dy</td>
</tr>
<tr>
<td>16:05</td>
<td>CBS</td>
<td>Country Music</td>
<td>Hosts with Lucky Pup and Dolly D&quot;Dy</td>
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<tr>
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<td>CBS</td>
<td>Country Music</td>
<td>Hosts with Lucky Pup and Dolly D&quot;Dy</td>
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<td>17</td>
<td>CBS</td>
<td>Lucky Pup</td>
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<td>CBS</td>
<td>Lucky Pup</td>
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<td>19:00</td>
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<td>20</td>
<td>CBS</td>
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</table>

**Notes:**
- Lucky Pup and Dolly D"Dy are the hosts of the show.
- The show airs on CBS.
- The time slots are from 15:00 to 20:10.
- The program is a country music show featuring various performances.
- The show is hosted by Lucky Pup and Dolly D"Dy.
- The program is on the CBS network.
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<tbody>
<tr>
<td>9:00</td>
<td><em>Philo</em> Television Playhouse (E-M) starts July 17</td>
</tr>
<tr>
<td>9:30</td>
<td><em>Little Rascals</em></td>
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<tr>
<td>10:00</td>
<td><em>Barbosa</em> Work or Leisure</td>
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<tr>
<td>10:15</td>
<td><em>Rover's Patrol</em></td>
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<tr>
<td>11:00</td>
<td><em>Vigilante</em> (E-M)</td>
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<tr>
<td>11:15</td>
<td><em>Goldhawk</em> of America</td>
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<tr>
<td>11:30</td>
<td><em>Gulls at Low Tide</em></td>
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<tr>
<td>12:00</td>
<td><em>We the People</em></td>
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<tr>
<td>12:15</td>
<td><em>Pride of America</em></td>
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<tr>
<td>12:30</td>
<td><em>The Black Rose</em></td>
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<tr>
<td>12:45</td>
<td><em>Cities Service Bands of America</em></td>
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<tr>
<td>1:00</td>
<td><em>Echoes of the Rock</em></td>
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<tr>
<td>1:15</td>
<td><em>Miles Quiz Kids</em></td>
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<tr>
<td>1:30</td>
<td><em>Look to Tomorrow</em> (E-M)</td>
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<tr>
<td>1:45</td>
<td><em>Co-op, Boxing (To midnight)</em></td>
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<tr>
<td>2:00</td>
<td><em>Gulf Oil Corp. We the People</em> (E)</td>
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<tr>
<td>2:15</td>
<td><em>Auto-Lite Suspension</em></td>
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<tr>
<td>2:30</td>
<td><em>Chevrolet Famous Derbys</em></td>
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<tr>
<td>2:45</td>
<td><em>Chevrolet Famous Derbys</em> (To Conclusion)</td>
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<td><em>Co-op Wrestling</em> (From Sunnyside Arena)</td>
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**WHAT IS GOOD TELEVISION RESEARCH?**

**A SATISFACTORY Television Audience Measurement service must fulfill the following requirements:**

1. It must be CURRENTLY representative of the degree of ownership increases. No static panel can do this.
2. The sample must be BIAS-FREE and representative of make and age of sets. No service dependent on ownership lists from stations, dealers, distributors or manufacturers can do this.
3. The sample must be based on TELEVISION FAMILIES and not all families, if sensible programming and management policies are to be established.

**THIS is why THE PULSE cannot do television audience research in cities other than its present radio markets at a reasonable cost. To produce a sample meeting the above requirements in other areas is extremely costly.**

**THE PULSE will not do bad research!**

**PRESENT** TelePulse cities where monthly audience reports are available are:

- Chicago
- New York
- Cincinnati
- Washington
- Los Angeles
- Philadelphia

For information about televiewing in these markets

**Ask The Pulse**

**THE PULSE INCORPORATED**

ONE TEN FULTON STREET
NEW YORK SEVEN

*First report in October*
Color
(Continued from page 55)
permit the public individually, and at personal expense, to be able to have either black-and-white or color reception with no loss of program service either way.
2. Both color and black-and-white must be transmitted on a single set of standards so that each type of signal can be received interchangeably on either a black-and-white or color receiver.
3. The standards must provide a quality of service at least as good as that now provided by the present commercial service.
4. The continuity of existing service to receivers in the hands of the public must be maintained. Any proposal of non-compatible standards must include a detailed program to accomplish this purpose.
5. In arriving at these standards there shall be no experimentation at the expense of the public, and the Commission must require that the system has been thoroughly proven in before authorization of commercial service.

Philo proposed that FCC lift the VHF licensing freeze upon conclusion of the overall TV hearings.
The company also thought UHF could be opened "to a limited extent" without blocking an ultimate decision on color.
Mr. Smith said "some UHF permits for black-and-white should be issued to get things going in that part of the spectrum."

"The lifting of the freeze on the UHF will provide more than enough channels to supply the immediate demands for monochrome service and still provide sufficient channels for the temporary assignment of duplicate channels for color until such time as final color standards can be determined, if this should turn out to be necessary."

FCC adopts color standards that are non-compatible with present black-and-white, he said, a transition program must be utilized to accomplish these objectives:
1. It must maintain and expand current black-and-white services on present standards to avoid hardship to the public and serious setback and unemployment.
2. It must provide a real incentive for the public to purchase new receivers incorporating both the present standards and the new color standards by offering them sufficient value to meet cost expenditure available and worthwhile to the individual purchaser.
3. After a substantial audience has been built up, new receivers incorporating both standards, it must provide a strong service on the old standards—again at no inconvenience nor harm to the public.

Mr. Smith said Philco does not favor dual-channel operation (one for monochrome, one for color), but that this might be "inevitable as a transition measure" if a non-compatible color system is adopted.
He said his insistence upon an ultimate single set of standards for both black-and-white and color did not necessarily mean adoption of present standards for color—for example, he said, monochrome and black-and-white standards compatible with color standards might be evolved.

Chairman Coyt indicated "implicity" Mr. Smith was arguing against adoption of the CBS color standards. Mr. Smith replied that was not entirely accurate.

He maintained, however, that CBS has failed to provide a plan for transition to its standards, and that black-and-white reception of the CBS color signal was not as good as current black-and-white television.

Cites Situations

Comr. Jones wanted to know how Mr. Smith could urge that FCC "take the chance" on opening the UHF and VHF bands for color without providing "guaranteed" black-and-white reception.

Mr. Smith said the situation is not comparable. Further, he said, a monochrome color system would require existing set owners to buy adapters in order to continue present services, whereas a UHF converter would permit reception of a new service.

He contended that "all other things being equal," most people would prefer color. But he thought cost would be an important differential.

The demand for a $120 monochrome set, he predicted, would exceed that for a $220 color receiver.

Philo estimated that adaption of existing 10 or 12-inch black-and-white sets to receive CBS color in monochrome would cost $75 to $100, and that conversion to color would cost "considerably higher."

Mr. Smith said Philco is building equipment to test all three systems and is also working on its own system, but would not FCC to wait until this development is completed.

Not only Mr. Smith, but all other principal witnesses during the week, presented analyses of the various systems.

Mr. Smith maintained that the CBS system, with "45% less definition than our present system," is not "good enough."

He also asserted that CBS' "uncertainties" and "internal problems" would prevent its being "a practical or a reasonable solution to the transition problem," even if they are technically satisfactory.

"We are not recommending at this time that systems of this type be ruled out," he said, "but we do not favor the specific proposal as the requirements either as to the five principles for ultimate standards or the method of attainment of the ultimate goal."

He said the RCA demonstration was "very impressive" in its showing of compatibility and that he saw "no fundamental weakness" in RCA's proposed standards even though "we were not at all impressed by the color pictures or the color apparatus." He did not think there is "sufficient information" to say they are available to permit a decision on whether the system could ultimately be adopted.

Mr. Smith said the present FCC rules are "inconsistent with a competing" CTI's CTI's proposed standards for conversion to receive color.

He reserved judgement on the CTI system pending the CTI demonstration.

Frank H. McIntosh, consulting engineer, testified on behalf of CTI that Columbia's rotating mechanical disc and field-sessional operation have "certain advantages of similarity." But, he said, the system also has major drawbacks: reproduction in picture resolution; the requirement of "double standards of operation," and what he

RAIBOURN

THE 117 black-and-white TV stations either operating or with construction permits cover 35% of the area of the United States, 70% of the population and 82% of the total viewing audience. So says Paul Raibourn, vice president of Paramount Pictures, told Tuesday's meeting of American Television Society.

"There is no freeze of black-and-white television," he declared, "and it is going to move ahead regardless of whether they sit and talk about color television for the next five or ten years."

What is really frozen is color TV, Mr. Raibourn stated. He explained that the record of the hearings now in progress at the FCC show this is so. "The questions asked and the answers given don't convince anybody of anything," he asserted.

Citing a recent survey which indicates a back-up demand for about six million TV sets, worth roughly $1.5 billion, he predicted that production of color sets will rise from 24 million in 1950, five million in 1951, seven million in 1952, until within six years the country will have 10 million TV sets, or one for every family.

Pointing out that gross national production dropped from a rate of $265 billion a year in the last quarter of 1948 to a rate of $250 billion a year in the middle of 1949, Mr. Raibourn said, "It would appear that more advertising is needed to stimulate consumer demand if the high level of prosperity in the immediate past is to be maintained." Television is the one instrument in a long time which has the potentialities of the mail order catalogue in showing people what they want to buy along with some interesting entertainment, and will do much to extend distribution than even the mail order catalogue or the chain store ever did.

David Hale Halpern, radio and TV director of Owen & Chapell, ATS president, announced that the next meeting on Nov. 15 would be devoted to WOR-TV, New York's newest video station. Like last week's session, it will be held at 8 p.m. at the Park Sheraton Hotel, New York.

Mr. Raibourn also said there were suppositions of 42 TV stations in the United States which would be able to transmit in color by 1952 at a cost of $265 million, or an average of $7.8 million apiece. (The last TV station, WPX, had cost $9 million.)

Mr. Raibourn said it is not known how many of the stations will actually be built, and how many will transmit in color. But he predicted that the number of color stations would definitely be less than the number of black-and-white stations.

Mr. Raibourn also said the color stations will probably go to the west coast first, followed by the southern states, with the mid-western states following last. He predicted that the color television industry will go into a period of rapid growth in three years, possibly leading to the peak of a 40-year cycle in 1965.
JAMES C. PETRILLO last week issued his proposals covering services of musicians for television films—and they fell on management with the impact of a blockbuster.

It had been a foregone conclusion that the proposals would not be acceptable, but the reaction that has been building surpassed expectations.

It seemed likely, according to some industry spokesmen, that one result of the proposals would be a coalition of management forces unprecedented in the entertainment field. Not only television stations and networks might form an organization to oppose the proposals but, joined with them, might be the big Hollywood film producers, Eastern film producers, transcription companies doing TV packaging and advertising agencies, and the television network authority in labor matters said flatly that the industry would not operate under the Petrillo proposals.

A producer active in television films, considering the proposals, added: "We have a job. It is the same old story—come in and negotiate."

It was foreseen only a long series of talks before any pact could be arrived at. If the Petrillo proposals were made the starting point of an effort to reach an agreement on use of musicians in TV films.

Eastern Meeting Today

On the East Coast, an effort was being made to arrange a meeting for today (Oct. 31) of television personnel experts and film producers. Presumably they would work out a plan of action and then Petrillos meet with them to discuss modification of terms of the proposals.

The West Coast, a meeting of the 98 film producers who are members of the Television Film Producers Assn. was being arranged by President Hal Roach Jr. The Roach himself, who was in New York, was not expected to attend, although it was expected he would be in close touch with the situation by telephone.

Mr. Petrillo's proposals were sent out to the industry in a form which took up six and a half single-spaced, typewritten pages, set forth in 31 major paragraphs, many of which contained several subsections.

They were developed by the AFM president after meetings several weeks ago with telecasters, film producers, show packagers and agencies at which he announced he was desirous of changing the position of the AFM, which at present bans use of musicians in TV films. Subsequently, the AFM executive board met with him to work out the proposals.

The lead-off proposal calls for $27 per man for each 15 minutes or less of TV film program, the rehearsal, recording or photographing of which does not exceed one hour. The leader is to get $54.

That compares with the live TV network rate, on a single engagement basis of $16.20 per man for 30 minutes or less.

Several other proposals develop the rate picture. Overtime rate for rehearsing for each 15 minutes or less is $4.50 per man; minimum pay for any call, not exceeding three hours, $22.50; doubling, 50% extra. Elaborate provisions are set forth for rates of musical arrangers, copyists and proofreaders.

The proposals also require that musicians shall be engaged as librarians and film music cutters. These provisions, it was said by one film industry spokesman, are not in line with present motion picture practices and could lead to a jurisdictional fight between AFM and other unions with employers in the middle. Librarians are to get $2.50 per hour, assistants, $2 per hour.

Another provision gives the AFM the right to cancel any contract on 60 days notice. That clause is regarded as unrealistic by industry spokesmen, because TV program series require production over long periods—say to produce a 13-week or 26-week effort.

The final provision set forth the AFM philosophy that a royalty fund, similar to that now in use in the recording and transcription field, be created. Presumably, if the procedure in records and ET's were to be followed, TV film manufacturers would pay the royalties, although it was said several weeks ago that Mr. Petrillo favored the payment of such royalty fees by television stations themselves. The royalty provision closed with the message that the federation was "prepared to consider the most practical methods of applying this formula to these similar circumstances."

The Eyes and Ears of the Piedmont are on Channel 2

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*Source: Sales Management's "Survey of Buying Power"—1949

†Source: NBC Research Dept.

October 31, 1949 • Page 57
By RICHARD MARVIN

TELEVISION programming has developed its full share of headaches for stations located in metropolitan areas where there is a reservoir of professional talent available to carry out program ideas. But what about TV stations located away from these glamorous areas, in cities which do not have the same sort of talent. We find many new stations must turn out programs day after day which keep viewers interested in their sets, which maintain station prestige and which looks promising and—most important—the dollars of local advertisers.

With television so new, a certain number of inept and unimaginative local programs may be excused by this very newness, but it's an excuse which wears thiner every day the station is on the air. People who have paid money for TV sets expect programs they enjoy, and the mere fact that they live in a city which does not have the same sort of professional talent available makes no difference. They want results!

True, there are local sports, and those tired movies, and quiz shows, and hillbilly music, and a pleasantly increasing flow of good kinescopic programs from entertainment centers. These fill up the schedule, but there must be a considerable quota of locally originated entertainment programs.

Fortunately there are several precepts which, if accepted as true, can help TV stations in this situation to develop a strong group of local programs. These involve a series of three definitions—definitions which will just be a consider-able acceptance of the primary advantages of TV.

The first definition is about radio. It says, "Radio brings us people as we want them to be." This seems true enough. We listen to a girl singer via radio, and through her voice we build up a mental picture. Regardless of what she actually looks like we revise her to fit our own mental pictures. To you she may be a willowy blonde, to the next person a petite brunette, to the next person a sultry redhead. Her actual appearance is unimportant—everyone builds his own mental picture of her as he wants her to be.

Next we come to a definition of motion pictures, which reads, "Motion pictures bring us people as we wish they were!" Again, this seems true enough. Hours and hours are spent, viewing, wishing, and shooting people so they appear ideal. We're all familiar with the glamour shots that look more different than we wish they were in the street. And we're all familiar with the picture scene where the hero escapes from a speeding car, jumps on television, too! If they have personality, television reflects it. With little preparation for elaborate makeup, with little time for extensive rehearsal, with no opportunity for retakes in case of an error, television brings them to us as they are.

Eventually, as TV becomes more experienced in camera angles and makeup, and reaches the point where more and more time may be devoted to rehearsals and smooth production, the medium will lose some of the "people as they are" quality and pick up attributes of motion pictures. But for local TV with limited studio facilities and limited camera rehearsals this stage will not be reached for several years to come.

In the meantime, local TV can accept the maxim "Television brings us people as they are!", and make it the keynote of their program policy. Forget about professional talent, and concentrate on people as they are—looking the way people look, saying the things people say, doing the things people do!

Every city has dozens of residents who have distinguished themselves by doing what people do so well that they have established themselves in local entertainment circles. They're not professional entertainers, but sometimes they're better than many of the so-called professionals who have climbed across our screens.

For example, every city has its local "card." He may be a character who acts as m.c. at clambakes and fishfrys and in-between times holds down a job in the firehouse. Or, he may be a banker who con-
Two years ago yesterday (October 30, 1949) the tall tower of WMAR-TV put Baltimore's first television programs on the air. Sunpapers Television played to a modest audience then, but now Baltimore boasts 87,676 receivers and the incomparable reception of CHANNEL TWO yields a tremendous bonus of viewers from Harrisburg to Wilmington to Washington.

Two years of Television—a short space in The Sunpapers' century of service—have provided Baltimore's televiwers with 7,628 hours of broadcast service and a continuing schedule of 65 weekly program hours. WMAR-TV's travelling cameras and mobile controls have done 536 "remotes," or on-the-spot telecasts, and her film cameramen cover 3,000 news stories a year.

Many a fine tradition built through mellow decades by The Sunpapers now applies to programs on Channel Two . . . just one of the reasons why, in Baltimore, most people watch WMAR-TV.
RCA Has Packaged System

PACKAGED studio lighting systems designed for use with television cameras are now available through the Broadcast and Television Studio Equipment Section, RCA Engineering Products Dept., the company announced last week.

Studio lighting fixtures include specialized equipment items for commercial TV operation. Featured are high intensity fluorescent banks, high intensity spots and incandescent banks. All lights are designed for pyramid-mounting on studio ceilings and are mechanically-controlled. Lighting systems will improve the output of TV stations, the company said. RCA broadcast engineers are available for consultation in planning correct studio lighting. RCA also revealed.

Film Report

"TELETEASERS," series of 30-second, open-end film introductions for local slide commercials, applicable to any retail product, has been produced by Cinecorders, 525 Walnut St., Cincinnati. Ray Shannon, veteran radio character actor, delivers comic business around key advertising words. Film plans release of five new characters monthly. Jerry Fairbanks Productions, Hollywood, producing two one-minute animated spots for TV for Coastal Savings & Loan Asn., Los Angeles. Agency: Lee Ringer Advertising, same city.

Stockey & Ebert Television Productions, Los Angeles, has produced half-hour film for television of Charles Dickens' "Christmas Carol." Package will be sold as special Christmas presentation by Music Corp. of America to individual stations throughout country. Arthur Pierson, film director, prepared script and directed film. Video Varieties, New York, has completed series of nine film commercials on behalf of Vaseline Hair Tonic for Cheserspective Mfg. Co., through McCann-Erickson Inc., both New York.

Allen Furniture Co., Roslindale, Mass., has signed with WNAC-TV Boston for unique film series to run through October 1950. Titled "Curiosities in the News," film is produced and narrated by Hollywood's famous Walter Pict. Program is quarter-hour feature and will be telecast Friday 7:30 to 7:45 p.m. Commenting on company's use of television, Irving Potkin, president, said: "Television will play a very important part in the merchandising and promotion of Allen Furniture in our coming year's campaign." Different and unusual treatment of merchandising is planned through our television program," Agency: Silton Brothers Inc., Boston.

Youth Films, Los Angeles, has signed American Releasing Corp., same city to distribute series of six 40-minute TV films based on dramatizations of Biblical Psalms. Riteway Inc., Toledo, Ohio, (manufacturer and distributor of gas conversion units), has purchased 20 episodes of Telefilm Inc.'s "Roving Camera" series to be telecast on WSJ-TV Toledo, placed direct. Stephen Bosustow, president United Productions of America, Burbank, Calif., recently announced plans for firm's studios involving building of 13 additional offices to accommodate recent 25% personnel increase. Mr. Bosustow is presently on two weeks business trip to San Francisco, Chicago and New York.

Polio Films

March of Dimes, Los Angeles committee, will utilize eight film shorts based on Hollywood television programs for 1950 March of Dimes campaign. Films now in making are for distribution to TV stations all over country. John Swallow, TV Ads Inc., Los Angeles, is producing and directing series. Included are 15-minute film based on KPL-TV Let's Talk Sports with Tom Harmon; 30-minute film on KTTV (TV) Pantomime Quiz with Mike Stoney; ten-minute film of KTLA (TV) Sandy Dreams (all Los Angeles stations) and shorts featuring Jack Smith, Hoagy Carmichael, Larry Stevens, Tim Holt and Hungarian dancers Gisselle and Francois Szych.

When Alford Levy, TEEVEE Productions Inc., eastern representative, returns to his New York office from Hollywood, he will have record-breaking audio-video audience film under his wing. Speeding through 11-hour shooting schedule at Rudy Vallee Studios, television producer Bob Koenig of TEEVEE completed filming 36 pages of script of Veronica Show. George Tobin acted as technical advisor and Michael Road handled direction and a thored script. Veronica is 30-minute open end show.

KRLD-TV HOME

Rembert Reports on New Bldg.

KRLD-TV Dallas, due to start in November, will represent a $600,000 investment when its new building is completed, Clyde Rembert, managing director of the station, told the Dallas Advertising League. He addressed the group's weekly luncheon Oct. 14.

KRLD's present AM and FM operations also will be moved to the new building, which will have 20,000 feet of floor space, Mr. Rembert said. Studios now are in the Hotel Adolphus.

A staff of technicians, announcers and business personnel numbering 80 people will be housed in the new KRLD setup.

Top-Notch Shows Planned

"KRLD-TV will bring to Dallas-Fort Worth the topnotch CBS-TV commercial and sustaining shows, plus a wide variety of local events, particularly sports," Mr. Rembert added.

He pointed out that KRLD-TV will have a six-bay antenna, reportedly the first to be built in the country by General Electric Co. The 588-foot tower is ready, awaiting the antenna.

Mr. Rembert supervised showing of a CBS film on television at the luncheon. Bill Roberts, KRLD commercial manager and last year's Ad League president, was program chairman.

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MURRAY HILL B-1162

October 31, 1949 • Page 61
WOW-TV is a complete television operation, first in its field—just as Radio Station WOW has been for 26 years.

Staffed by 40 full-time employees— with four years of intensive television training behind them—and by 70 more AM-TV workers, WOW-TV is operating 40 to 50 hours a week. It is a basic NBC affiliate, with a schedule of NBC and national spot kinescope, plus local commercial programming which is growing every day.

WOW-TV locally produced telecasts have included every big major event in the Omaha Area in the past two months. Among them: University of Nebraska Football games, direct from Lincoln over a WOW-TV-owned micro-wave relay system (sponsored by General Electric Dealers); the AK-SAR-BEN Rodeo; “Little World Series” baseball; professional football; wrestling; good dramatics; good variety; good musical shows; locally produced film news and special events.

On October 7 there were 6,000-plus TV sets in use in the WOW-TV service area (within 75 miles of Omaha). Sets in use are increasing at the rate of 400 a week.

WOW-TV has the MARKET, the FACILITIES and the KNOW-HOW to do any kind of television production, at low cost to the advertiser.

Let any John Blair man or WOW salesman tell you the complete WOW-TV story. It pays to buy on a rising market.

John J. Gillin, Jr., Pres. & Gen'l. Mgr.,
RADIO WOMEN

NAB Dist. 2 Meet Set

ASSN. of Women Broadcasters, NAB District 2, will hold its annual conference Saturday and Sunday, Nov. 5 and 6 at New York's Hotel Astor, conference chairman Doris Corwith of NBC announced last week. Conclave theme is "The Woman Broadcaster Looks Ahead," with panel discussions scheduled for Saturday morning and afternoon.

Panel on Saturday morning will discuss "This Week's Paycheck—Who, What, How and Why." Participants include Gertrude Powers, WBCU Chicago; Barbara Welles, WOR New York; Nancy Craig, WJZ New York; and Linda Nelson, J. Walter Thompson; Mary Eileen Ranney, WORW Albany and Maurice Mitchell, BAB director.

Joan Davis, speaking on "The Importance of the Women's Shows," Lloyd Verrand of the Edward Petry Co., New York, will address the women broadcasters at Saturday luncheon, Saturday afternoon panel on "Tomorrow's Pot of Gold—TV," will have the following panel members: Geraldine Zorbaugh, vice-president, moderator; Ruth Crane, WMAL Washington; Frances Hunt, CBS-TV and past-president, AWA; Dorothy Donn, also CBS-TV; Elizabeth Nebee, TV producer at Campbell-Ewald and J. R. Poppele, vice president and chief engineer, WOR New York.

AWB members will hold a business breakfast Sunday morning with representatives from NAB member stations in New York and New Jersey expected to attend.

Serving with Miss Corwith as conference committee members are: Dorothy A. Kemble, MBS, vice-chairman; and president of public relations, WOHO Baltimore; Ruth Trexler, ABC; Alma Dettlinger, WQXR New York; Miss Nelson and Agnes Law, CBS.

HALL OF FAME

Planned by Radio Pioneers

THE RADIO PIONEERS Club Oct. 19 voted to establish a radio Hall of Fame to honor those who have contributed significantly to radio's advancement. Plan was adopted unanimously at club's luncheon meeting at New York's Roosevelt Hotel.

The club also suggested that annual awards be established for individual achievements in the arts, science and administrative phases of broadcasting.

The Pioneers heard a report by Carl H. Haverlin, BMI president and membership committee chair- man, that 2,000 other persons are eligible for membership in the club.

The recently intensified membership drive of the Radio Pioneers has resulted in 30 new members in the past week, William S. Hedges, NBC vice president and president of the club, reported.

To encourage new membership, the Pioneers are offering the usual $10 initiation fee and offering memberships at $15 which includes dues and the silver microphone lapel pin of the club. Members are required to have spent at least the last 20 years in radio.

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- INTENSIVELY
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Lobbying Funds

HOUSE Administration Committee has approved a request for $40,000, enabling House Select committee to proceed with its investigation of lobbying activities of government agencies and private firms. The seven-man group, headed by Rep. Frank Buchanan (D-Pa.), plans to announce its schedule of proposed hearings sometime next January when Congress reconvenes. [Broadcasting, Oct. 17]
WINS EXTENSION

FCC Denies Bid for More Time

APPLICATION of WINS New York for additional time to complete construction of its facilities for operation on 1010 kc with 50 kw at night has been denied by FCC "because of lack of diligence."

Owned by Crosley Broadcasting Corp., which also is licensee of WLW Cincinnati, WINS is licensed for 1010 kc operation with 50 kw day and 10 kw night, directional fulltime. FCC reported that the present extension request is the 17th of its kind, asking extension to March 25, 1950. If a hearing is requested in 20 days the denial would be set aside pending outcome of the proceeding. WINS counsel last week said such a hearing will be sought.

Crosley has sold WINS, pending FCC approval, to Generoso Pope, owner of WHOM New York and Italian language publisher, for $612,500 [BROADCASTING, Sept. 26, Oct. 3]. Application for sale has not yet been tendered at FCC.

Meanwhile, the Commission also denied further extension of completion date to Treasure State Broadcasting Co., for KYES Butte, Mont. Hearing also would be designated if requested in 20 days. KYES was assigned facilities of 1 kw on 610 kc.

The Commission explained that WINS has been operating with 50 kw at night since 1946 under equipment test authority in an effort to make the directional array work properly with that power. Only 10 kw is used during regular evening broadcast hours, however. WINS must protect both Canada and Cuba at night, it was explained. Difficulties also have been encountered in re-radiation from other broadcast towers in the area.

WINS counsel stated that the engineers are fully confident the technical difficulties can be overcome in the next 90 days in view of the progress made so far.
duPONT AWARDS

Entry Deadline 1s Dec. 31

For the 1949 duPont awards of merit for two stations and one commentator have been announced by the Alfred I. duPont Radio Awards Foundation for the eighth consecutive year. Entries are being accepted until the Dec. 31 deadline, according to W. H. Goodman, secretary of the Awards committee.

Awards will be made in recognition of outstanding merit and performance during the current year without regard to the fact that any station or commentator previously may have received such recognition. They will be presented early next year, probably in March.

Two station awards (of $1,000 each) are for overall size and merit, the Foundation pointed out, one going to a station of more than 5 kw, the other to a station of 5 kw or less. They are conferred "for outstanding and meritorious service in encouraging, fostering, promoting and developing American ideals of freedom and for loyal and devoted service to the nation and to the communities served by these stations respectively." WBBM Chicago (50 kw) and KLZ Denver (5 kw) won the 1948 awards.

A five-man awards committee will review the entries and support data which must be delivered on or before Dec. 31, 1949. Shipments by express should be addressed to Mr. Goodman, Trust Dept., Florida National Bank, Jacksonville, Florida. No extensions can be granted, he stressed.

Entry is simply a resume of performance of the station, to be submitted preferably in loose-leaf form, 10 x 11 inches, with such accompanying photographs or photostatic data as stations wish to enter. No original documents or papers should be included as all presentations become the property of the Foundation. No recordings will be considered. Foundation also stressed that presentation should be general and overall rather than based on a particular program or feature.

The commentator award, won for

RCA THESAURUS

Adds Two New Programs

THESAURUS will add a Claude Thornhill show and a Fran Warren program in November as a lead-off in the transcribed program service's new era under the RCA setup, according to Donald J. Mercer, manager of RCA Recorded Program Service.

The Thornhill series, called Win a Holiday, will include a local-national tune-titling contest, with local monthly winners competing for the national monthly prize—a weekend in New York City at Thesaurus' expense. Awards to the local winners will include Claude Thornhill record albums from RCA Victor.

The Warren series, called Fran Warren Sings, includes vocals with present-day and nostalgic flavor.

The series, formerly a part of NBC, was transferred to RCA recently.

ACHIN' TO GET MOUNT HEALTHY (Ky.)?

If you're plagued with anemic sales, Sir, don't expect Mount Healthy (Ky.) to bring about a cure! Despite its robust name, there ain't enough people or business in that little town, to bring your sales back to normal!

For a highly recuperative tonic, better follow WAV's prescription and concentrate on the Louisville Trading Area, exclusively. This 27-county market does almost as much business as all the rest of the State combined—hence can heal almost any business!

Yessir! WAV's what the Doctor ordered—guaranteed to put you in the pink, not in the red, here in Kentucky!

MARK WARNOW

'Hit Parade' Leader Dies

MARK WARNOW, 47, orchestra conductor on NBC's Your Hit Parade, died Oct. 19 of a heart ailment at New York's Polyclinic Hospital, shortly after being admitted for a checkup. He had returned to New York on Sunday from the Richmond (Va.) Saturday night broadcast of his 493rd Hit Parade program, for American Tobacco Co., and mentioned that he felt exhausted.

He was survived by his brother, Raymond Scott, orchestra leader and composer; three children by his first marriage, Morton, Mrs. Elaine Anzell and Sandra Warnow, and two children by his second marriage, Suzanne and Josette Warnow.

Names Pischke

INTERCOLLEGIATE BROADCASTING System, comprising 83 college campus outlets, has named Val W. Pischke, radio attorney, as legal counsel. He will serve on the staff of the IBS Washington office.
LIMITING AMPLIFIER for AM, FM, TV

CARL B. MOLANDER, commercial manager of United Press, appointed assistant business manager. He will continue to supervise contracts for radio clients for U.P.

BURNS W. LEE, formerly public relations director of Rexall Drug Co., Los Angeles, opens public relations and publicity offices in Los Angeles at 635 Kenmore Ave, under name of Burns W. Lee Assoc. Prior to joining Rexall in 1946, he was public relations officer in U.S. Marine Corps and senior specialist in press section of U.S. Treasury Dept., before that he was publicity director of Benton & Bowles Inc., New York. Associated with him is FRANK LINDSAY RAND, who formerly operated his own public relations counseling firm in Chicago. Previous to that he was CBS Chicago western division publicity director. Firm will handle industrial and association accounts.

IRVING (Hank) KEMPNER, lately program director at WKAM Warsaw, Ind., joins Harry S. Goodman Radio Productions, New York package firm, to cover Wisconsin and Minnesota territories.

VIC HAMILTON, formerly of KPHO Phoenix, joins teaching staff at Radio Production Studios, same city.

Equipment
LESLIE G. LANGILLE, recently general sales manager of Cummins Business Machines Corp., appointed vice president in charge of national sales for Magnetic Corp. of America, Chicago manufacturer of wire recorders.

FRANK B. POWERS, formerly assistant vice president of production of American Car and Foundry Co. and veteran of more than 20 years of service in engineering and manufacturing field, appointed director of manufacturing operations of Federal Telephone and Radio Corp., Newark, N.J., for RCA VICTOR, Camden, N.J., announces production of two new table model TV receivers with metal cabinets. They are Model T-121, with 12½-inch picture tube unit at suggested list price of $249.95, and Model 9-T-256, identical to 10-inch Special Anniversary Model except for “Close-up” control which electronically enlarges central portion of image to full screen size. Suggested list price is $229.95.

KALE PLANS
Sets Early 1950 Opening

A new 1 kw station serving the region of the Hanford Atomic Works at Pasco-Richland-Kennewick, Wash., will start operation about the first of the year, Robert S. McCaw, president and general manager of KYAK Yakima and KXRN Renton, Wash., reported last week.

The station, using the call letters KALE Richland (formerly the call of a Portland, Ore., station), is owned by the Yakima Broadcasting Corp., licensee of KYAK. Principal stockholders are Tom Olsen, president, and general manager of KGY Olympia; J. Elroy McCaw, president of KEKA Centralia, and Robert S. McCaw.

KALE will broadcast from sunrise to sunset on 900 kc. CP has been granted and, subject to FCC approval, the licensees plans to locate the transmitter on a site midway between the three cities.

NAB-NRDGA Awards

The annual contest co-sponsored by the NAB and the National Retail Dey Goods Assn., to determine the best retail radio programs of 1949 was announced last week. Results of the contest will be announced at the 29th annual convention of the NRDGA Jan. 9-18, 1950, at the Hotel Statler, New York.

COLUMBIA RECORDS 

There’s one big reason why more than 250 stations are using it—
GREATER COVERAGE!

Take CBS, for example—
“All CBS-owned stations and many of our affiliates use the General Electric Limiting Amplifier. We find it a simple and economical way to increase coverage.”

Howard A. Chinn
CHIEF AUDIO-VIDEO ENGINEER—CBS

MAIL THIS COUPON TODAY! 

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

Please send me free bulletin with specifications and prices of the new G-E Limiting Amplifier.

NAME________________________ STATION_________
ADDRESS____________________ CITY_________ STATE_________

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NAB AMENDMENTS
Eight Made in By-Laws

EIGHT amendments have been placed in the NAB by-laws by overwhelming pluralities following a referendum conducted by the office of C. E. Arney, Jr., NAB secretary-treasurer. The amendments effectuate mandates of the board of directors, adopted in the July reorganization.

Principle amendment is that providing for election of two directors-at-large on the NAB board. Previously the by-laws had provided for one TV director when 25 TV stations were NAB members. The TV membership had passed the 30 mark in the late summer. Directors-at-large will serve two years instead of one.

Summary of Amendments
The amendments, with balloting (1,700 ballots had been mailed), are summarized as follows:

1—Defines status of associate members and their rights of participation in NAB affairs (yes 708, no 47).

2—Provides that in special cases the board of directors may set dues classifications on an interim basis, as in the case of television stations (No. 2, yes 692, no 43; No. 3, yes 692, no 64).

3—Provides for election of two directors-at-large to represent television stations on the board of directors (yes 712, no 31).

4—Allows the secretary-treasurer to count and tabulate votes in mail balloting, in place of a firm of certified accountants to otherwise conduct all elections (No. 5a, yes 704, no 50; No. 5b, yes 710, no 46; No. 5c, yes 696, no 59).

5—Provides for terms of office for NAB directors, and brings terms of directors-at-large in line with two-year terms of district directors, fixing the time when all directors take office (yes 708, no 47).

7— Cancels the board meeting held in the past immediately after the annual NAB convention, providing three board meetings each year (yes 715, no 42).

8—Eliminates the office of NAB executive vice president (yes 738, no 12).

Rozenie Richards Weds
WEDDING of Rozenie Richards, daughter of G. A. Richards, owner of KMPC Hollywood, WGAN Cleveland and WJR Detroit, and Frederick Sibley Moore took place Oct. 21 at the home of the bride's parents in Beverly Hills, Calif. Couple will make their home in Westwood, Calif.

NOT a whit fazed after a descent to slightly more than 900 ft. below the ocean's surface in a Benthoscope off California's Catalina Island is Calvin J. Smith (r), general manager of KFAC Los Angeles and 16th NAB District director. He is interviewed by Bill Sener, KUSC Los Angeles general manager and head of the U. of Southern California radio department. The university's radio activities and the Benthoscope research are endowed by the Hancock Foundation.

E. L. DAVIS
FTC Member Dies

EWIN L. DAVIS, 73, member of Federal Trade Commission since 1933 and former chairman of a House radio committee, died Oct. 23 after a prolonged illness which had him from Commission duties for most of this year.

Mr. Davis was elected Democratic Representative from Tennessee in 1919 and served in Congress until 1933 when he was named to FTC. He was serving his third term when he died, and was chairman in 1935, 1940 and 1945.

Mr. Davis was one of the ranking Democrats on the House Merchant Marine & Fisheries Committee when it was considering the original radio act. He wrote a lengthy minority report on the bill, particularly urging further safeguards against monopoly. He was the author of the so-called "Davis Amendment" of the late 20's, which set up a quota system of allocations that was later carried over into the Communications Act of 1934 but subsequently abandoned.

Previously he had practiced law in Tullahoma, Tenn., where he became a Tennessee Circuit Court judge. Mr. Davis was a member of the Federal, District of Columbia, American and George Washington U. Bar associations.

President Truman, faced with submitting a third appointment to FTC since early 1949, last week had not indicated a choice.

Mr. Davis was a brother of the late Norman Davis, head of the American Red Cross and previously member of the American diplomatic corps. He was born in Bedford County, Tenn., and attended Vanderbilt U., and George Washington U., from which he received a LL.B. degree. He was buried in Tullahoma last Wednesday. Survivors include his wife, Mrs. Carolyn Windsor Davis, and five children.

The population growth curve of metropolitan Quad-Cities resembles a water bug's view of the Cliffs of Dover . . . it's up, and at a sharp angle.

Quad-Cities' population has more than doubled since 1930 . . . now exceeds 231,000 . . . the largest population market in Illinois and Iowa outside Chicago.

Combine Quad-Cities' SIZE with its buying power (effective buying income per family $5,693) and you have a broad base on which to build volume sales.

Market statistics are from 1949 Sales Management Survey of Buying Power.
TOY dog, "Lucky," has been sent as promotion piece to the trade as reminder of Gaines "Lucky Dog" contest launched on Gaines Dog Food show Junior Jury on MBS. Toy animal barks when handle is pressed. According to Benton & Bowles, agency handling the account, he will "give you his considered opinion of Gaines' 'Lucky Dog' contest." Canine contest ends Nov. 4 with winner to be housed and entertained in New York with suite of rooms at Plaza Hotel, night spots, restaurants and show places. "Lucky Dog's" prize Crosley station wagon is to be shipped to New York in time to have his name engraved on side doors. Chauffeur and footman will pilot fortunate pooch about town. Agency says Crosley TV set is included in prize list so "Lucky Dog" can see the "Man Fights." Reception committee, comprised of New York's highest ranking dogs, continues routine, will greet 'Counter-Spy's Gun

ABC SERIES Counter-Spy, a program in the course of which many a shot is heard, now has acquired a specially designed electronic gun to provide proper sound effects on a fool-proof and harmless basis. The device is called "Sono-Shot" and was designed by Aeronics, Inc. Counter-Spy, a Phillips H. Lord program sponsored by Pepsi Cola through Elbow Co., is heard Tuesday and Thursday, 7:30-8 p.m. over ABC.

Promotion

the winner and present him with bone to the city.

Sales Service

DIRECT MAIL is being used by WILLIAM-M-FM Hempstead, L. I., to get local merchants to use their facilities for increasing Christmas business. Merchants were advised to call station to have account executive visit them with no obligation.

Mail Pull

INTERNATIONAL News Service, New York, is mailing promotion piece on success of six one-minute video spots on its INS-Telenews daily news reel, which pulled 1,071 returns from 88 cities in 10 counties. Item advertised was a dog comb in return for ten cents and a label from a can of Dr. Ross Dog Food. Offer was aired by KPIX (TV) San Francisco. Sponsor renewed for additional weeks on strength of pull, mailer proclaims. Folder reproduces picture of mail-counting that appeared in BROADCASTING.

KVER Tells

PICTURE of young lady reclining in a bed of daisies, above words, "Daisies Won't Tell," make up cover of multi-colored leaflet in latest promotion of KVER Albuquerque, N. M.

On reverse side is picture of another young lady with wording opposite, "So . . . We're Giving You the . . . Good News Inside." Then KVER lists four of the programs now carried on full Mutual schedule of network co-op programs.

Food Parade

PUBLICITY for opening of 1949-50 Ford Theatre series over CKCW NOVELL billboard, designed by Karl O. Wyler, manager of KTSW El Paso, Tex., is newest addition to station's promotion. Theatre-type moraeque is changed daily for viewing of thousands passing up and down Montana St., one of city's busiest thoroughfares.

Moncton, N. B., consisted of 19-unit caravan of Ford cars through city's main streets packed with evening shoppers two days before first program was aired. Headed by police escort and sound truck, parade featured placards on each vehicle heralding program and calling attention to vehicle's type.

Series Record

WORLD SERIES listenership record of WNIT (TV) New York has been made the subject of a sales letter by George H. Fray, director of NBC network sales. In the letter, Mr. Fray said: a Hooper survey during the fourth game gave NBC's New York television outlet a 24.9 rating and 41.4 share of audience, with the second station trailing at a 13.5 rating and 22.4 share of audience. Also set forth were pulse figures for three games and a three-game average. The three-game average figures gave WBNF 33.5; Station B, 17.2; Station C, 14.8; Station D, 5.7; Station E, 6.2, and Station F, 4.7.

WSCF Exhibit

EXHIBIT of WSCF Scranton, Pa., was feature of Northeastern Pennsylvania Better Homes Show with Chief Engineer Willard Shimski constructing a miniature studio. Visitors to the booth were interviewed by the station's announcers and personalities. Interviews were recorded with the discs presented to visitors as souvenirs. Over a thousand such recordings were made during the eight day show period, station reports.

England Tie-in

HUMAN interest story from Berhamstead, Eng., via Associated Press, made an appealing item this month on Marion Sexton's Spice of Life program over WTD Quincy, Ill. Styx told how Lady Hadden of Buxton Hall was enjoying marmalade made from oranges grown on a tree planted in a hot house from a sprig of orange blossoms in Lady Hadden's bridal bouquet 64 years ago. Miss Sexton tied in commercial for the Buerter Baking Co. with desire to send Lady Hadden loaf of Buerter Crust to go with the marmalade. Mr. Buerter sent bread by air to England.

WHBC Cards

POST CARD series is being mailed to outlets of three sponsors, Bird's Eye, Burghardt's Beer, and Clabber Girl (baking powder), by WHBC Canton's promotion department. Cards bear reminders of programs on stations in behalf of the grocers and other retailers and announce products' spot schedule.

Defense Prospectus

PROSPECTUS titled "A Network Television Series of The Department...
RENEWALS

WALE, KXLJ, KEYY

WALE Fall River, Mass., was ordered forthright ago by FCC to file application for license renewal within 30 days so that proceedings may be instituted to compare qualifications Broadcasting Co., proposed WALE casting Co., which seeks WALE's assignment and was loser in initial competitive proceeding which authorized station's establishment. Bristol Broadcasting is licensee of WNBH New Bedford, Mass.

Meanwhile, FCC ordered revocation of the construction permit of KCRO Englewood, Col., on grounds of alleged misrepresentations by one partner in the firm regarding his financial position.

The Commission also designated for hearing the license renewal requests of KXLJ Helena, Mont., on program issues, and of KEYY Pocatello, Idaho, on ownership issues. The latter was set for Nov. 21 at Pocatello.

In its order on WALE, the Commission explained that in June and July 1946 the application of Narragansett Broadcasting Co., WALE licensee, for new station facilities of 250 w on 1400 kc was heard in competition with two other applicants for the same assignment at New Bedford. One of these was Bay State. At the hearing, FCC said, it was represented by Narragansett that two local residents, George L. Sisson Jr. and Lawrence P. Cohen, would devote full time to the station as general manager and technical supervisor, respectively.

The order noted that FCC had told Messrs. Sisson and Cohen between them owned some 45% of the stock and held options to purchase up to 90%, and that Albert Pilavin "represented the largest stockholder with 42% interest and would devote parttime to the operation. FCC observed that its grant in October 1947 favored Narragansett over the other applicants on basis of greater ownership-integration.

"As of this date," the order continued, "Mr. Cohen has severed his connection with the station and sold all of his stock with the exception of two shares," while Mr.

45.0
"HOOPER"
*average 5 periods, Winter, 1948*
proves the best buy in
DANVILLE, VA.
is

5kw ABC 1kw (d) 1kw (a)
Rep: HOLLINGBERY

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

The Fountainhead of Modern Tube Development is RCA

TUBE DEPARTMENT
RADIO CORPORATION of AMERICA
HARRISON, N.J.

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HALF-HOUR program weekly on WWDC Washington tells story of lives and contributions of great Americans. Titled These Great Americans, first show concerned Wendell Willkie and was narrated by Quentin Reynolds. Show features family of late Mr. Willkie. Former Congressman Charles LaFollette and Ralph Becker discussed Mr. Willkie's contributions to "one world" concept of international relations. Succeeding programs will deal with President Roosevelt, Woodrow Wilson, Harry S. Truman, Al Smith, Henry Ford, Dwight Eisenhower, Jane Addams, Franz Boas and Supreme Court Justices Oliver Wendell Holmes and Louis Brandeis. Discussions by friends of "Great American" of week is regular feature. Series is presented by station and Anti-Defamation League of B'nai B'rith.

Amateur Weather Men

TO OFFSET complaints when weather reports are incorrect, Jerry Arthur, m.e. of Make Merry with Jerry show over WLAD Danbury, Conn. invites listeners to predict weather for coming weekend. Predictions are read on program. Hundreds of listeners respond weekly.

College Variety

CREAM of Maryland's collegiate talent meets in weekly contest of college variety revues on Collegiate Talent Tussle, debuting on WAAM (TV) Baltimore today. Show is sponsored by News-Post and Sunday American. Stadium complete with bleachers, college flags, goal post and banks for players is selling. Three presentations from each school are scored individually by prominent judges. battle of seven as men's college competes against women's schools will be additional feature of first eight contests.

Peaceful Moments

IN an attempt to make public more aware of what is considered an "apathetic and fatalistic attitude" towards war, KEEN San Jose, Calif., has started daily noon program of recorded one-minute Prayers for Peace. The prayers have been recorded for program by all members of San Jose Ministerial Assn. in addition to four lay people, including teenagers.

Dreammaking

WOMAN's show, Through the Kitchen Window, on WNBK (TV) Cleveland spends two of its three-half hour segments weekly in demonstrations of cooking and homemaking. Third segment is made up of sessions in home dreammaking and millinery. First demonstration involved step-by-step lesson in making of woman's evening dress. Viewers saw three yard remnant turned into dress during show.

Mood Music

NEW and novel music-dramatization, Music Makes the Mood, spearheads local Sunday afternoon programming on WCAU Philadelphia. Show features station orchestra and full dramatic cast in half hour of music and impressions, orchestra setting mood with selections running to pop and light classics, and cast acting out its impressions over musical background.

Straight listening music and instrumental varieties round out periods not devoted to dramatizing moods.

Tragic Ending

END of 46 hour search for six-year-old boy who drowned in creek near his home was wire recorded by Ernie Tannen, Hecht Co. Community Reporter on WGAY Silver Spring, Md. Being only radio reporter on the spot, Mr. Tannen recorded announcement of find and interview of event-viuded man who made discovery. Child's father expressed wish to publicly thank hundreds of police, soldiers, marines and volunteer fremen who aided in search. Recordings were aired minutes later from station's nearby studios.

Symphony Rehearsals

PORTIONS of actual rehearsals of Hartford Symphony orchestra are being broadcast by WTC Hartford, Conn. in effort to rally support for new musical organization. Interruptions of conductor and brief commentaries by Ted Parker, music critic of Hartford Courant, and Allen Bole, music editor of Hartford Times, are included. This is reportedly first time that local symphony rehearsal has been aired.

New Shows

FIRST "amateur-type" production in area is one of two new shows on WBZ-TV Boston. TV Talent Time gives local television hopefuls opportunity to perform before camera. Tryouts are held weekly, with candidates writing to station giving information concerning their age and talent. Second new show features torch singer, Wayne Stevens, who accompanies her own songs.

Religious Highlights

FIRST Yom Kippur service broadcast in Rio Grande Valley of Texas was aired recently by KJIN McAllen, Texas. Service ran 45 minutes and included traditional prayers and hymns with accompanying ceremonies directed by student rabbi from Cincinnati. Plans were made for service last Christmas, at which time arrangements were completed for broadcast of Christmas Midnite Mass from local Roman Catholic Church. Simultaneous transla-

tions into both English and Spanish, from basic languages of services were made by station during services. Easter broadcasts were based upon Protestant services.

Good Neighbor Station

SPECIAL program was aired by KCMO Kansas City, Mo. on Oct. 12, Columbus Day, in honor of Cuban holiday which parallels anniversary of discovery of America. William Espinosa, Cuban Consul to Kansas City and honorary member of city's Chamber of Commerce, arranged show which highlighted events in Cuban history.

News Call-In

FIVE suburban daytime stations are "called in" each week to report news of their localities when WTOP Washington airs unique WTOP-CBS News of Greater Washington Saturday evenings. Program follows format of CBS World News and CBS News of America heard daily over WTOP. Instead of saying, "We take you now to Berlin," show takes "you now to WGAY Silver Spring" or WARL Arlington, WPIK Alexandria, WFXF Falls Church or WBCC Bethesda-Cherry Chase. Two minute suburban pick-ups are recorded just prior to broadcast in WTOP studios.

SEARLE & PARKS

GETS SHOW RIGHTS FOR WEST

SEARLE & PARKS Inc., Hollywood packager, has obtained exclusive distribution and sales rights to Let George Do It, currently aired on Don Lee stations, in the territory beyond the 11 western states and British Columbia.

Wayne Tiss, Hollywood vice president of BBDG, representing Standard Oil of California, western sponsors of the program, handled the negotiation. Standard Oil is starting its fourth year of sponsorship of this program which maintained an average Hooperating of 12.1 during the first seven months of this year. Searle & Parks is making the program available to network accounts east of the Rockies.

WCAU Philadelphia Oct. 17 entertained more than 100000 viewers of "Mandarin Lunchen" timed to coincide with switch-over of station's sales representation in New York from its own office to Radio Sales Div. of CBS.
RADIO LEAGUE
Studies Wisconsin Policy

ACTION by the U. of Wisconsin Board of Regents on a proposed schedule of operations of university-owned stations has been delayed successfully by the Wisconsin League of Radio Stations.

The League wired the Board of Regents requesting postponement of the university's "Statement of Policy for Radio and Television Broadcasting" until stations throughout the state could study the proposals. A vote on the measure was taken among the membership at a meeting of the League Oct. 14-15 in Madison.

At the meeting a new slate of officers was named. They were Ben Laird, WDZU Green Bay, president; succeeding Charles J. Lanpher, WFOX Milwaukee; Joseph D. Mackin, WMAM Marinette, vice president; and Ken Schmitt, WIBA Madison general manager, re-elected secretary-treasurer.

New directors elected were; in addition to the officers: Bruce Wallace, WTMJ Milwaukee; Mr. Lanpher; Howard Dahl, WKBR La Crosse, and George Frechette, WFPJ Wisconsin Rapids.

COLUMBIA, RCA
Give Record Plans, Sales
ONE of the most extensive promotion campaigns in its history has been launched by Columbia Records Inc. to plug Christmas sale of records. Radio spots, including jingles for the first time, will be used, with dealers and Columbia cooperatively undertaking the cost.

Meanwhile, sales of RCA Victor's 45 rpm record equipment has jumped 260% in the past 90 days and production facilities cannot keep pace with demand, Frank M. Pofolos, RCA president, has announced. He predicted that RCA's 45 rpm is destined to lead in record-players and records.

Columbia also announced that its Masterworks of Music transcribed program now is heard on 85 stations on the above-mentioned co-op basis.

"RADIO CHECK-UP"
Audience Rise Reported

INCREASED radio audience has resulted from "Radio Check-Up Month" promotion of Associated Radio-Television Servicemen of New York, according to Max Leibowitz, president.

Mr. Leibowitz said that in a few weeks he expects to see figures on how many of New York's estimated two million out-of-order radios were fixed during the campaign which began the first of October. Part of the increase, he conceded, would be due to the World Series. The servicemen's promotion included 15,000 streamers announcing the month and spots carried cooperatively by WMCA WOR WNYC WNEW WVEY all New York, and 16 FM stations, said Mr. Leibowitz.

ADMIRAL W. H. P. Blandy, Commander-in-Chief, U. S. Atlantic Fleet, paid personal tribute to WLOW Norfolk, Va., for its program, This Is Your Ship.


KNBC SWITCH
Fete Marks New Antenna

KNBC San Francisco switched over to a new powerful antenna last Monday (Oct. 24) and marked the occasion with a special half-hour broadcast utilizing every top personality on the local staff.

The station went off the air for 30 seconds while the actual switch was made.

Stars on the special program were Natalie Masters in her role of Candy Matson, girl detective of the KNBC-NBC Western Network mystery series; Jimmy Lyons, disc jockey; the Dave Brubeck Trio; baritone Stanley Noonan, of Music You Love and Boygen Open House; popular announcer Barbara Ritchie, of Light and Mellow, Will Aubrey and Judy Deane of Good Old Days; Newsman Bob Letts; Tony Freeman and the KNBC orchestra, and General Manager John Elwood. Hal Wolf, chief announcer, acted as mc.

The new antenna is located near Belmont, Calif., south of San Francisco, "the new vertical radiator," Mr. Elwood told the radio audience, "will add 10,000 square miles to KNBC's primary coverage area and will push the limits of the fading-free zone a considerable distance from the transmitter site."

WOUI (FM) Testing

WOUI Columbus, Ohio U.'s educational FM station, is now conducting equipment and program tests. Station officials report response by listeners has been excellent. WOUI began construction July 25, 1949, and is scheduled for regular broadcasting Jan 25, 1950. WOUI has Channel 201 (88.1 mc) with power of 10 w.

There's a New Look in Northeastern Ohio

IT'S A NEW LOOK because ... it spells with greater sales results from today's more conservative ad expenditures.

IT'S A BOLD LOOK because ... The pattern no longer conforms to 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 and therefore another station 24 miles from us lost practically all its Canton Market audience.

RESULT:

1. A station 28 miles from us increased its power and therefore a station 24 miles from us lost more than half its audience in the Canton Market.
2. Another station 38 miles from us lost some of its best features and therefore lost several percentage points in its Canton Market audience ratings.
3. WHBC increased its power to 5,000 watts ... became an affiliate of ABC and therefore another station 24 miles from us lost practically all its Canton Market audience.

WHAT HAPPENED:

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

Check Taylor Borruff About ... 
- Bold New Reopenings
- More listeners of less cost
- Retail sales that still hold firm
- Local promotion that sells
- A 5-county "BRIGHT SPOT" market

ASK WHBC CANTON about the NEW BOLD LOOK in NORTHEASTERN OHIO

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October 21 Applications... 

ACCEPTED FOR FILING

Modification of License

KUSA Vaha City, Calif.-Mod. lis- 

sense increase 500 w to 1 kw, D, on 

1600 kc.

AM-1550 kc

KPRR Giltse, Kan.-CP change from 

1550 kc to 1600 kc, increase power from 

500 w to 1 kw.

AM-920 kc

WMIK Middletown, N. J.-CP change from 

920 kc 250 w unil. to 920 kC 5 kC 

D 500 w unil. DA-N.

AM-1050 kc

KEDW Seguin, Tex.-CP increase power from 250 w to 1 kw.

License for CP

WGWR-FM Ashborne, N. C.-License to 

cover CP new FM station.

APPLICATION RETURNED

WRIO Rio Piedras, P. R.-RETURNED 

Oct 15 license for CP, granted to license to 

cover CP AM station. Incomplete.

October 24 Decisions...

BY COMMISSION EN BANC

Following applications hereunto 

granted conditionally, were granted 

CPs as shown.

WPFW Miami, Fla.-Class B: 105.1 mc. 

(Class. 280), 13.3 kw, 250 ft; cond.

Following applications conditionally, 

granted CPs to change facilities. Assignments 

now granted are as shown.

KREL-Goose Creek, Tex.-Class 

B: 98.5 mc., Class A: 114.3 mc.

WARF-FM Racine, Wis.-Class B: 

99.5 mc., 2 kw, 150 ft.

WJDI-Des Moines-AM-1550 mc.- 

Class B: 102.1 mc., 3 kw, 300 ft.

WFBM Champaign, Ill.-AM-1050 mc.- 

Class B: 105.9 mc., 250 kw, 300 ft.

KAYF-FM Storm Lake, Iowa.-Class 

B: 114.3 mc., 4 kw, 300 ft.

Following applications were granted 

CPs to replace expired permits, new con-

truction permits to bear expiration 

date of 6 mo. from date of grant.

WCHC-FM Baltimore.-Class B: 

KALQ Paducah, Ky.; KXVF Berkeley, Calif.-Class A: 

WAND-FM Canton, Ohio.-Class B: 

KXOA-Sacramento, Calif.- 

KCRS Los Angeles Co. Supt. of 

Schools.-Noncommercial educational 

FM station.

License Renewal

Following stations were granted re-

newals of licenses for periods ending 

Nov. 1, 1953, KCNC Fort Worth, Tex.; 

KIRO Seattle, Wash.; WABT Chicago; 

WBBM Chicago; WABC New York; 

WLW Cincinnati; WBTB Cleveland; 

WKBW Buffalo; WJR Detroit; 

WLS Chicago; WJAR Providence; 

WOR New York; WGBS Chicago; 

WISED Evansville; WORC Rut-

land; WJJK Los Angeles; WORX 

Chicago; WIXD Atlanta; WINS Phila.; 

WJSP San Francisco; WFTY Dayton; 

WTRY Albany; WJZ Miami; WJAI 

Montgomery and Margaret Covington 

G. W. Rosenzweig to Dr. William 

T. Watson.

CP Renewals

KFXJ Grand Junction, Colo.-Granted 

30 day extension to operate with 

reduced power.

ACTIONS ON MOTIONS

(By Commissioner Sterling)

KTVU Portland, Ore.-Denied peti-

tion requesting that its application for 

extension of completion date of CP 

station be dismissed.

Logan Bestg. Corp., Logan, W. Va. - 

Granted petition for extension of time 

for filing hearing fee, and made to 

file petition for CP with WHIO Dayton, 

Ohio; time extended to Oct. 24.

Colonial Bestg, Co. Inc. and WHIT 

Bestg. Co. Inc.-Denied petition re-

questing dismissal without prejudice 

its application for extension of CP 

Commission's own motion removed from 

hearing docket under filing of petition 

of WHIT.

The First Nat'l Bank of Montgomery 

and Margaret Covington, Milwaukee, ex-

ecutors of Estate of G. W. Covington 

Jr., deceased.-Granting petition for 

requesting that applications of G. W. 

Covington Jr., deceased, be granted 

for renewal of license of WGBS and 

for CP to be granted to change name to 

the First National Bank of Montgomery 

and those persons or representatives of 

executors of estate of G. W. Covington 

Jr., deceased.

WKPR-Boston, Mass. and WHIT 

Boston.-Granted petition for extension 

of time to file reply to counter-renewal 

of Emergency General Corp. re applica-

tion for license and transfer of control 

of WMEX.

(Continued on page 79)
CONSULTING RADIO ENGINEERS

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

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

40 years of professional background
PAUL GODLEY CO.
Upper Montclair, N. J.
Member AFCCE*

E.E. Dillard
INTERNATIONAL BLDG.
DI. 1319
WASHINGTON, D. C.
PORTER BLDG.
(URBAN 6-8821)
KANSAS CITY, MO.

A. D. RING & CO.
26 Years' Experience in Radio Engineering
MUNSEY BLDG. REPUBLIC 247
WASHINGTON 4, D. C.
Member AFCCE*

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

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

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

Craven, Lohnes & Culver
MUNSEY BUILDING DISTRICT 8215
WASHINGTON 4, D. C.
Member AFCCE*

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

E. C. PAGE
CONSULTING RADIO ENGINEERS
BOND BLDG. EXECUTIVE 5670
WASHINGTON 5, D. C.
Member AFCCE*

Dixie B. McKey & Assoc.
1820 Jefferson Place, N. W.
Washington 6, D. C.
Member AFCCE*

KEAR & KENNEDY
1703 K ST., N. W.
STERLING 7932
WASHINGTON, D. C.
Member AFCCE*

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

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

H. V. ANDERSON
AND ASSOCIATES
Consulting Radio Engineers
134 Clarence St., Phone 7-277
Lake Charles, La.

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

WILLIAM L. FOSS, Inc.
FORMERLY COLTON & FOSS
927 18th St., N. W.
REpublic 3883
WASHINGTON, D. C.

William E. Benns, Jr.
3738 Kanawha St., N. W.
Oldway 8071
Washington, D. C.

Philip Merryman & Associates
- Heatherdell Road
- ARDLEY, N. Y.
- Dobbs Ferry 3-2373
RADIO CONSULTANTS

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

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

A. R. Bitter
CONSULTING RADIO ENGINEERS
4125 Manuel Street
TOLEDO 6, OHIO
Telephones—Kingswood 7631, 9541

WALTER F. KEAN
CONSULTING RADIO ENGINEERS
Executive offices: 40 East Ave.
Laboratory: 114 Northgate Rd.
Riverside, Ill. — Riverside 6552
(A Chicago suburb)

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

GEORGE P. ADAIR
Radio Engineering Consultant
EXECutive 3581 1833 M STREET, N. W.
EXECutive 1330 WASHINGTON 6, D. C.

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

Ben Adler
TELEVISION FACILITIES ENGINEERS
15 Godfrey Circle, White Plains, N. Y.
White Plains 8-3706
Shop and Laboratory—728 Milton Rd.
Rye 7-1413

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

LEE E. BAKER
Consulting Radio Engineer
826-28 Landers Bldg.—Ph. 3621
SPRINGFIELD, MISSOURI

BROADCASTING • Telecasting

October 31, 1949 • Page 73
THE WEATHER IN SIMPLE TERMS

U. S. Weather Bureau Presents Co-Op Show on FM

THE United States Weather Bureau has taken to the network airways in its continuing efforts to get more weather information to the general public. Latest development at the Broadcast Television Unit of the Weather Bureau in Washington is the creation of a 10-minute program which not only serves the purpose of disseminating this much needed public information, but also presents a salable vehicle for stations carrying the feature.

Offered for co-operative sponsorship locally, the new program originates at 6 p.m. (EST) daily from the Weather Bureau's own studio in Washington and is fed to the Continental FM Network through the facilities of WASH (FM) Washington. Success of the feature is evidenced in the fact that since offered for sponsorship it has been sold in five of the markets carrying it, according to Larry Carl of the Continental Network.

Under the supervision of James C. Fidler, chief of the Broadcast Television Unit, the program features a new technique in weather reporting—bringing the listener a complete resume of the weather over a wide area of the country in very plain language, but in sufficient detail to convey the picture to either the experienced meteorologist or the layman.

Utilizing the extensive material from all the units of the central office of the Weather Bureau, it is possible to prepare much more detailed and up-to-the-minute reports—and at less expense—than could be done in smaller local offices. The program itself does not include any forecasts. At the end of the general resume, on cue—"and now for the forecast for your own vicinity"—each station leaves the network and the local announcer presents the forecast for that area.


IMMEDIATE DELIVERY

MODULATION MONITORS

(FCC Approval 1556)

The popular Gates MO-2639 Modulation Monitor, fully F.C.C. approved, is now available from stock. Large 4" illuminated meter reads 0-110% modulation. Has high level monitoring amplifier self-contained that will operate a loud-speaker direct. Requires 19" by 10½" panel space. Price with self-contained power supply and tubes, $295.00.

GATES RADIO COMPANY

Quincy, Illinois, U. S. A.

SARTAIN NAMED

Heads Chesapeake AP Unit

DENIS SARTAIN, news director of WWDC-AM-FM Washington, has been elected president of the Chesapeake AP Radio Assn., succeeding William Trudy, news director of WFMF Frederick, Md. He was elected at the organization's annual meeting in Baltimore Oct. 19.

Mr. Sartain also is named to offices of the Associated Press Association, which comprises stations in Maryland, Virginia and District of Columbia, WTHR (FM) Cambridge, Mass., WEAM Arlington, Va., and Fred Hinkle, news editor, WCUM Cumberland, Md., first and second vice presidents, respectively. Meeting featured a clinical discussion of national and regional radio news coverage.

NARND MEET UN Tour Is Planned

A TOUR of the United Nations organization is scheduled in pre-convention plans of the National Assn. of Radio News Directors. The news directors will hold their annual session Nov. 11-13 in the Commodore Hotel, New York. (BROADCASTING, Oct. 24.)

The tour has been set for Thursday, Nov. 10, at the invitation of United Nations' officials headed by Benjamin Cohen, assistant secretary general for public information. Convention-bound newsmen will have an opportunity to see the United Nations organization, its work and to talk with UN personalities.

The UN Public Information Div. is making plans to accommodate the news directors who will report to the public information desk to begin their tour. Facilities for wiring stories to home stations will be available at press headquarters.

AFM-AGVA FIGHT

Trial Set for Nov. 9

AMERICAN Federation of Musicians last week won an early round skirmish in its fight with American Guild of Variety Artists when the latter union failed to obtain a temporary injunction restraining the AFM from interfering with the guild.

At the same time, trial of the case is set for Nov. 9 by New York Supreme Court Justice Samuel H. Hofstadter, who deplored that the two AFL unions could not settle their differences amicably. AGVA's action contends that AFM interfered in its jurisdiction by ordering members of AFM to quit AGVA.

GROSS SALES

Arco, Admiral Decline

REFLECTING slow summer months and recessionary tendencies occurring early in the year, Arco Mfg. Corp. reported $26,853,869 in gross sales less discounts, returns and allowances for the quarter ended Aug. 31. For the quarter ended May 31 the figure was $35,-229,285.

Admiral Corp. reported gross sales less discounts, returns and allowances for the quarter ended Sept. 30 of $23,967,745.31. For the quarter ended June 30, 1949 the figure was $29,297,980.31.

STATIONS of Intercollegiate Broadcasting System to carry Harry James show sponsored by U. S. Navy for 14 weeks.

WBAL means business in Baltimore
COURTROOM

Calif. Judges Would Ban Radio-TV

Conference of California Judges has voted to ban all radio and television from California courtrooms. The ban was included in a "Code of Judicial Ethics" adopted by the conference and published in the California Bar Journal last week. It is the first such code ever adopted formally by any state organization of judges in the U.S.

The section banning radio and television states:

"Proceedings before a court should be conducted in an atmosphere of fairness and impartiality, and with dignity and decorum. The taking of photographs in the courtroom during court proceedings, or broadcasting, or recording for broadcasting, all or any part of a proceeding before a court by radio, television, or any other means of public dissemination, is contrary to judicial policy of allowing the judge to decide the matter in each individual case."

NEW chapter of Pi Alpha Sigma, professional advertising sorority, has been organized in the San Francisco Bay Area.

IN COLUMBUS IT'S

October 31, 1949 • Page 75

$230,600,000.00 IS A LOT FOR FOOD BUT CENTRAL OHIO FOLKS LIVE WELL

—The majority own their homes and spend a total of $983,512,000.00 at the retail stores. This rich, WBNS market has a balanced economy because no one industry dominates the business field. That's why it is so easily takes the bumps and jolts of boom times and depressions...Yes, it is the ideal test market. This is being profitably proven every day by advertisers who use WBNS to stimulate sales among its 169,660 B.M.B. families.

THE UNITED WOOLEN MILLS HAVE BEEN SELLING THE WBNS MARKET FOR 25 YEARS

—They say, "Ever alert to new and better means of telling our story to the public, we began exploring the possibilities of radio when the industry was in swaddling clothes. When WBNS opened in Columbus 25 years ago, we were among its first advertisers...and we have been broadcasting our story over that station without interruption, since then.

Our Columbus store has enjoyed a most gratifying growth during the past quarter of a century, and we give due credit to WBNS for its contribution to that growth and success."

IT TAKES WBNS FOR YOU TO DO A GOOD ADVERTISING JOB IN CENTRAL OHIO

If you want sales, results and profits in Central Ohio then you must have WBNS in your advertising picture...WBNS has the audience, 169,660 families who listen to this station in preference to all others. Here is the center of their life for entertainment and information. WBNS is their buying guide. Leading advertisers have the proof that they get great results for less cost when they broadcast their sales message over WBNS.
Help Wanted

Managerial

Sales manager for midwestern regional AM station. 25 years experience in advertising. Salary and commission about $10,000 per month plus bonus depending upon individual. Write stating education and experience. Small town atmosphere. No experience will be considered. Box 946C, BROADCASTING.

Willing to grow with progressive station. Experience must be superior. Box 946C, BROADCASTING.

Help Wanted (Cont'd)

Technical

Announcer-engineer, 50 hour per week plus commission. Box 966C, BROADCASTING.

Production-Programming, others

Program director, eastern ABC affiliate seeking man preferably over 30, experienced and well established. Salary plus commission. Box 101D, BROADCASTING.

Local salesman for first station in city of 75,000. Network affiliate, fulltime, salary. Position permanent. Opportunity for advancement. We are looking for an experienced, ambitious, able and experienced man to handle multiple radio interests in Great Lakes area. Excellent educational background. Salary, references, education and photo. Box 1015, BROADCASTING.

Wanted—Small market salesman with proven record willing to live in and operate a remote from a city. Preferably located now in southwest. Must be able to make the sale, have good voice, be hard working, inc. and good money. One who is capable and willing to work hard. Unusually attractive offer of base salary and percentage commission. Box 111D, BROADCASTING.

Salesmen

Salesman for kilowatt daytime. Must be able to work on independent station. Salary, flexible. Box 111D, BROADCASTING.

Combination announcer-engineer, strong on announcing, attractive offer. Preferable, experience wanted at once. Send disc and information. Only interested in current opportunities. Box 111D, BROAD-
Casting. We found experience in 1965.

Combination announcer-engineer (3). Southeastern city of 12,000. Nice place to live, economical. Prefer young single man, ambitious to get to the top. Send details and photo. Box 111D, BROADCASTING.

Two experienced combination men. Able to handle all phases of announcing. Two or three years experience. Want to bring some personal friends to this area. Send disc, photo, expected salary. Box 111D, BROADCASTING.

Two experienced announcers wanted. One for announcing, one for writing. Rarely preferred, 30 and over. Send disc, photo, expected salary. Box 111D, BROADCASTING.

Addition wanted for finest announcing staff in world’s fastest growing city. Will work for ambition and good money. Prefer young, ambitious, willing to work. Box 111D, BROADCASTING.

Announcers

Combination announcer-engineer, strong on announcing, attractive offer. Preferable, experience wanted at once. Send disc and information. Only interested in current opportunities. Box 111D, BROAD-
Casting. We found experience in 1965.

Combination announcer-engineer (3). Southeastern city of 12,000. Nice place to live, economical. Prefer young single man, ambitious to get to the top. Send details and photo. Box 111D, BROADCASTING.

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combination announcer-engineer, strong on announcing, attractive offer. Preferable, experience wanted at once. Send disc and information. Only interested in current opportunities. Box 111D, BROAD-
Casting. We found experience in 1965.

Situation Wanted

Managerial

Well qualified. Will accept salary plus commission. Guarantee to make money. Excellent opportunity. Box 111D, BROADCASTING.

Good managers are hard to find. Young, married, hard working commercial manager available. Over 5 years radio experience in every position. Will take position immediately. Currently commercial manager offers. Complete story on request. Box 111D, BROADCASTING.

Currently employed station manager, looking for all departments desiring change. Reason gladly supplied on request. BBC W. 115, Holbrook Apt., #203, Oklahoma City, Oklahoma.

Man with twenty years all-round experience, looking for position in small market. Box 101D, BROADCASTING.

Currently employed station manager, looking for all departments desiring change. Reason gladly supplied on request. BBC W. 115, Holbrook Apt., #203, Oklahoma City, Oklahoma.

Fifteen years’ background guarantees you an effective manager. Dependable, judicious and friendly. Excellent references. Heavy on sales and strict economy. Complete knowledge of all radio phases. Box 111D, BROADCASTING.

Manager, alert, versatile for 250 watt. 7 yrs. exp.: eng., program, copy, sales. Familiar with ideas, economy and plain hard work for manage-
ment. Rooftop plus commission, plus the opportunity the the thing. Box 111D, BROADCASTING.

Assistant manager, 27, married. desires security plus equitable return for serv-
ices. 7 years experience, working in and supervision of production, sales, news, and announcing. Box 111D, BROADCASTING.

Situations Wanted (Cont'd)

Salesmen

Experienced salesman with radio background and experience of progressive station. Good references. Box 997C, BROADCASTING.

Salesman, seven years experience in competitive market. See my ad last week? I’m still looking. Are you progressive? Live? Want higher profits and greater sales growth? Would you like to be in charge of an excellent station? Box 111D, BROADCASTING.

Salesman, experienced, fine work. Excellent references. Box 111D, BROADCASTING.

Salesmen wanted. Two photograph and background required. Write with complete details and photo. Station KBVY, Lexington, N. C.

Situations Wanted (Cont'd)

Salesmen

Experienced salesman with radio background and experience of progressive station. Good references. Box 997C, BROADCASTING.

Salesman, seven years experience in competitive market. See my ad last week? I’m still looking. Are you progressive? Live? Want higher profits and greater sales growth? Would you like to be in charge of an excellent station? Box 111D, BROADCASTING.

Salesman, experienced, fine work. Excellent references. Box 111D, BROADCASTING.

Salesmen wanted. Two photograph and background required. Write with complete details and photo. Station KBVY, Lexington, N. C.

Announcers

Hello again. See my ad last week? I’m still looking. Are you progressive? Live? Want higher profits and greater sales growth? Would you like to be in charge of an excellent station? Box 111D, BROADCASTING.

Salesmen

Experienced salesman with radio background and experience of progressive station. Good references. Box 997C, BROADCASTING.

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Salesman, experienced, fine work. Excellent references. Box 111D, BROADCASTING.

Salesmen wanted. Two photograph and background required. Write with complete details and photo. Station KBVY, Lexington, N. C.
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BROADCASTING.
Appraisals • Negotiations • Financing

Retain experienced media brokers with a nationwide service network when you are buying or selling a radio property.

An individual buyer or seller is obviously limited by his personal contacts in the industry. A national organization, maintaining offices on both the east and west coast and in the middle west, acting as a confidential intermediary, assures both the buyer and the seller the benefits of choice contacts selected by means of a national survey. The preliminary work leading up to a sale, done on a confidential basis, and the identity of the property are not revealed until negotiations have reached a definitely serious stage.

CONTACT THE NEAREST OFFICE OF THE EXCLUSIVE REPRESENTATIVES
BLACKBURN-HAMILTON COMPANY, INC.

WASHINGTON, D. C.
4451-12 Randolph 6-4550

SAN FRANCISCO
Ray V. Hamilton 235 Montgomery St.
Exkrook 2-5872

COLUMBUS INSTITUTE
Philadelphia 7, Pa.

WRITE OR WIRE COLLECT

Employment Service

WANTED TO BUY

RADIO TV INSTALLATION-SERVICE MEN (FCC Licensed)

The Pierce School of Radio & Television in Philadelphia offers the largest in America with graduates at Philco, RCA, DuMont, Bell Labs, Motorola, etc.; at leading radio and television stations, and at many service organizations.

For full information, write or wire collect
PIERCE SCHOOL OF RADIO & TELEVISION
13 Astor Place New York 3, N. Y.

Surrounded by some 200 homemade birthday cakes, Jerry Strong, WINX Washington disc jockey, awaits his guests, six-year-old David Beggs, a polio patient at Children’s Hospital, and the 144 youngsters at the hospital. Cakes were sent in by listeners after Mr. Strong, learning that David was having a birthday on the same day as his, asked them to help give a surprise party for David and the other youngsters. Mr. Strong said the response also was a surprise to him.

NARBA engineering conferences that protection afforded WKZO Kalamazoo, Mich., “would be sufficient to afford a reasonable degree of protection” to WAGA since the latter lies in nearly the same azimuth from Havana.

The Fort Industry outlet indicated the interference condition has heightened since the directional array of CMYC was destroyed in a hurricane and has failed to be reinstalled. Earlier, a petition was filed to call upon the State Dept. to instruct the American Ambassador to enter “a strong protest” with the Cuban Government, both directly at the Foreign Office and the Presidential Palace.

“Failure on the part of the American Government to deal forcefully and successfully and promptly with this matter will serve not only to allow to continue broadcasting operations in Cuba in direct derogation of the spirit and intent of international treaties, but it will serve to encourage other Cuban stations to likewise fail to protect United States stations on other frequencies, thus resulting in further serious losses to American broadcasters,” WAGA said.

CROSBY SHOW

Alaska Outlets Included

LIGGETT & MYERS Tobacco Co., New York, has extended its sponsorship of the CBS Bing Crosby Show to cover the facilities of the Alaska Broadcasting System. The program, aired successfuly on CBS Wednesday, 9:30-10 p.m., is now carried on KFQD Anchorage, KFBR Fairbanks, KINY Juneau and KTRN Ketchikan.

Coca-Cola Co. two weeks ago extended its Bergen and McCarthy program to Alaska. News-Emmett is the L & M agency.
PROPOSED FINDINGS RE APPLICATION FOR

-Granted

KOA License for station.

WJOC Jamestown, N. Y.—Granted motion for extension of time for filing
findings to re application for CP; hearing continued to Dec. 17-19.

BY THE SECRETARY

BROADCASTING

WBAC Cleveland, Tenn.—Granted li-
cense for station.

WGAL Lancaster, Pa.—Granted li-
cense for station.


CHICAGO—Granted license for change
station location.

WQCB Vicksburg, Miss.—Granted CP
for station.

WSFY-FL Claremont, N. H.—Granted
license for station.

JSBC Co. No monetary consideration.

WIBC Indianapolis—Granted volun-
untary transfer of control of license and
outstanding capital stock from Robert
Rowley (brothers), executors of estate of C.
Rowley (deceased) to individuals, share and
share alike. No monetary consideration.

KNEM Nevada, Mo.—Granted li-
cense new CP.

WMJN Oakland County, Mich.—
Granted CP new exp. TV relay KGA-
669.

BY COMMISSION EN BANC

SAA—Denied

KBBU Albuquerque, N. M.—Denied
application for 1410 w. N.

Modification CP

KIMS New York—Denied application
for 1000 w. N. for station.

Extension Granted

KELA Centralia, Wash.—Granted au-
thorized time of operation from 1000 to
for additional 30 days pending receipt
and action on application for station.

KXTN Austin, Tex.—Granted request
for additional 30 days pending reconvening and reorganizing.

CP to Replace

KGIB Bremerton, Wash.—Granted
CP to Replace CP for new station
1540 w. K.

October 24 Applications

ACCEPTED FOR FILING

Modification of CP

WAFI Springfield, Mass.—Mod. CP
for station.

WGTW New London, Conn.—Mod.
CP for new station.

License for CP

WPBC Minneap.—License to cover

License for CP

KIBH Beeville, Tex.—Same.

TENDERED FOR FILING

Modification of CP

WKVD Patchogue, Ky.—Mod. CP
change frequency to 570 w.

WASHINGTON

APPLICATION RETURNED

WJAR Clarksb. S. —-RETURNED Oct. 21 application for CP.

October 25 Applications

ACCEPTED FOR FILING

License for CP

KEPO El Paso, Tex.—CP increased D.

October 26 Applications

ACCEPTED FOR FILING

License for CP

WSBA York, Pa.—License to cover

Docket Actions...

FINAL DECISIONS

Announced decision granting
application of KGGB Coffeyville, Kans., for
operation of 60 w., 7 kw-day and
permits for 1 kw fulltime direc-
tional-night, for modification of per-
mit to operate 600 kw 5 kw-day 11-
kw fulltime, makes changes in directional array; granting application
of KELD El Dorado, Ark., to change
station.

Annuated decision granting
application of station.

Amended decision granting
application of station.

Announced decision granting
application of station.

Announced decision granting
application of station.

Announced decision granting
application of station.

Annuated decision granting
application of station.

Announced decision granting
application of station.

Non-Docket Actions...

AM GRANTS

Plainview, Tex.—West Texas Broad-
casting granted 1270 kw day-time;
estimated cost $25,050. Principals: Ed
Wood, farm and insurance;
40%; Byron A. Robertson, farm-
12%; John Baker, Bakers-Farming
New York Co., and 40% owner Baker Hardware, 40%.

WJVO Vicksburg, Miss.—Granted
license to WBGG.

WJNO Vicksburg, Miss.—Granted
license to WBGG.

WJNO Vicksburg, Miss.—Granted
license to WBGG.

WJNO Vicksburg, Miss.—Granted
license to WBGG.

WJNO Vicksburg, Miss.—Granted
license to WBGG.
FCC Orders Investigation Of Proposed Transfer

INVESTIGATION of the proposed transfer of WCLE Clearwater, Fla., ownership by FCC is to be done by Dr. William J. Watson, transferee, has the necessary personal qualifications to be a licensee and whether he has assumed Transfer application was filed ear-

said protest filed by the National Advisory Council.

2. In the light of the evidence ad-
duced upon the matters alleged in the petition, determining the personal qualifications of Dr. William J. Watson and his family and particularly whether he can be relied upon to continue the operation and broadcast licenses to be fair in all respects.

3. To obtain full information as to the plans of the proposed transferee for the operation of station WCLE and all other plans and arrange-
ments for operating said station.

4. To obtain full information with respect to any arrangements or understandings between the trans-

fers and the transferee herein relating to the sale of the station WCLE and, in particular, determine whether the contract of sale for that station is made to those persons relating to that sale.

5. To determine whether the license for station WCLE, or the rights and interests of any person therein, has been transferred, assigned, or disposed of directly or indirectly, without the consent of the Commission and in violation of 310(b) of the Communications Act, as amended.

6. To determine whether, in the light of the evidence adduced in the foregoing issues, a grant of the above mentioned license would be in the public interest.

Issues announced by FCC for the

KXJJ hearing were:

1. To determine whether the appli-
cant or his family has failed to carry out, its representations and proposals heretofore made to the Com-
mission, for the public interest.

2. To obtain full information concern-
ing the nature and character of the program service which has been rend-
ered, or the station has been operated with reference to the following: (a) Com-
mercial and sustaining programs, (b) local live and talk, and (c) discussions upon important public issues.

3. To determine the basis of the evidence adduced under Issue No. 2, whether the applicant's program service is in the public interest needs of the community.

4. To determine whether the appli-
cant or his family has or has failed to carry out its representations and proposals heretofore made to the Com-
mission, for the public interest.

Electronic Guide

Simplified guide for users of more common types of electronic equipment purchased from government surplus stores has been issued by the Office of Technical Services, Dept. of Commerce. Titled Schematic Manual for Sur-
plus Electronic Equipment, publication covers such items as trans-
ritters, receivers, speech amplifiers, modulators, VF trans-

mitters and various numbered radio sets. Copies of booklet, labeled Volume I and priced at $1, are avail-
bale at OTS, Dept. of Commerce, Washington 25, D. C. Cheks or money orders should be payable to Treasurer of the U. S.
Research Pleas
(Continued from page 38)

sons seven years of age and older listened to the radio out of the home on the average day—please note the similarity between this and the 28%-age figure found in Springfield and Des Moines.

"Between 3 and 4 p.m. the out-of-home audience equals 59% of the audience in-the-home.

"And 9 Sunday evening more than a million and a quarter people were listening outside the home. This audience represents better than 50% of the estimated quarter-hour at-home audience for that period."

"What medium aside from economical radio could displace audiences of this magnitude as bonus circulation?" Mr. Beville asked.

"Consider what would happen to the circulation of the New York newspapers if the reading which takes place on subways and commuter trains were not included. I don't think radio can afford to throw away the audience represented by people who are driving to work anymore than I would expect the newspapers to throw away the subway reader. And do you think that the Juicy Figs group is a significant audience group for the nation's weeklies could possibly be obtained if reading in barbershops, beauty parlors, on trains and in other people's homes were eliminated?"

"More and more America becomes a nation on wheels. Who live in New York are prone to forget that one third of all automobiles (more than 11 million) are used daily by workers going to and from work."

Mr. Beville listed six reasons why the out-of-home radio listening can no longer be overlooked.

"Radio listening has become essentially a personal rather than a family habit."

"With increasing mobility of sets and inexpensive receivers, ability to listen prevails virtually everywhere today.

"Broadcasters can no longer afford to give away as bonus such substantial listening — by seeing that it is counted we will get credit for it (and maybe able to charge for it)."

"In the period of intensive media competition which I am certain lies just ahead, the outdoor medium must put its influence to best advantage.

"A substantial portion of outside-of-home listening will be unaffected by the advent of television. Automobile radio listening and much of the listening in public places and business places will be completely immune from television competition."

"Outside listening has increased by leaps and bounds since the war and will continue to do so. As time goes on such listening will become a greater share of all listening.

The speaker also stressed the need for new techniques to measure listening in multiple-set homes, "because I am convinced that this is the area in which television and radio audience measurement must operate, side-by-side in the future. Television has started off with a tremendous impact on the family and radio brings the family once more back into the living room and picks up approximately where the first radio receivers left off. Nevertheless, I think it is obviously unrealistic to believe that the entire family can ever be entertained hour after hour, night after night with identified programs."

"As this development occurs, radio listening will come back into its own, side by side with television. In 1949, 71% of the TV homes in the New York area have two or more radios, one-third have three or more sets. Despite the glibness with which TV fanatics write off radio, all rating services report a healthy amount of radio listening in TV homes. I believe that a full measurement of radio's audience in the home away from the room where the TV set is found is needed in order to fully evaluate the aural audience."

"The whole future of radio as a medium is closely linked to a measurement of the true dimensions of the aural audience," Mr. Beville concluded. "One of radio's foremost greats for excellence alongside TV will be the listening audience, which will take place in the home on the second, third and fourth radio sets by members of the family. The measurement of news and talent programs or talent programs or whatever the master may select on television."

The other part of radio's domain will be composed of the listening done in automobiles, places of business, on portable sets, etc.

"Radio sets are still being sold in enormous quantities, even here in New York, where television gets most of the play in the papers. Availability to sound radio is certain to increase. And measurements must broaden themselves if they are to guide programming and sales."

Baseball Probe
(Continued from page 38)

sent to broadcasts of other games which, in effect, amounted to exclusive right to games in the area for a single sponsor or station, while denying that right to others.

Baseball Commissioner, Mutual and Gillette denied "many people's" opportunity to hear the World Series games because there was no Mutual outlet in their particular area.

Mr. Bergson said "substantially all of the radio listeners and television spectators in America will be able to hear or see the broadcasts and telecasts of the World Series games" under the new arrangements reached by the leagues.

Mutual currently holds both radio and TV rights to both the World Series and All Star games, with sponsorship by Gillette Safety Razor Co. It was pointed out that the new arrangement on coverage, designed to make these sportscasts available to at least one station serving every important area of the country, can be matched, it was said in effect during the last World Series, which was carried by over 740 stations in this country and overseas, plus more than 50 TV outlets.

XEHF BASEBALL

Pickup Permission

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XEHF, Nogales, Sonora, Mex., went over the heads of MBS and Don Lee Network officials and obtained written consent directly from Gillette Safety Razor Co. to carry the 1949 World Series broadcasts, which was indicated last week.

This development was revealed by the State Dept., which had been investigating charges against KNQ Nogales, Ariz., that the Mexican border station had pirated its broadcasts from KNQ and obtained them for Spanish consumption. Department then made representations to the Mexican government, which last week had filed a reply [Broadcasting, Oct. 10].

A spokesman stated the State Dept. had been apprised by telephone (presumably by XEHF) that the fact XEHF had received permission directly from Gillette, series sponsor. The source stated that of of KNQ, KNQ charges that XEHF recorded the Series from its presentment. Whether XEHF had actually

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"pirated" the games, as charged in the KNQ complaint, or beamed them by shortwave, is the nub of the whole issue, State Dept. pointed out. This also was the basis of similar protests last year lodged by both KNQ and MBS. In that instance, XEHF claimed it picked up the World Series report from XEQO Mexico City in Spanish [Broadcasting, July 11].

"The unauthorized use of program material" is strictly prohibited by the Inter-American Radio Communications Treaty of Havana under Article 21, Series 398. It specifies that permission must be obtained from the originating station, and announced during the transmission.

State Dept. said it had been notified the Mexican government had filed a suit against XEHF for allegedly having issued a warning. KNQ also had protested similar unauthorized pickup of AP news reports.

WABB Cut Off

Subsate by Acid Charged

DOPENT acid poured through cable holes knocked out telephone service in Springfield and WABB-AM-FM Mobile lines temporarily last Monday morning according to the Mobile Press Register, which owns the station. The newspaper has offered a $1,000 reward for information leading to the arrest and conviction of the person or persons responsible.

The Press Register reported the acid damage was the second such incident in the area, where union radio electricians had been on strike against WABB since early October. On Oct. 8, a telephone wire was cut disrupting a scheduled broadcast of a high school football tilt for more than an hour, it is further related.

The second interruption consisted of a three-hole puncture in the cable lying 74 inches above ground on one of several poles carrying it from an underground conduit. The portion of the line is adjacent to WABB transmitter property. About 80 residence and business phones of the Southern Bell Telephone & Telegraph Co. were affected.

There was no additional damage to the cancellation of three ABC programs scheduled over WABB that morning. After a half-hour delay in the station's opening, service was restored with local programming until the damage was repaired.

The Press Register published a front-page story and a photograph of a code letter type which could be used for tipsters to supply information leading to apprehension of the vandals involved. The reward was offered to law enforcement officers as well as to private citizens.

FCC Changes

Reorganizes Two Divisions

ORGANIZATIONAL changes were announced by FCC last week within its Local Information and License Divisions.

The Technical Information Div., within the Bureau of Engineering, has been re-named Technical Research Div. and divided into three branches. The division continues under the direction of Edward W. Allen, chief. The three new branches and their chiefs are: Technical Standards Branch, Glenn E. West; Low Frequency Radio Branch, Edgar F. Vandivere, and Broadcast Engineering Branch, William C. Boese. All three have been engineers in the division.

The License Div., which continues under the supervision of William P. Massing, chief, incorporates a branch—Amateur, Citizens Radio and Operator License. Its chief is Frank Gentile. Other branches continuing within the Div., and their chiefs are: Radio License Branch, with Clara M. Iehl as chief, and Commercial License, with William H. Irvin as chief.

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NON-COLOR TV HEARINGS AWAIT COLOR COMPLETION

HEARINGS on non-color phases of FCC’s far-reaching TV proceedings will await end of color portion; they will not be started during Nov. 14-Nov. 16 period. Postponement of Nov. 14 comparative demonstrations. Text of time-table:

1. The Commission will hold hearings on Nov. 1 and 2 (morning and afternoon) and Nov. 3 (morning only) and then on Nov. 8, 9, and 10, 1949 (morning and afternoon) for the purpose of continuing to receive direct testimony of the parties.

2. During the week of Nov. 14, 1949, the Commission will view the comparative demonstrations to be conducted by CBS, RCA and Allen B. DuMont Labs. Upon the conclusion of such comparative demonstrations, and upon receipt of all the direct testimony of the parties, the Commission will recess the hearing until Feb. 8, 1950.

3. On Feb. 6, 1950, the Commission will view the demonstration of the color system proposed by CBS, including the operation of the system in Washington, D.C. at an hour and place to be specified hereafter. The demonstration of the color system hereafter scheduled for the week of Nov. 14, 1949, in San Francisco, is hereby cancelled.

4. On Feb. 8, 1950, the Commission will view further comparative demonstrations of the color system proposed by CBS, RCA, and Allen B. DuMont Labs. Upon the conclusion of such comparative demonstrations, the Commission will recess the hearing until Feb. 14, 1950.

5. Commencing on Feb. 13, 1950, the Commission will receive further direct testimony to be followed by cross-examination of witnesses, and then the requirement contained in the Commission’s “Schedule For Remaining Proceedings” issued on Oct. 13, 1949 (FCC 49-1069) that counsel for the winning party to be present at all further proceedings by Nov. 18, 1949, requests to cross-examine previous witnesses, is cancelled.

6. During the week of Nov. 6, 1949, public notice will be given by the Commission setting forth the type of further information required by the Commission with regard to the manner in which color television systems will be required to present upon the resumption of the hearing.

RCA LAUDS COLOR DELAY

RCA said Friday that FCC, by calling for further comparative demonstrations of rival color TV systems next February, had "resisted CBS' invitation to haste." Company reiterated view that the public interest can be served only by a sound decision and "necessarily by a quick decision," and said: "The revised schedule gives RCA the time it requested for the demonstration of the three systems of color television proposed to the FCC." Though it denied RCA's petition for two-month postponement of Nov. 14 comparisons, FCC provided for further comparative tests Feb. 8 (see story this page; also page 45).

ARMY, AF ADS CONTINUE

ADVERTISING in support of Army and Air Force recruiting campaigns will continue at least through next June 30, Defense Dept. announced Friday as result of four-month study by Personnel Policy Board. Gardner A. Stimson, recruiting director who devised army's TV campaign and who is scheduled to retire, will not take part in new expanded program, according to the Board's final report, which was approved, until Dec. 31. Army Secretary Gordon Gray and Air Force Secretary W. Stuart Symington will select new agency for period from Jan. 1 to June 30, since Gardner A. Stimson is scheduled to retire, according to the Board's final report, which was approved, until Dec. 31. Army Secretary Gordon Gray and Air Force Secretary W. Stuart Symington will select new agency for period from Jan. 1 to June 30, since Gardner A. Stimson is scheduled to retire, according to the Board's final report, which was approved, until Dec. 31. Army Secretary Gordon Gray and Air Force Secretary W. Stuart Symington will select new agency for period from Jan. 1 to June 30, since Gardner A. Stimson is scheduled to retire, according to the Board's final report, which was approved, until Dec. 31. Army Secretary Gordon Gray and Air Force Secretary W. Stuart Symington will select new agency for period from Jan. 1 to June 30, since Gardner A. Stimson is scheduled to retire, according to the Board's final report, which was approved, until Dec. 31. Army Secretary Gordon Gray and Air Force Secretary W. Stuart Symington will select new agency for period from Jan. 1 to June 30, since Gardner A. Stimson is scheduled to retire, according to the Board's final report, which was approved, until Dec. 31. Army Secretary Gordon Gray and Air Force Secretary W. Stuart Symington will select new agency for period from Jan. 1 to June 30, since Gardner A. Stimson is scheduled to retire, according to the Board's final report, which was approved, until Dec. 31. Army Secretary Gordon Gray and Air Force Secretary W. Stuart Symington will select new agency for period from Jan. 1 to June 30, since Gardner A. Stimson is scheduled to retire, according to the Board's final report, which was approved, until Dec. 31. Army Secretary Gordon Gray and Air Force Secretary W. Stuart Symington will select new agency for period from Jan. 1 to June 30, since Gardner A. Stimson is scheduled to retire, according to the Board's final report, which was approved, until Dec. 31.
That's dominance

Of the 3,644,800 radio homes in this area, WLW reached 80.7% between 6 a.m. and midnight. That's coverage.

Of the 258 stations heard in WLW-land, The Nation's Station received one-sixth of all listening to all stations. During a 4-week's period*, WLW's share was...

15.6% between 6 AM and 6 PM
18.1% between 6 PM and Midnight
16.6% between 6 AM and Midnight

AND THAT'S DOMINANCE!

Write or call any of the following WLW Sales Offices for complete information:
140 West 9th St., Cincinnati 2, Ohio
360 N. Michigan, Chicago 1, Ill.
630 Fifth Avenue, New York 20, N. Y.

*Nielsen Radio Index February-March, 1949

when you want dominance you want WLW

the nation's most merchandise-able station

CROSLEY BROADCASTING CORPORATION
Radio Sells...

Likewise, WGN has proven a result getter for its advertisers... and now at a lower cost than ever before. WGN delivered 1,000 homes per average 1/4 hour, 7 days a week (6 a.m. - 12 midnight) in 1948 for only 88 cents as compared with $1.11 in 1946.* That’s a value you can’t afford to overlook... that’s why we say—to get the most out of your advertising dollar... Better Buy Radio... and for your BEST BUY... Better Buy WGN!

Yes, Whether You Sell...

- Hygienic helps for halting halitosis... hangars for hedge-hopping helicopters...
- Herbs for healing harassed husbands’ highball headaches... halliards for hanging hammocks... hosiery for high-heeled honeys... heated hickory hams... humid humidors for heavy Havanas...
- Homes for hapless house hunting heros... handkerchief halters... historical heirlooms for hoarding hobbyists... hip harness for hefty hennaed “hippos”... Hollywood hairdos for hostesses holding hectic hen hassels... hats and herringbones for handsome haberdashers... hot hamburgers for hungry hoofers...
- Hubba hose for hysterical hepcats... hothouse hyacinths for hospital habitants... hay for Hiram’s heifers and horses... hideous hollow heads for Halloween hecklers... household hints for hibernating hermits... hassocks for harems... horticulturists’ hybrid hollyhocks... better buy radio...

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

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

A Clear-Channel Station...
Serving the Middle West

Better Buy WGN!