Success story:

Sales falling in Richmond? You need WLEE! Read this story about a local candy store:

One particular brand of candy was showing decreasing sales. So the store started a series of announcements on WLEE. In less than two months, the trend was reversed, and the brand was showing a steep upward sales curve!

National advertisers are following the lead of local Richmond merchants to get results on WLEE! Your Forjoe man will gladly give you the whole WLEE story.
LIVE WIRE

Call it a coaxial cable, if you like. But to us it's a live wire. For the inauguration of the full NBC network schedule—LIVE—electrified television interest in Cincinnati, Dayton and Columbus—an area already famous as a red hot TV market.

The coming of the coaxial cable was news, big news. But it took a super-charged promotion by The Television Service of The Nation's Station to capitalize the event with results like these:

Television retailers jammed with buyers. Customers waiting in line for television sales clerks at department stores. Warehouse stocks cleaned out. Frantic wires to manufacturers for more sets. And thousands sold in four weeks!

What kind of promotion did this? A typical all-out WLW promotion utilizing practically every media: stage shows playing before 15,000 people in three days in three cities, AM and TV, newspapers, billboards, cab covers, car cards, window and store displays, contests, etc.

The power-packed promotion campaign started with the introduction on September 19, of a new daytime program schedule from 11 A.M. daily and featuring WLW's own million dollar talent staff. Then came a high-voltage promotion of Cable Day on September 25... followed immediately by a build-up on the World Series.

And what does WLW Television Service do now? Rest on laurels? No! These promotions are not "one-time-shots"... but part of a long-range promotion planned for WLW-television-land—the 10th largest TV market in the country.*

So if you want to reach this area embracing 3½ million people, channel your sales messages through the three Crosley TV stations.

For further information, contact any of these sales offices:

630 Fifth Avenue, New York 20, New York  •  360 North Michigan, Chicago 1, Illinois
6381 Hollywood Blvd., Hollywood 28, California  •  WLW-1, 2722 Chiclesow St., Cincinnati 19, Ohio
WLW-D, 4595 South Dixie Highway, Dayton 9, Ohio  •  WLW-C, 3165 Olentangy River Road, Columbus 2, Ohio

*NBC Research Department Estimates

WLW TELEVISION
WLW-T  WLW-D  WLW-C
CINCINNATI  DAYTON  COLUMBUS

Television Service of The Nation's Station  •  Crosley Broadcasting Corporation
IS AN OLD NEW ENGLAND CUSTOM

You may not remember but you've heard of the old peddler's wagon, its interior bursting with merchandise, its outside festooned with rattling tin and wooden wares. It was a department store on wheels. New England housewives looked forward to its coming . . . put away cash in the old blue sugar bowl to buy yard goods and needed household items.

The old trader covered a lot of territory selling house to house. The Yankee hometown station has that same "in" with New England housewives today. It, too, sells a great variety of merchandise and covers a wide territory with house-to-house thoroughness.

Local merchants like their Yankee hometown stations. Their customers listen regularly to Yankee and Mutual programs and remember Yankee advertised products.

You can reach 28 lush markets in six states with Yankee home-town stations. That is Yankee house-to-house selling throughout New England.

Acceptance is THE YANKEE NETWORK'S Foundation

THE YANKEE NETWORK, INC.

Member of the Mutual Broadcasting System

21 BROOKLINE AVENUE, BOSTON 15, MASS. Represented Nationally by EDWARD PETRY & CO., INC.
Closed Circuit

NBC MANAGEMENT metamorphosis under President Joseph H. McConnell, who regards AM network as primary and television operation as "complementary," expected logically to result in assignment of all AM network operations directly under Charles R. Denny, executive vice president, with Senior Vice President Sylvester L. (Pat) Weaver as his TV opposite number. Third top slot—vice president in charge of stations—also remains to be assigned.

FIRST DEPARTMENT at NBC to be split in forthcoming reorganization will be sales. Announcement expected within week of reassignment of Harry C. Kopf, now administrative vice president in charge of sales and stations, as chief of radio division sales, and of George Frey, now national sales director, as television sales chief. Sales department to be reassigned in advance of appointments of top operational executives of radio and stations divisions.

NOW THAT FCC has extricated NABSR issue to extent of using it as vehicle to cite networks on owned-station license renewals, it's expected to decide within six weeks whether it's proper for networks to represent affiliates in spot sales. Commission, to date divided, will decide: (1) whether it has jurisdiction at all; (2) if it has jurisdiction, whether it should deny to networks right to extend business into any new field, such as representation.

SHOULD Uncle Sam provide coaxial cable service for TV under something akin to subsidy in view of importance of TV in any national emergency? That question already posed in official quarters, and may soon receive top-level consideration. It's pointed out government subsidizes Merchant Marine, farmers, and airlines in interest of national defense and well-being. "Prohibitive" cost of coaxial, at $35 per base airline mile, is something government should look into, it's pointed out, particularly if television is to play home defense role in atomic era.

PEQUOT MILLS, New York and Salem, Mass. (bed sheets, pillow cases), through its agency, Jackson & Co., New York, planning spot radio campaign coast-to-coast in addition to current TV schedule [Broadcasting, Oct. 31].

IF CUBA persists in wave-jumping on U. S. channels, you can expect hot counterattacks from one of radio's newest and loudest voices—Chairman Ed C. Johnson of Senate Commerce Committee. It's warming warmer on whole NARBA topic and could make Popocatapetl sound like pipsqueak.

ONE PROPOSAL in re NARBA winning public favor in high places is that Cuba turn to FM as solution to its coverage program (if any) (Continued on page 82)

Business Briefly

RETURNS SOLD • Election returns on WCBS New York Tuesday to be sponsored by F. & M. Shaefer Brewing Co., Brooklyn, through BBDO, New York; on WABC-TV by United Fruit Co. through Wendell P. Colton Co., New York.


RCA-NBC SERIES • RCA Victor Division will sponsor Screen Director's Playhouse, NBC-built package, on NBC effective Jan. 6. Firm will also curtail sponsorship of Kukla, Fran & Ollie to three times to twice weekly on NBC-TV.


AGENCY NAMED • Steel Sash Service & Sales Co., Rocky Point, Long Island, names Flint Adv. Assoc., New York, with Robert P. Ku Kuck as account executive. Plans include five-minute video spots and spot radio.

WSAZ-TV JOINS ABC • WSAZ-TV Huntington, W. Va., will affiliate with ABC-TV effective Dec. 16. Station, also an NBC-TV and DuMont affiliate, will operate on Channel 5. It is owned by WSAZ Inc., managed by Bud Rogers. Addition brings to 41 ABC-TV's total, including its five owned and operated TV outlets.

TUBE SALES SOAR • Sales of radio receiving tubes rose sharply in September, according to Radio Mfrs. Assn., moving upward with increased demand for both radio and TV sets. Tube sales for month were 21,293,485, well above 18,444,588 in same month last year. Last September's sales consisted of 16,307,087 tubes for new sets, 4,035,127 for replacement, 925,090 for export, 228,181 for government. Nine-month sales for 1949 were 129,650,563 compared to 144,809,972 in 1948.

SCHNEIDER PROMOTED • WILLIAM SCHNEIDER, with Benton & Bowles, New York, four years as media coordinator for General Foods products, promoted to business manager of radio and television department.
**What's on the table at KEX?**

Food, food, food! More and more food producers in the Pacific Northwest... producers who know their market... are using KEX to step up sales. Among them:

- **NALLEY'S POTATO CHIPS**, Nalley Valley, Washington, uses regular participations on KEX's Kay West Program.
- **MT. ANGEL CHEESE**, Mt. Angel, Oregon, also tells its story via Kay West participations.
- **OLD DUTCH PRETZELS**, a new Portland producer, has found KEX the best way to break into the Oregon market.
- **FRANZ BREAD**, one of the region’s leading bakers, uses a regular schedule of spots on KEX.
- **HOOD RIVER APPLE CIDER** gets sweet results with regular promotion on Oregon's leading station, KEX.
- **GRANDMA'S COOKIES** reaches thousands of nibblers every weekday evening at six, through KEX.

In program after program, KEX proves that 50,000-watt coverage means more listeners per dollar. Want a big bite of this big market? Check KEX or Free & Peters for availabilities.
Disciple of Free Enterprise Caught in the Act

He sings the praises of the "Free Enterprise that the Founding Fathers farsightedly bequeathed us" — and practices what he preaches. Whether he’s getting down to cold snacks in a midnight raid on the refrigerator, or unfreezing a hot news story in Washington, his prodigious appetite for facts is working full time.

Said Herbert Hoover: "In these days when our precious liberties are being menaced by the machinations of treacherous and faithless men who masquerade as 'liberals' and 'champions of the people,' his (Lewis') lucid, fearless, and exhaustive examinations of the vital issues of our time are of profound importance to all good Americans."

His lively 5-nights-a-week broadcast—the Fulton Lewis, Jr. program—is currently sponsored on more than 300 stations. It offers local advertisers the prestige of a network feature, at local time cost with pro-rated talent cost.

Since there are more than 500 MBS stations, there may be an opening in your city. If you want a ready-made audience for a client (or yourself), investigate now. Check your local Mutual outlet — or the Co-operative Program Department, Mutual Broadcasting System, 1440 Broadway, NYC 18 (or Tribune Tower, Chicago 11).
"We consider money spent with WFAA over the last sixteen years one of our most fortunate investments."

FANT MILLING CO.*

James A. Fant
President

* NOW SPONSORING:
Saturday Night Shindig (since 1944)
Noonday News, Monday through Saturday
(since 1938)
"ANY ADVERTISER CAN . . .

AND MOST ADVERTISERS SHOULD

. . . USE SPOT RADIO"

EDWARD PETRY AND CO., INC.
THE SMILE THAT S-T-R-E-T-C-H-E-S FROM COAST TO COAST

From Penobscot to San Luis Obispo, more than a few million good consumers are smiling that well-known Ipana smile.

Of quite a few reasons why they should buy Ipana, one of the best, we think, is the persuasive commercial spot that's taken to the air, via dozens of the country's leading stations.

If you have a product you want to start moving now—in the markets you select yourself—we'd like to recommend that you do what Ipana and a lot of other smart Spot advertisers do:

START YOUR MARKET-BY-MARKET THINKING WITH THIS BLUE CHIP LIST OF STATIONS.

REPRESENTED NATIONALLY BY

EDWARD PETRY & CO., INC.

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

THE YANKEE AND TEXAS QUALITY NETWORKS

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November 7, 1949 • Page 9
ON THE
WASHINGTON SCREEN


AT HOME WITH THE HUNNICUTS IS EXACTLY WHERE THE TV AUDIENCE IS ON SUNDAY EVENING AT 7. A DOMESTIC COMEDY REVOLVING AROUND THE SMALL, HUMOROUS EVENTS FOUND IN EVERY AMERICAN HOME, THE HUNNICUTS (HUSBAND AND WIFE IN REAL LIFE, TOO) COMBINE HILARIOUS SITUATIONS WITH MIKE'S PIANO PLAYING AND THE SONGS OF BOTH MIKE AND POLLY IN A QUARTER HOUR OF HIGHLY ENJOYABLE TELEVISION. (LATEST ARB SURVEY—OCT. 16-23—SHOWS "THE HUNNICUTS" HAS THE LARGEST AUDIENCE OF ANY SHOW AT THAT TIME.)

JIM GIBBONS IS THE BUSIEST AND THE MOST POPULAR SPORTSCASTER IN WASHINGTON. HE BRINGS TV FANS THE BOXING MATCHES ON MONDAY NIGHTS, THE WRESTLING MATCHES ON WEDNESDAY NIGHTS, AND WITH HARRY WILLIAMS COVERS THE WASHINGTON REDSKINS FOOTBALL GAMES. HIS "SPORTS-CARTOON-A-QUILT" SHOW ON WEDNESDAY NIGHTS IS ONE OF THE LONGEST CONTINUOUSLY SPONSORED (BY THE SAME CLIENT) SHOWS IN TELEVISION! ABOVE, JIM INTRODUCES MARILYNE BOUR (LEFT), ONE OF AMERICA'S TOP WOMAN GOLFERS, AND HER SISTER TO VIEWERS ON HIS NIGHTLY (7:15) "SPORTS REEL" SHOW.

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

WMAL-FM

AGENCIES

MARK BENNETT BYRON, FOR PAST FOUR YEARS ADVERTISING MANAGER OF YARDLEY OF LONDON INC., IN NEW YORK, JOINS WILLIAM EXY TV CO., NEW YORK, AS A VICE PRESIDENT. HE OPERATED HIS OWN ADVERTISING AGENCY BEFORE THE WAR. MELVILLE BURKE, STAGE AND FILM DIRECTOR, JOINS WILLIAM EXY TELEVISION DEPARTMENT AS STAFF DIRECTOR. HIS CURRENT ASSIGNMENT IS THE COLISEUM THEATRE.

J. KENNETH WHITE, FORMERLY WITH BLOW CO., NEW YORK, JOINS LENNEN & MITCHELL, NEW YORK, AS ACCOUNT EXECUTIVE. BEFORE JOINING BLOW CO., HE WAS WITH FEDERAL ADV AND PRIOR TO THAT WITH MCCANN-ERICKSON. HE SPECIALIZES IN DRUG AND FOOD ACCOUNTS.

T. L. STROMBERGER, FOR PAST FOUR YEARS SENIOR ACCOUNT EXECUTIVE FOR LOS ANGELES OFFICE OF WEST-MARQUIS INC., NAMED VICE PRESIDENT. HE HAS BEEN IN ADVERTISING SINCE 1929 AND WITH WEST-MARQUIS SINCE 1944.

WILFRED GUENTHER NAMED PRESIDENT OF RIESSER-GUENTHER, CINCINNATI. AGENCY HAS RECENTLY BEEN INCORPORATED.

ED LAGRAVE JR. NAMED RADIO DIRECTOR AND ACCOUNT EXECUTIVE OF LESSING ADV. CO., DES MOINES. HE HAS BEEN ACCOUNT EXECUTIVE FOR PAST TWO YEARS WITH R. H. CARY, INC., SAME CITY, AND WAS FORMERLY MANAGER OF KUSD VERNMILLION, S. D., AND ANNOUNCER AND CONTINUITY WRITER WITH KTRI SIOUX CITY, IOWA.

KENNETH DUNNING, WITH LANGLEY & ASSOC., OMAHA, NAMED ASSISTANT VICE PRESIDENT. HE HAS BEEN IN ADVERTISING SINCE JUNE, APPOINTED ART AND PRODUCTION DIRECTOR FOR AGENCY.

HARRY HOFFMAN, FORMER ADVERTISING AND SALES PROMOTION DIRECTOR FOR IRES-CAMERON DIV., AMERICAN HOME PRODUCTS CORP., ORGANIZES HOFFMAN ADV. INC., WITH OFFICES AT 100 W. 42ND ST., NEW YORK. HE WILL SPECIALIZE IN DRUG AND ETHICAL PHARMACEUTICAL ACCOUNTS.

RICHARD E. GOEBEL FORMER EXECUTIVE IN SEATTLE AND SAN FRANCISCO OFFICES OF RUTHRAVEN & RYAN AND RECENTLY ASSOCIATED WITH KOOL PHOENIX, ARTS., AND KLAS LAS VEGAS, CALIF., JOINS HILL, EVANS & MERRILL, SEATTLE, AS VICE PRESIDENT AND MEMBER OF BOARD.

EILEEN HOWARD NOLAN, FORMER COPY SUPERVISOR AT GREY ADV., NEW YORK, JOINS COPY STAFF OF ROBERT W. O'RORAN ASSOC., ALSO NEW YORK.

JERRY HILL, FORMERLY SPORTS DIRECTOR WITH KDYL AND KASY-TV SALT LAKE CITY, JOINS WALTER McCREEERY INC. (FORMERLY SMITH, BULL & McCREEERY ADV.), BEVERLY HILLS, CALIF., PRODUCTION AND PROMOTION STAFF.

MARSHALL WORCESTER BECOMES ASSOCIATE SPECIALIZING IN RADIO AND TV OF LEWIS AGENCY, WASHINGTON.

JERRY HINES RESIGNS AS ACCOUNT EXECUTIVE AT KOL SEATTLE TO JOIN H. J. McGRATH & ASSOC., SEATTLE.

ROBERT PASCH, FORMERLY WITH BUCHANAN CO., NEW YORK, JOINS COPY DEPARTMENT OF KENNON & EICKHARDT, NEW YORK.

INNS BROMFIELD, FORMERLY ADVERTISING MANAGER FOR MORRIS PLAN, SAN FRANCISCO FINANCE CO., JOINS FOOTE, CONE & BELLING, SAN FRANCISCO, AS COPY CHIEF EFFECTIVE NOV. 15.

PETER McGOVERN, PUBLICIST AND FORMER NEWSPAPERMAN, JOINS RADIO-TV PUBLICITY DEPARTMENT OF YOUNG & RUBICAM, NEW YORK.

ROBERT MIZE, FORMERLY PRODUCTION MANAGER OF S. L. KAY ADV., SAN FRANCISCO, JOINS GARFIELD & GUILD, SAN FRANCISCO, IN SAME CAPACITY.

HOWARD L. CORDERY, FORMER HEAD OF TELEVISION DEPARTMENT AND EXECUTIVE PRODUCER FOR NASH PRODUCTIONS, JOINS TELEVISION DEPARTMENT OF MARSCHALL & PRATT ADV. CO., NEW YORK.

LOWE RUNKLE CO., OKLAHOMA CITY, ELECTED TO MEMBERSHIP IN AMERICAN ASSN. OF ADVERTISING AGENCIES.

JACK WYATT, RADIO AND TELEVISION DIRECTOR OF GREY ADV., NEW YORK, IS THE FATHER OF A GIRL, CLAUDIA WYATT, BORN OCT. 27.

ADDRESS CHANGES: GEORGE C. MCNUTT ADV. MOVES TO 3031 TELEGRAPH AVE., OAKLAND; TELEPHONE, OLYMPIC 3-1841.

MAURICE G. VAUGHN, VICE PRESIDENT IN CHARGE OF HOLLYWOOD OFFICE OF ZEDER-TALBOT, INC., IS THE FATHER OF A BOY.

BROADCASTING • Televesting
Scranton
the Nation's 21st market, but that doesn't tell all...

Scranton
674,000 people who can buy your products

Scranton
a market you can cover with one station

Scranton
with evening Hooper-ratings of 72.0—afternoon 59.0—morning 56.6

WGBI

MRS. M. E. MEGARGEE
President
CBS Affiliate 910 KC 1000 watts day, 500 watts night

GEORGE D. COLEMAN
General Manager

JOHN BLAIR & COMPANY
NATIONAL REPRESENTATIVES

Scranton
plus Wilkes-Barre...a good market to include in all your plans
"LET'S get it first-hand," said Bill Burns to Herb Morrison, his newsroom mate at KQV Pittsburgh, as they read the Tuesday noon flash carrying first news of the worst airplane disaster in history (see crash coverage story this issue).

Mr. Morrison is an old hand at disaster coverage, having attained worldwide fame with his spontaneous description of the Hindenberg disaster May 7, 1937, as the zeppelin landed at Lakehurst, N. J. That recording is one of the most-played documentaries of all time.

A call to the Civil Aeronautics Board in Washington wound up at the desk of a government girl working in a building within easy eyerange of the crash scene. Mr. Morrison had a tape recorder turning and the eyewitness described what he saw from her office window, located right at National Airport.

She insisted at least 50 persons had perished in the crash though wire services were said to be estimating the dead at 10.

As soon as the conversation had ended, KQV cut into its 12:30-1 p.m. Shows It With Music program with the tape-recorded telephone talk.

According to KQV, the Pittsburgh United Press office listened to the broadcast and wired the Washington bureau that a KQV on-the-scene description had placed the dead at 50 instead of 10. The 50 figure was verified later in the day.

Thus Mr. Morrison has been involved professionally in two air disasters that have shocked the world. His Hindenberg recording, which ended in a broken-voiced sob, induced NBC to break for the first time its rule against use of recordings on the network. At that time Mr. Morrison was an announcer at WLS Chicago.

On All Accounts

IT CAN be said that Forrest Owen Jr., West Coast radio and television director for Wade Advertising, Hollywood, cleaned up in radio at the age of 15.

At that time in his life, while attending high school, Forrest was employed as junior in the WELL Battle Creek, Mich. office. Money was no object—as the $1 compensation will testify—he just wanted to get a toehold in radio, and perhaps he wanted to be called upon to emit a station break once in a while. He admits, moreover, to using influence to get himself this position. His father, Forrest Flagg Owen, now WELL public relations director, was then commercial manager of the station.

Young Forrest's career at WELL was interrupted the following year, in 1937, when he left to enter Michigan State College, East Lansing. Book learning did not interfere with his radio ambitions for long, though. Forrest was made announcer for the school's 5,000 kw non-commercial station WKAR. In his senior year he was advanced to program director.

With graduation came the offer of an announcing job at WXYZ Detroit. After six months there he was given the title of night supervisor and a raise of $10 a week. In late 1942 an ulcer which he had developed while in college, got the better of him and forced him into hospitalization and rest for the next four months.

Ready for work again, in 1943, Forrest joined WTOL Toledo as program director and announcer. The following year, he left to join a defunct Toledo agency for the next six months, where he produced shows for Army camps in the midwest.

In 1944 he went to WQAQ, Chicago, as assistant producer. During the next two years there he directed the Quiz Kids and worked on the National Barn Dance. In 1946 he was called to the agency's Hollywood office to produce the Lum 'n' Abner show and supervise MBS Network for Miles Labs (Alka-Seltzer). Currently Forrest produces the CBS Curt Maysay Show, and supervises Queen in addition to Don Lee Alka-Seltzer News and CBS Pacific Coast Fred Beck Show which replaced Lum 'n' Abner in 1948. He also super-

(Continued on page 15)
Some interesting excerpts from a Sept. 26 editorial in the "Des Moines Register" about THE KRNT OPERATION

"There is no city of comparable size in the country, as far as we know, that provides such diversified entertainment as the KRNT THEATER makes possible." . . . "The new managers (Cowles Broadcasting Co.) obviously thought of it not as a local theater but as an 'all-Iowa theater'." . . . "Well over half of its 4,000-plus capacity is taken up consistently by patrons from outside Polk county." . . . "It is the cultural and entertainment field that gives the KRNT THEATER its real glamor and familiarity among Iowa people." . . . "The nation's first-rank stars and showmen put Des Moines on the 'road list' early and almost invariably." . . . "We think the folks who are running this 'show-place of Iowa' are doing a good and useful job."

The Station Promotes the Theater . . . AND . . .

ALL IOWA LOOKS TO KRNT FOR ENTERTAINMENT—
Radio . . . Stage . . . Concert

The station with the fabulous personalities and the astronomical Hoopers.
Cities Service TV

EDITOR, Broadcasting:

This is to notify you that the Cities Service Band of America simultaneous television and radio program is continuing after four weeks experiment. The combination television and radio program Monday night at 9:30 p.m. seems to have made a distinct hit for the ear and the eye and ear. Certainly on last Monday night there could not have been a better television program; and Cities Service television commercials have received acclaim.

Merlin H. Ayleworth
Consultant
Cities Service Co.
New York

[EDITOR'S NOTE: Cities Service radio history as well as a description of the program's advent into television was described in a special feature in Broadcasting, Oct. 17.]

Open Mike

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

'PI' Scratch Pad
EDITOR, Broadcasting:

"PI NETS A PROFIT"—

Our station eagerly waits for each copy of Broadcasting and receives good information that helps us make more money and increase the listeners of our station. We always read the articles on PI deals with great interest, and after receiving bales of PI deals, our traffic department comes up with an idea of how to make money off PI promoters. It's very simple, but the only sure way we know—Place each piece of copy in a dry, clean corner in a big box. When it is full, take it to your local printer and have him cut and gum into nice four by fives and eight by tens for scratch pads. To this box, designed for collecting paper for our scratch pads, we have added the reams of commercial news releases received from non-advertisers who run big contests and a million and one gimmicks to receive free publicity. We believe in selling from the rates cards, but we do appreciate the free paper, as we have found it valuable to our operation—so keep the mail rolling.

To see one of these pads, just send a letter to "Scratch"—that's S-C-R-A-T-Ch, Box 629, Baytown, Tex. Seriously speaking, we will send station managers a sample.

E. H. Keown
General Manager
KRKC Baytown, Tex.

Does 'Super Job'

EDITOR, Broadcasting:

... Seems to be an appropriate time to assure you that I know of no other magazine or paper representing any specific industry doing a job so super as Broadcasting. Your strongest feature seems to be that you fairly represent, without fear or favor, the expression of all groups—the nets and nonaffiliates—FM'ers and AM'ers—the mighty and the midgets. With such editorial policy, how can you fail?

Jim Gerrard
President and Comm. Mgr.
KRMQ San Bernardino, Calif.

Carols, Too Early

EDITOR, Broadcasting:

... I have just finished listening to someone singing "Silent Night" on the Breakfast Club program over ABC.

We have heard much criticism in the past about over-emphasis of the commercial aspects of Christmas. I think radio probably has done more to ruin the spirit of Christmas than any other medium through its mad competitive desire for everyone to beat the other fellow to the punch.

If we keep on singing Christmas carols earlier and earlier we probably will end up by starting them on Decoration Day or even before. Certainly program directors and music directors on radio should have better taste than to start Christmas carols two to three months before the day it is intended to celebrate...

R. T. Mason
General Manager
WMRN Marion, Ohio

'Mr. Chips' to Radio

AFTER a quarter century of teaching at the U. of Cincinnati Evening College which won him the title of "Mr. Chips," Robert M. Fleming has resigned to give all his attention to radio work. During his long campus career, he taught public speaking, public relations and advertising. In his "goodbye," however, "Mr. Chips" set up a $1,000 scholarship to provide a $40 annual award to the male high school graduate who wishes to follow a commerce program in the Evening College. Mr. Fleming has devoted much of his time to radio work since 1938 and for several years has been a member of WCKY Cincinnati's sales staff.
For 17th consecutive year, the Canadian Broadcasting Corp., started Northern Messenger Service on Nov. 4, for Canadian and U.S. citizens in Canada's far north. Service originally started in 1928 by KDKA Pittsburgh, and now is carried by CBC 50 kw stations and shortwave stations half hour to one hour weekly. Messages from friends and relatives are sent to the men and women who live in Canada's sub-Arctic and Arctic regions beyond regular means of communication, many of whom are shut off from civilization the entire winter. Messages for people in the Arctic are received by CBC at Winnipeg, are edited for brevity, and recorded for use on CBW Winnipeg, CBO Watrous, CBX Edmon-

ton, and CBA Sackville, as well as shortwave stations at Sackville.

- Mutual outlet, KDRO Sedalia, Mo., celebrated its tenth anniversary early last month with a studio party to which the public was invited.
- New Philadelphia radio record was reportedly established when the dramatic series, Within Our Gates, aired its 250th consecutive broadcast over WFIL Philadelphia Oct. 30. Program was selected by ABC for network broadcast during Brotherhood Week.
- Barbecue held late last month at the transmitter site of WPTF Raleigh, N.C., celebrated the admission of Howard Sugg, transmitter engineer, into the station's 50-year club. General manager E. H. Mason will be admitted into the club in December.
- WCCC Hartford, Conn., celebrated its second anniversary by airing a special program which featured interviews with key staff personnel and sponsors.
- Executives representing the sponsor, agency and WJZ New York congregated last month to celebrate the 15th anniversary of Esso Reporter broadcasts on WJZ. Mark Woods, president of ABC and Harry C. Marschalk, president of Marschalk & Pratt, Esso's agency, were among those present.

Carl Berger, conductor of WWDC Washington's program Your Government and Mine marked 12 continuous years on the air Oct. 28. A government employee himself, Mr. Berger reports nightly on job information, departmental news, employee's organization and the comings and goings of important and "little" people in government service.

The 50th anniversary of the founding of Portland, Ore.'s Musicians Mutual Association Local No. 99, AFL, was celebrated in cooperation with KGW and KOIN both Portland. Both stations aired half-hour shows commemorating the event. KGW's format being a birthday party, and KOIN using a "cavalcade" pattern. Local and staff musicians were featured by both stations on their shows.

On All Accounts

(Continued from page 18)

Forrest Owen Jr. was born in Philadelphia in 1918. Two years later the Owens moved to Libertyville, Ill., and when he was seven they made another and this time permanent move to Battle Creek.

In high school he made a name for himself in the swimming annals of the school, by winning, in his last year, the regional and state 100 yard breast stroke. He continued this success in college, where he had the freshman record for that achievement for a year. In his sophomore year, though, finding that he did not have time for both swimming and his radio work, he deserted the former.

In March 1946 Forrest and Mary Lee Greene cemented a five-week friendship with marriage. Since that year there have been two additions to the family, Kathy Lee, 2½, and Drusila, 15 months.

With radio as a fulltime job, Forrest still maintains swimming as a hobby. Loyalty to his school is reflected in the only club to which he belongs—the Michigan State College Alumni Board Club.
a cross-section of

TESTimonials

HARRY STONE, GEN. MGR.  •  IRVING WAUGH, COMMERCIAL MGR.  •  EDWARD PETRY & CO., NAT'L REPRESENTATIVES
We think that practically everyone who has ever used WSM will write you a glowing testimonial about this station and its audience for selling purposes.

Big towns, little towns, and rural areas . . . a cross section of USA, Inc.

A station that has earned, the hard way, the deep respect of its audience—millions of folks out there where our 50,000 watt clear-channel signal reaches.

A station with a staff of more than 200, ready to build you a network quality show for your selling job whether it be on new goods, new marketing plans, or a new radio program idea.

ASK US TO TELL YOU ALL

KEY TO SALES IN THE CENTRAL SOUTH

WSM
NASHVILLE

50,000 WATTS • CLEAR-CHANNEL • 650 Kilocycles • NBC AFFILIATE
Here's how the NEW Series 300 AMPEX MAGNETIC TAPE RECORDER adds profit to your operation.

Read what Frank Marx, Vice President in charge of Engineering, American Broadcasting Company, says: “For the past two years A. B. C. has successfully used magnetic tape for rebroadcast purposes ... A. B. C. recorded on AMPEX in Chicago ... 17 hours per day. For 2618 hours of playback time, the air time lost was less than three minutes: a truly remarkable record.”

SPECIFICATIONS

Frequency Response:
At 15.7 ± 2 db, 50,15,000 cycles
At 7.5 ± 2 db, 50,7,500 cycles

Signal-to-Noise Ratio: The overall unweighted system noise is 70 db, below tape saturation, and over 60 db, below 1% total harmonic distortion at 100 cycles.

Storing Time: Instantaneous. (When starting in the Normal Play mode of operation, the tape is up to full speed in less than 1 second.) Flutter and WOW: At 15 inches per second, well under 0.3% r.m.s., measuring all flutter components from 0 to 300 cycles, using a tone of 3000 cycles. At 7.5 inches, under 0.2%.

Manufactured by Ampex Electric Corporation, San Carlos, Calif.

DISTRIBUTED BY

BING CROSBY ENTERPRISES * GRAYBAR ELECTRIC CO. INC.
9028 Sunset Blvd., Hollywood, Calif.
420 Lexington Ave., New York 17, N. Y.

AUDIO & VIDEO PRODUCTS CORPORATION
1650 Broadway, New York, New York • Phone: 7-0780

**New Business**

TELE-TRONICS, Chicago, renews Al Morgan Show, Monday, 7-30 to 8 p.m. CST, on WGN-TV Chicago for 15 weeks through Jones-Frankel, Chicago. Show is fed to Dumont for sponsorship in other cities.


MILWAUKEE BOARD of REALTORS, Milwaukee, appoints Saxon Agency, that city, to plan and execute 12-month public relations and advertising campaign. Radio will be used.

SEALY Inc., Chicago (mattresses), appoints Olian Adv., that city, to handle its entire account. Olian has been servicing Sealy's Chicago operation, for which it developed Calling All Detectives.

ORANGE CRUSH Ltd., Toronto (soft drink) starts children's safety program twice weekly on seven Canadian stations. Agency is Harry E. Foster Adv. Ltd., Toronto.

Network Accounts

LUDEN'S Inc., Reading, Pa., will sponsor 15 minutes of CBS hour-long musical quiz, Sing It Again, starting Nov. 26. Contract covers 10-45 to 11 p.m. portion of program, aired Saturday, 10-11 p.m., and was placed through J. M. Mathes Inc., New York.

MILLER BREWING Co., Chicago, through its agency, Klau-Van Pietersom-Dunlap, both Milwaukee, renews for 26 weeks, effective Nov. 30, its ABC broadcasts of Lawrence Welk High Life Review. Program is aired Wednesday, 10-10:30 p.m.

B. F. GOODRICH Co., Akron, Ohio, adds seven stations to ABC-TV network line-up for Celebrity Time. Show is viewed Sunday, 10-10:30 p.m., on 21 stations. Agency: BBDO, New York.


Adpeople

JAMES J. DELANEY, formerly vice president at Morey, Humm & Johnstone Inc., New York agency, appointed advertising manager of Sinclair Refining Co., also, New York. Prior to his most recent post, he was account executive with McCann-Erickson Inc., and was for eight years assistant advertising manager of Cities Service Co.

WGY AND WRGB (TV) Schenectady, N. Y., plans for 1950 promotion and advertising are revealed to Robert B. Hanna Jr. (seated center), stations manager, by Eugene Weil (l), supervisor of sales. Conferring on the type and media to be used are (1 to r): Seated—Mr. Weil; Howard Gardner, NBC Research head; Mr. Hanna and Jake Evans, promotion manager for NBC spot sales; standing—Ray Welzoff, assistant stations manager; Dwight Van Avery and Miss Jeanne Weller of General Electric's Advertising and Publicity Dept.

**Broadcasting • Telecasting**
A completely new KTSA is now on the air serving the great San Antonio and South Texas market. Under new ownership, its activities and facilities are now coordinated with those of two great metropolitan newspapers, The SAN ANTONIO EXPRESS and The SAN ANTONIO EVENING NEWS.

KTSA AM FM now occupies a unique position in the market it serves. The services and facilities that have made this station a San Antonio institution for more than 21 years are being broadened and improved.

Already, new power is being delivered from a new ultra-modern transmitter; new studios and business offices are now being completed in the Express Publishing Company Building; great new CBS network programs are now on the air; new, faster, and more complete coverage of the news is a vital part of the new KTSA AM FM programming, which includes new public service features and new local programs.

Exceptional new merchandising and promotion services are available to advertisers ... services that are based on a long and intimate knowledge of the South Texas market, and patterned to meet your special needs. Write us, or ask any Free and Peters representative.
It's even bigger than bigger
Each time you look at radio it's bigger.
You turn your head away and before you turn it back it's bigger than ever.¹

Radio is bigger than anything—
bigger than magazines, bigger than newspapers,
bigger than both of them put together.

Yet in measuring the bigness of radio,
people still use obsolete yardsticks.
Yardsticks, for example, which compare
the circulation of a whole magazine with
the audience of a single network program.
(It's like saying my apple-tree is bigger than your apple, as Variety recently put it.)²

Or take a yardstick like "cost-per-thousand listeners." In radio a more realistic gauge is "cost-per-million." In radio there is no such thing as only "a thousand" listeners.
(It's like using a ruler to measure the distance between the stars.)¹

Sometimes the only way you can tell anything is bigger than anything is by discovering that it's smaller. The cost of customers delivered to advertisers in network radio is smaller than in any other major medium.

And CBS is both bigger and smaller than anything in radio—bigger because it delivers more millions of listeners to advertisers than any other network; smaller because it does so at the "lowest cost-per-million."

¹ People are buying radio sets at the rate of 650,000 a month!

² CBS reaches 34 million families each week! The country's largest magazine has a readership of about 15 million families per issue.

³ CBS' "cost-per-million" actually delivered to advertisers comes to only $1670—or one customer for one-sixth of one cent!
HITCH YOUR ANTENNA TO THE STARS

Pulse points to star-studded WCAU — in Philadelphia.


And again: Of the 10 most popular evening programs in May-June, Pulse showed WCAU with 7. And of the 10 most popular daytime programs, WCAU had 9.

All this, remember, is way back in May-June. Ancient history. For now WCAU, along with the CBS network, is carrying such additional stellar talent as: Edgar Bergen, Bing Crosby, Burns & Allen, Groucho Marx, Red Skelton — plus last year's favorites, Jack Benny, Amos 'n' Andy, Lux Radio Theatre, Arthur Godfrey and My Friend Irma. Now what's WCAU's Pulse going to be? It's going to reach an all-time high. Just hitch your antenna to the stars!

* May-June figures used to show regular programs rather than summer replacements. July-August Pulse equally flattering to WCAU.
FCC NETWORK REVIEW

By RUFUS CRATER

THE PROSPECT that FCC may move soon to buttress its network regulations was seen last week as the Commission put 11 owned stations of CBS, NBC and ABC on temporary licenses pending decisions on current studies [CLOSED CIRCUIT, Oct. 31].

The temporary license move, linked with FCC's recent investigation of networks' spot representation activities and with the three-year-old Don Lee renewal cases, in the opinion of observers foreshadowed at least a careful Commission review of the current network rules.

The timing remained a matter of speculation. There seemed little likelihood of action before decisions are reached on both the Don Lee and the spot representation cases. The former is known to have been under active consideration in recent weeks; the latter is known not to have been.

One prospect was that the Commission will ask for a special appropriation in next year's budget to finance an overall investigation of relationship of networks with their affiliates and the gaps also with radio-related activities such as talent bureaus and recording companies.

Provision 'Badly Needed'

More than once FCC has made clear that it considers an investigation of this sort badly needed—particularly since the influx of new stations has given networks a choice of affiliates, and therefore a stronger bargaining position, in many markets.

"In the near future," FCC Chairman Wayne Coy told a House Appropriations subcommittee last spring, "it will be necessary to examine more closely the rules governing the relations between networks and their affiliates, particularly in regard to the new FM and TV networks" [BROADCASTING, April 18].

A few weeks earlier FCC had gone on record in greater detail. In one of its exchanges with Sen. Ed C. Johnson (D-Col.), chairman of the Senate Interstate and Foreign Commerce Committee, the Commission said [BROADCASTING, Feb. 28]: "No comprehensive network investigation has been undertaken since 1941. The Commission has long felt that such an investigation is necessary not only to determine how the regulations are working with respect to standard broadcasting, but also to re-examine some of the problems concerning the relationship of the networks to talent bureaus and recording companies and also to examine carefully the effect of the regulations in the FM and television field. . . .

It is entirely possible that the conditions in FM and television are sufficiently different from AM that other or additional regulations are needed in this field in order to protect against monopoly."

The Commission also labeled as "clumsy" the present procedure whereby action against a network for alleged coercion of an affiliate must be taken via the network's owned stations.

One network rules change which has been suggested unofficially is extension of the affiliation term from two years to three. This proposal is based on the fact that the license term, which was two years when the network rules were drawn, has been lengthened to three.

Last week's move against ABC, CBS and NBC put their owned stations—those with licenses expiring Oct. 31—on temporaries until March 1, and further extensions unquestionably will be made if the Commission hasn't decided the key cases by then.

Key Cases

The key cases are both Don Lee renewal proceeding and the spot representation probe, so far as ABC and NBC are concerned, and the spot representation question alone in Columbia's case.


ABC replied to the move with this statement: "We believe that when the FCC has had an opportunity to study all the facts that it will be shown that the operating relationships between ABC and its affiliated stations are in the public interest and are in accord with the communications law."

Neither CBS nor NBC commented. Nor did the National Assn. of Rádio Station Representatives, whose protest against network representation of affiliates in the sale of spot advertising prompted the Commission's probe. The hearing was held almost a year ago [BROADCASTING, Dec. 6, 1948, Jan. 17].

ABC and NBC were told that questions had arisen, in connection with their relations with affiliates, which are similar to those in the long-pending case involving the renewal applications of stations owned by Don Lee Broadcasting System. Thus, FCC said, action on the NBC and ABC renewals must await the Don Lee as well as the spot representation decisions.

In ABC's case the "questions" (Continued on page 80)

WORLD SERIES

7-Year Rights to MBS, Gillette

A MILLION-DOLLAR contract for radio rights to World Series and All-Star baseball games for the next seven years was announced today by MBS, Gillette Safety Razor Co., and A. B. (Happy) Chandler, commissioner of baseball.

At the same time Mutual and Gillette were granted the right to meet "any offer for television rights for next year which the commissioner may receive," it was announced.

The radio contract extends through 1956. Although the price paid for radio rights was not disclosed, it was reported to be about $1 million for the seven-year period.

A joint announcement of Mr. Chandler, MBS and Gillette said that radio and television rights sold since Mr. Chandler became commissioner in 1945 amounted to more than $25 million.

The contract was written in accord with policies announced a fortnight ago by the Justice Dept. [BROADCASTING, Oct. 31] when it reported it had called off its investigation of baseball.

The Justice Dept. said that revised policies of organized baseball required that any network buying rights to World Series or All-Star games must make broadcasts or telecasts available, on a sustaining basis, "to any independent radio or television station serving an area inadequately served by the network or affiliated stations."

Extensive Coverage

The joint announcement of the new contract signing said that radio broadcasts of the games would be carried on more than 500 Mutual stations plus "some 200 auxiliary radio stations in the U.S. as well as in Hawaii, Alaska, Canada, Cuba and Latin American countries."

The announcement did not specify whether Gillette would buy time on the auxiliary stations. According to the Justice Dept. announcement two weeks ago, non-network stations which took the games on a sustaining basis would have to pay their own line charges.

The new contract superseded one now in effect which would expire in 1951.

Mr. Chandler said that an unspecified sum from sale of the rights would be deposited in the baseball players Annuity and insurance plan adopted in 1947 by the club owners and the commissioner's office.

The announcement was made jointly by Mr. Chandler, Frank White, MBS president, and J. P. Spang Jr., president of Gillette.

The confinement of the seven-year contract to radio rights alone was regarded as a reflection of the changing pattern of broadcasting. Although Mr. Chandler was willing to make a long-term deal at a stated price for radio rights, he was plainly hesitant about pegging prices for television that far in the future.

It was recalled that in the recent World Series, the television rights were sold at a higher figure ($200,000) than that paid for radio ($175,000).

Obviously, it is Mr. Chandler's hope that television will produce (Continued on page 4)
N. Y. ELECTION

Radio-TV Time Near $300,000

SIZZLING political campaigns in the New York area were ringing up time sales on station cash registers which may reach the $300,000-a-day figure by election day tomorrow, according to a survey by Broadcast-
ing.

The volume of time purchases was said to exceed that of all previous political campaigns in the area except presidential races. Principally involved in the New York elections are a U. S. Senatorial seat and the mayorality.

For many of the New York stations, political expenditures came as found money—little salesmanship being used to get the business. One station, WNEW, which does not accept such advertising, said it turned down $100,000 worth of such business, deciding instead to make 12 hours of time available on a free basis to all the parties.

The volume of the purchases caused a spread of political talk clear across the broadcast day. Time itself was purchased carefully, according to the professional radiomen who were acting as advisers to the parties. Lloyd G. Whitebrook, account executive and vice president of Elmer Sackenheim Inc., agency for the democratic state committee, said he believed all the parties were making the "most intelligent use of radio and television in a political campaign in a long time."

Notes Adjacencies

Close attention was paid by the timebuyers to adjacencies and to programming on competing stations, he said.

As a result of reaction to radio and television impact in the campaign, he foresees even greater use of the media, with emphasis on increased time purchase volume in the 1950 New York gubernatorial race.

Those stations which made a special effort to get radio business found an almost bewildering multiplicity of purchasers to contact. Not only were the parties themselves spending money, but also a maze of committees created for the campaign. Thus, in the U. S. Senatorial race (for example), in addition to the Democratic State Committee buying time, there were such organizations as the Citizens Committee for Morris, $250; Bruce Bromley, (Asso-ciate, Appeals Court, Rep.), $250; Joint Labor Committee, AFL-CIO for O’Dwyer (mayor) $2,258; Independent Citizens Committee, $950; John Foster Dulles (U. S. Senator, Rep.), $396. Total, $4,581.50.

WJZ—AFL-CIO Joint Labor Committee for O’Dwyer, $1,860; City-Wide Independent Citizens Committee for Lehan, William O’Dwyer (mayor) and Robert F. Wagner Jr. (Manhattan Borough President, Rep.), $2,125; Citizens Committee for Morris, $250; Bruce Bromley, (Associate, Appeals Court, Rep.), $250; Joint Labor Committee, AFL-CIO for O’Dwyer’s (mayor) $2,258; Independent Citizens Committee, $950; John Foster Dulles (U. S. Senator, Rep.), $396. Total, $4,581.50.

NAB is likely to have its functions further overhauled when the board of directors meets Nov. 15-17 at Washington headquarters.

The board’s fifth and final 1949 session will take up the job of streamlining the association when it left off last July, and at the same time review what has happened since that time.

Each problem will face the new directors, including such matters as BMB’s future, if any; proposal to set up two vice presidencies between department heads and president; suggestions for re-grouping of states into 12 instead of 17 districts; revision of lay policy; solicitation of political advertising, its functions, and its budget. NAB is likely to have its functions further overhauled when the board of directors meets Nov. 15-17 at Washington headquarters.

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A SERIES of explosions and fire in its major records-keeping sections threatened FCC last week with weeks and possibly months of reduced activity.

Officials after a two-day checkup reported relatively small loss of records in the blasts and blaze, which wrecked portions of two floors of FCC's Washington headquarters Tuesday morning without serious injury to personnel. But they conceded the full extent may not be known for weeks.

The Commission policy was "work as usual, so far as possible." Damage was estimated unofficially at $150,000.

The explosions and fire originated in the transformer and master switch room in an eighth-floor section of the New Post Office Bldg., near FCC's docket and license sections and broadcast reference rooms. The ceilings of seventh-floor spaces along one corridor and parts of two others were crumpled by the blasts and the weight of water and debris, and partitions were knocked down. The damage was on the Pennsylvania Ave. side of the $11,700,000 building.

FCC Chairman Wayne Coy, directing the regrouping operation, said one long seventh-floor corridor would have to be rebuilt—a matter of months. Other portions of the seventh floor were put back into use Thursday.

The master key to the recovery program appeared to be the immediate habitability of the license section quarters, on the eighth floor. Authorities said they were hopeful these quarters could continue in use with little delay. With its countless file-packed rooms, re-establishment of this section in other quarters, possibly outside the Post Office building, would be a major operation.

Extent of Damage Uncertain

Detailed examination of files was expected to show considerable water damage. There was no way to know just how seriously this may impede activity.

Many records were blown out of the building but most were believed to have been recovered. Total or serious loss for the most part was confined to papers actually in "work"—those on desk-tops or office files being processed when the blasts and fire occurred. In many instances it was felt duplicates were available.

Law Bureau offices most seriously damaged included those of General Counsel Benedict P. Cottone and Assistant General Counsel Harry M. Plotkin, Max Goldman, and Harold Cohen. Temporary offices for them and others displaced along "lawyer's row" were being crowded into other quarters.

Papers scattered during the fire were being rounded up and sorted as rapidly as possible. But officials agreed it would be virtually impossible to tell whether such files were actually complete until they are taken out for processing.

Classified records—that not open to public inspection—were reported substantially intact. A guard was set up to keep watch over them in some instances. Comr. George E. Sterling is the Commission's security officer.

A few hearings slated for the day following the fire were cancelled temporarily, but there was no general postponement. The mimeographing section, damaged by the explosion and blaze, was moved into other offices and the flow of releases was resumed Thursday afternoon. The rate at which decisions are announced will be controlled, of course, by the rate at which the Commission is able to act.

Though several persons were injured, authorities said none was hospitalised. Walter S. Davis, head of the docket section, was admitted to a hospital for treatment of face wounds. Aaron Trail, building superintendent, was knocked down by an explosion and trapped in an eighth-floor room until rescued by firemen. Several firemen were injured.

Martin Levy, in the common carrier division of the Law Bureau, said he was working in a seventh-floor office with Bernard Strassburg, also of the Law Bureau, when the first explosion came.

Ceiling Caves In

"The whole ceiling fell in," he said. "I got down on the floor and the ceiling hit my shoulder, but then it stopped. It was apparently held up by the chairs and tables. I couldn't get the door open, so I broke out the glass to get out."

Both he and Mr. Strassburg were given first aid for hand cuts.

Employees in the building—some 5,000 counting those in the Post Office Dept. and Interstate Commerce Commission as well as FCC—all left in orderly fashion when the blasts began. A flickering of lights had indicated something was wrong, and a fire alarm preceded the heaviest of the explosions.

The first blast came about 9:58 a.m., a second at 10:12, and a third at 10:31. The fire was declared out at about 11:30. A crowd estimated at 30,000 lined the streets to watch the fire-fighting operation.

While an inquiry board was set up to investigate the fire, some FCC engineers advanced the belief that a short circuit might have caused the oil in which a transformer was immersed to become over-heated and explode.

When it became clear that no one had been seriously hurt, the inevitable gags began to be heard.

One wag, noting that the fire started near the television hearing records, attributed it to spontaneous combustion.

Another wit said he understood Chairman Coy notified Assistant General Counsel Plotkin that the ceiling had fallen on Mr. Plotkin's desk, and that Mr. Plotkin replied that it was no cause for alarm because everything else in the Commission was on his desk already.

Other stories said when FCC (Continued on page 10)
Radio-TV Cutbacks Spread

Hollywood Television Center (Broadcasting, Oct. 31). Network spokesmen asserted that the loan had been in negotiation for several months.

The reports of budget cutting aroused speculation that Edward J. Noble, chairman of the ABC board, who controls a majority of ABC stock, was putting his corporation in order in a preliminary to re-opened negotiations with 20th Century-Fox Film Corp., which some time ago expressed interest in buying the network.

This speculation was regarded as unfounded. Broadcasting learned on competent authority that the film company has not resumed discussions with ABC. At the same time, however, a qualified informant said that an eventual revival of Fox interest in buying the network was by no means an impossibility.

The last negotiations were stalled on price. Whether, in view of decreased earnings since that time, the asking price for ABC had or would be lowered, was a question which presumably might interest the film company.

GREENSPOT TESTS

Sponsors Three Shows in West

GREENSPOT Beverage Inc., Los Angeles (orangeade), Nov. 2 started a test campaign via sponsorship of three Western regional network shows.

The firm is sponsoring two weekly quarter-hours of Surprise Package, Tuesday, Thursday (2:15 p.m. PST), and five minutes weekly of Detective of the Week, Wednesday, (8:25-3:30 p.m.) both on 14 ABC stations in California, Nevada and Arizona for 13 weeks. It also is backing five quarter-hours weekly of Ladies First, Monday through Friday, alternating in 11-11:30 a.m. period on 24 Don Lee Network stations in same area for six weeks. Agency is Philip Meaney Co., Los Angeles.

Heet Buys Spots

HEET Div. of Demert & Dougherty, Chicago, for Heet gas line anti-freeze, will sponsor radio and television spots in 40 northern U. S. markets starting this month. Firm is doubling its advertising budget this winter. Agency is Ruthrauff & Ryan, Chicago.

CBS INCOME

1949 Gross Now $74 million

CBS gross income for the first 39 weeks of 1949 was $74,607,071 as compared to $70,904,808 during the similar 1948 period, it was reported Wednesday following a meeting of the network's board. The board also declared a cash dividend of 35 cents per share on Class A and Class B stock, payable Dec. 2 to stockholders of record as of Nov. 18.

Although the CBS gross income was up for the period, earnings were down. Net income was $2,003,812 as against $3,010,446 for the nine-month period of 1948. Earnings per share were $1.17 for the first nine months this year as against $1.75 for the comparable 1948 period.

The consolidated income statement of CBS and its domestic subsidiaries follows:

<table>
<thead>
<tr>
<th>Nine Months Ending</th>
<th>October 1, 1949 (39 Weeks)</th>
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<td>Less: Time discount and agency commissions, record returns, allowances and discounts</td>
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<td>Deduct: Operating expenses and cost of goods sold</td>
<td>$52,697,104</td>
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<td>Selling, general and administrative expenses</td>
<td>$12,850,207</td>
<td>$11,737,268</td>
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<tr>
<td>Provision for depreciation and amortization of fixed assets</td>
<td>968,681</td>
<td>808,128</td>
</tr>
<tr>
<td>Total</td>
<td>48,821,466</td>
<td>46,024,867</td>
</tr>
<tr>
<td>Miscellaneous income, less miscellaneous deductions</td>
<td>$3,875,638</td>
<td>$4,510,322</td>
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<tr>
<td>Income before federal income taxes</td>
<td>$7,716,804</td>
<td>$5,104,545</td>
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<tr>
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<td>$3,803,812</td>
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<tr>
<td>NET INCOME FOR PERIOD</td>
<td>$3,913,008</td>
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<td>$1.75</td>
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(Calculated upon the 1,717,352 shares of $2,50 par value stock outstanding as of October 7, 1949)

* Deficit.

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<td>Total</td>
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<td>46,024,867</td>
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<tr>
<td>Miscellaneous income, less miscellaneous deductions</td>
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<td>$4,510,322</td>
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<tr>
<td>Income before federal income taxes</td>
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<td>$5,104,545</td>
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<tr>
<td>Provision for federal income taxes</td>
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<td>$4,390,446</td>
</tr>
<tr>
<td>NET INCOME FOR PERIOD</td>
<td>$3,913,008</td>
<td>$1,688,099</td>
</tr>
<tr>
<td>Earnings per Share</td>
<td>$1.75</td>
<td>$1.75</td>
</tr>
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</table>

(Calculated upon the 1,717,352 shares of $2,50 par value stock outstanding as of October 7, 1949)

* Deficit.
EFFECTIVE NEWSCASTS

By E. Z. DIMITMAN

This is strictly a case of a newspaperman rushing in where radio men fear to tread.

I am a newspaper man. I know nothing about radio and its problems. For years I have listened mostly to news. During the past year, however, I have had occasion to read, study, and analyze several thousand radio news scripts of general radio stations in metropolitan areas. As a check, I listened to newscasts of many stations, large and small, in other metropolitan areas—New York, Chicago, and Washington.

The scripts I read and the newscasts I heard—to my unschooled mind—lacked a distinctive character, an unspoken but present "listen to me tomorrow again, please." appeal.

One newscast sounds very much like another—the same news that comes over the wires of the press associations, plus occasional local item or two, possibly clipped from the hometown newspapers.

The above refers to newscasts originating in the newsrooms of local stations. The newscasts of the networks, almost without exception, are excellent in every way and each is identified by special features. The network news presentations compare favorably with the news presentations of our better newspapers.

Some of the local stations (as the best example, the NBC outlet in Chicago, WMAQ) produce newscasts that are informative and bright, that show originality and thought in preparation, and include some unusual feature to give them character and distinction. Such stations, I am afraid, are in the minority.

I wonder how many station owners or managers have taken the time and effort, in recent years, to study what goes out over the air from their news rooms from three to as many as a dozen times a day. I don't mean to listen to a cast now and then, to glance through one day's scripts. Read three or four weeks scripts; listen to ALL the newscasts for a week.

--Study Worthwhile

From my own experience I am certain it would be well worthwhile for top executives to make such studies, or have them made.

While television is groping with the difficult and not-yet-solved problem of creating and producing an adequate, interesting and up-to-the-minute news program, at something resembling a reasonable cost, local radio news, if it will, can make friends for itself which will not be easy to switch to television for news.

Without going into detail of what seem to me to be the serious shortcomings of most newscasts, I would like to offer consideration of a few thoughts.

First, a common denominator: A station's newscasts should be so planned that a listener will come to know that on a specified cast, at a certain hour, every day, he can expect an added feature of particular interest to him (or her).

Each newscast period should have such a special feature or added value to which a listener can look forward—giving the cast a continuity value and providing a peg for promotion.

One newscast can be specifically designed for business men by de-

NOW freelancing as radio news content analyst and newspaper consultant, Mr. Dimitman has been actively engaged in newspaper work since 1920. Among his many journalistic jobs, he has been executive editor of both the Philadelphia Inquirer and the Chicago Sun. In analyzing radio news, Mr. Dimitman has made thorough studies of the newscasts of KMPC Los Angeles and WJR Detroit. In these two he has read, studied and analyzed more than 2,500 news scripts totaling well over 4 million words. Here Mr. Dimitman gives a constructive criticism of radio newscasts, offering his suggestions for improvement.

voting three to five minutes of the cast to a review of the business and financial news of the day, plus the stories of the day that would be of special interest to businessmen.

Another might be aimed at the housewife, with a portion of the program devoted to food—what foods are seasonally abundant and low priced in the community that day; an unusual recipe suited to the weather and the available low-cost food. And, of course, a careful selection of news stories of particular interest to the home-maker.

Another, at a proper hour could (Continued on page 45)

A Newspaper Man Views Radio

CHARRED embers (left) depict wholesale damage wrought by an estimated $50,000 fire at the studios of WASK Lafayette, Ind., Oct. 22 [BROADCASTING, Oct. 31]. Firemen fight flames (right) at the Wallace Bldg., which housed the newly-built WASK six-studio suite on the top floor. Station returned to air that afternoon with a broadcast of the Purdue-Illinois game using two old studios in a portion of the building not as badly-damaged and new equipment rushed from Gateo Radio Corp. manufacturing plant in Quincy, Ill.

November 7, 1949 * Page 27
‘County Fair’ . . . . . . .

By HAL DAVIS

PHOEBE will be the only heifer in my life. Svelte, sparkling, and weighing 375 pounds, Phoebe was lifted to fame and fortune on the strong muscles of a 17-year-old farm boy, Allen La Fever. At the same time, the radio industry and the public became conscious of a show called County Fair, the vehicle on which Allen’s exploits with Phoebe were conveyed to a panting world.

County Fair had come under the Borden banner in July, 1946, through Kenyon & Eckhardt’s radio department. It was smuggled into program schedules via ABC, with little fanfare. But faith in the idea of the show kept it going through the painful early stages of development.

When the show moved to New York from Hollywood, and went evening, during the winter of 1946, the program staff came up with a modified version of a Greek legend about a farm boy who lifted a calf until it became a cow. And when Allen La Fever first lifted Phoebe, his Jersey heifer, on the ABC stage, it became apparent that this stunt was one of the naturals for which many dream and few are delivered.

Basically, County Fair was not intended as a giveaway or a standard audience participation show. County Fair was intended to duplicate the rumpus acts and family entertainment of the standard

HAL DAVIS: publicity director and member of the Plans Board, has been with Kenyon & Eckhardt, New York, since October, 1945. Before joining the agency Mr. Davis was in the Navy for three and a half years as First Class Petty Officer. Prior to that he was a partner of Davis-Lieber, publicity firm with such clients as Paul Whiteman, Benny Goodman etc. Before that he was publicity director of Columbia Records and with the CBS publicity department.

Mr. Davis headed his own orchestra at one time. He is currently conducting a children’s show called “For Children Only” on WMGM New York, in addition to his K & E activities.

product so familiar the country over. When the idea of “running stunts” hit the program producers, however, County Fair began to exert real impact.

MORE than four years after its introduction, County Fair has shown remarkable selling and audience power. Commercially, it has sold Borden’s Instant Coffee, all types of Borden cheeses, None Such Mince Meat, Silver Cow Evaporated Milk, Eagle Brand Condensed Milk, Borden’s Fluid Milk, Hemo, Lady Borden Ice Cream, Borden’s Ice Cream, Vam Pros and Ration Ayd.

Sponsor identification on the program has always been extremely high. Many at the agency and client feel that not promoting merchandise for prizes has helped in this respect. County Fair was the first, and probably the only, show of its type to buy all its prizes. Occasionally, one is promoted for a special occasion, but in the last three years, the only brand name on the show has been that of Borden.

One of the things which we like about the program is its departures into the realm of satire; especially concerning radio. With full knowledge of Fred Allen’s reputation in that department, we submit that County Fair began ribbing giveaways before Mr. Allen, poked fun at many radio eccentricities just as effectively and topically as Mr. Allen, and, in addition, never lost its sense of humor about itself, as seems to have happened to Mr. Allen.

To be really effective, a radio show must sink into the consciousness of the client’s field force. One of County Fair’s strong points is the hold it has on the Borden organization in the field. When the show takes to the road, the local field force welcomes its coming with sincere hosannas.

Every time the show goes out, it is hooked into a special promotion.

A teenage promotion, with newspaper cooperation, is set up in each city. Additionally, a pattern for promotion has been worked out which seems to fit in each case.

A great deal of the publicity success of County Fair has been due to the co-operation of its producers. Arthur Moore, who had

NINE thousand persons attended the County Fair broadcast from the Coliseum at the International Dairy Exposition in Indianapolis, Ind., last month. These Borden officials and advertising executives met during the program: (l to r) Jim Henry, director Borden producer relations; Leonard Tamblyn, manager of Borden’s Indiana Division; Dwight Mills, president, Kenyon & Eckhardt Inc., and John Bates, K&E Borden account executive.
the show when it first came to New York, and Leonard Carlton, his successor, have been the kind of producers all publicity men ask for when they make requests to Valhalla. Many stunts have been worked out together with publicity and promotion key factors in their adoption. That kind of close teamwork is much better for our purposes than the fait accompli which is so often placed in the lap of the publicity department.

The long line of County Fair stunts, including the flight of the calves to Greece, teaching an old dog new tricks, punching out of a paper bag, the chickens which laid eggs during the program, “Junior Achievement” County Fairs, Return the Book Weeks, hot cakes selling like hot cakes, The Sleeping Man, “Champion of the Year,” and the most recent “Making a Mountain out of a Mole Hill,” stand up against the most expensive and complicated affairs conceived by competitive shows. The County Fair budget has always been modest, which is a wonderful incentive for creative thinking.

* * *

RATING-WISE, County Fair piled up sound Hoopers during its Saturday afternoon runs, dollar value Hoopers on Wednesday evenings against Duffy and Berle, and is now back climbing again at a later time on Saturday afternoon. Nielsen-wise, the story is most impressive. Consistently in the top Nielsen brackets, the show has had an amazing record.

The prime basis of our County Fair success, I believe, has been the affection and regard held by all concerned with the show. With sublime disregard for back patting, more understanding clients

* * *

STUNTS, awards, feats of strength and many, many other features have highlighted Borden's County Fair. A few of the most notable—

* * *

Picture 1—Bobby Feller, famous Cleveland Indians pitcher, comes out laughing after having failed to punch his way out of the County Fair paper bag.

* * *

Picture 2—Contestant of the Year competition brought together four winners of big jackpots of $25,000 or more. Winner James McCaffrey is crowned and received $1,000 prize which he donated to charity.

* * *

Picture 3—Probable high-spot of County Fair came when 17-year-old Allen La Fever lifted Phoebe the 375-lb. heifer. Allen’s stunt was a modified version of a Greek legend about a farm boy who lifted a calf until it became a cow.

* * *

DURING the three-year period when the program was at a uniform time period—Saturday daytime—it consistently reached better than 10 out of every 100 homes per week. The 11.7% figure for 1946 decreased to 11.6% for 1947, but increased to 11.8% in 1948.

—Chart by Kenyon Research Inc.
RADIO and television were there last Tuesday—at the scene of the worst aviation disaster in U. S. history—to record the Eastern Air Lines DC-4 and the P-38 fighter crash that snuffed out 56 lives at Washington, D. C.’s, National Airport.

Using radio’s far-reaching ear and TV’s penetrating eye, local broadcasting officials channeled the reports directly from the scene to listeners and televiewers in an exemplary fashion.

Typical of the reports received by Broadcasting were these:

News tips and fast action spurred NBC Washington newsmen who were covering the double explosion and fire in the Post Office Bldg. which houses FCC offices (see separate story). A WRC-WNBW (TV)-NBC listener tipped off the station on the airport crash. The report was aired on WRC’s 12 noon Esso Reporter before two of the three major wire services had flashed bulletins. Subsequent news reports and programs were carried periodically throughout the afternoon.

Television also carried reports including Dave Brinkley’s eyewitness interview on WNBW’s Television Journal; NBC network coverage of the Concept News Crusade and Commentator Robert McCormick’s report, and WNBW’s local newsmagazine film coverage.

Guts Blood Donors

Radio drew emergency blood donations for the Red Cross Blood Center. One news bulletin aired on WRC at 12:55 p.m. proved so productive that, 25 minutes later, district officials asked WRC not to repeat the appeal.

After first reports of the crash came in, Stephen Laird, WTOP-CBS newscaster, used a battery-operated Miniscopes to obtain eyewitness accounts. WTOP aired and fed to the network a 15-minute show at 3:30 p.m., which was repeated at 10:30 p.m. Charles Collingwood and Allan Jackson opened with commentaries, then the program switched to WTOP studios for Mr. Laird’s previously-made recordings. Commentator Bill Shadel read the list of victims.

ABC was on the scene with tape-recorded eye-witness accounts by Harold Stepler, chief announcer at WMAL, network’s Washington outlet, and Baxter Ward. Their 15-minute recording was interspersed in a 26-minute program aired locally at 3 p.m., with news reports before and after. In addition, a portion of the tape was aired on Taylor Grant’s 7 p.m. Headline Edition.

WOL used recorded telephone interviews with eye-witnesses for its local and MBS network broadcasts, a segment of which was heard on the Mutual Newsreel. Feature of its network coverage at 10 p.m. was Joe McCaffrey’s account of his talk with the Bolivian ambassador dealing with background on Mr. Bidoux, the Bolivian P-38 pilot and lone survivor.

WWDC, independent outlet, was one station that happened to be there—at the airport. It was preparing for its regularly-scheduled giveaway program, The Sky-Clubbers, aired from the airport at 12:15 p.m., but devoted the period to interviews by Lee Dayton, program m. c.

As an aftermath of the fatal crash, WMAL-ABC reported that many radio listeners were waiting to hear famed New Yorker cartoonist, Helen Hokinson on Ruth Crane’s Modern Woman program, aired daily 11:30 a.m.-12:15 p.m. Miss Hokinson, one of the victims, was to appear on the show.

On her program, Miss Crane speculated on the progress of the plane after announcing Miss Hokinson would be her guest. A few minutes later she and her listeners learned of the crash.

The aviation crackup, coupled with the fire at FCC, kept Washington newsmen hustling because of the close time proximity of the two incidents.

At WRC-NBC Jay Royen, NBC Washington news chief, spotted the Post Office fire and telephoned Cassius Keller, special events director. Broadcasts soon followed. Newsreel pictures of the blaze were telecast on both WNBW’s Television Journal and NBC’s Camel News Caravan.

WTOP-CBS carried the fire flash at 10:30 a.m. Newsman Claude Mahoney was at the scene. WTOP’s studios are located in the Warner Bldg.—some two blocks distance from the Post Office Bldg.
By MITZI KORNETZ

RESENTMENT against channel-grabbing proposals of nations at the NARBA conference in Montreal continued to grow among U. S. broadcasters as NAB District 1, meeting in Boston last week, adopted a strong resolution.

While other districts in voicing their opposition had dealt more with frequency grabbing by Latin countries, New England broadcasters demanded that government delegates reject proposals which would, in effect, change power limitations of various classes of stations again create added confusion.

They directed that copies of the resolution be transmitted to President Truman, Secretary of State Dean Acheson, FCC Chairman Wayne Cox and the Senate and House Foreign Relations Committees and instructed the NAB to take positive action to safeguard U. S broadcasts' interests.

Fellows Presides

Presiding at the two-day (Monday and Tuesday) sessions at the Hotel Somerset was Harold E. Fellows, general manager of WEEI Boston and District 1 director. A record turnout of more than 240, which included non-NAB members, was described as the largest registration of broadcasters and those in allied services at any District 1 meeting.

Gerald Harrison, president of WMAS Springfield, took up the cudgels on behalf of FM in a fighting speech, telling the group, "On AM you get less than you bargained for. On FM you get more than you hoped for."

There are so many FM transmitters now on the air, Mr. Harrison declared, "that unless the majority of Americans have developed tin ears from long listening to AM they will soon note the difference, and the switch to FM will be on in earnest."

He described factors which have contributed to the "not spectacular but consistent" progress of FM in New England. First, he pointed out, was the fact that AM coverage in this section of the country is not in proportion to its power elsewhere because of high attenuation of AM signals due to soil conditions. This condition, he said, does not affect FM.

Mr. Harrison also gave credit to a broadcast station for the growing acceptance of FM in the area. "Where practically no network stations were able to carry baseball the past two summers these games were broadcast by independent daytime stations, some of which had associated FM stations. Come fall, these independent daytime stations put the night games on FM only."

He recalled the excitement caused by the Braves' pennant race in 1948 and that of the Sox this year, which meant that fans following the games had to buy FM sets. "where these games were available only by FM and where AM signals were weak. These stations, by necessity, he said, are now FM stations by choice.

"Television, too, according to Mr. Harrison, is responsible for promoting FM because the aura far of it is FM and people notice how much better these sets sound than their AM ones. He said Springfield FM ownership had increased from 5% to 20%.

Judge Justin Miller, NAB president, asserted at a news conference that it would be five years before TV can become a fully-developed operation and 10 years before a substantial number of people will see color television. One of the factors holding up TV's advancement, he charged, is the pre-emption by government agencies of more frequencies than they need.

"TV is cramped for space," he said, adding that the medium will be held back until government studies its own "use or abuse of frequencies" and considers releasing some for different uses.

Speaking to the broadcasters Tuesday afternoon, Judge Miller posed the questions which will be facing the NAB in coming months in regard to BAB, BMB, standards, (Continued on page 44)

RADIO DOLLAR THEME

WAYS of bringing more dollars into radio advertising were submitted to broadcasters at the NAB District 2 (N. Y., N. J.) meeting last week by Maurice B. Mitchell, director of NAB's Broadcast Advertising Bureau, as the eastern bracket of district meetings was concluded.

Michael R. Hanna, WHCU Ithaca, District 2 director, set the theme for the Thursday-Friday meeting when he said NAB has two services to perform: (1) extensive service on the bread-and-butter level, with 50% emphasis on sales, and (2) to protect the broadcasting industry and enhance its position in relation to legislation.

Mr. Hanna recalled there has been no attempt by Congress in the last three years to make "inroads on our freedom." He said the meeting was really a broadcasters' workshop, with emphasis on dollars and cents.

Charles F. Phillips, WFBL Syracuse, District 2 sales managers chairman, introduced Mr. Mitchell. The BAB head gave a list of suggestions on how to raise radio's share of the advertising dollar and how to get new spot business.

Following the Thursday lunch, Mr. Mitchell went into the tactics of competing media, noting that radio "can go on a good five fast rounds" with any newspaper as a medium of advertising.

Explaining BAB sales aids, he warned that failure to understand the difference between local (retail) and national (general) rates can cost a station thousands of dollars. He suggested simplification of rate structures.

Sears, Roebuck, has been persuaded to make a radio test in the South and will spend 25% of its advertising budget in that area for the purpose, he said. Robert McCreedy, BAB assistant director, aided Mr. Mitchell in presenting the BAB slide film and the opposite newspaper film. The All-Radio Presentation motion picture will be ready in February, he said.

First speaker introduced by Mr. Hanna was Dr. Kenneth Baker, BAB director of research, acting president, BMB, who gave strictly an AM preview of BMB study No. 2, which will be issued early in December.

Dr. Baker related that this study is definitely an improvement on the No. 1 of 1946, which was weak because it was based on a measurement of audiences who listened once a week to a program. The forthcoming study will provide measurement audience figures for not only one-a-week program listening but for two, three and four days, etc., and figures more nearly comparable. (Continued on page 44)

November 7, 1949 • Page 31
Stiff Opposition Approved To Cuban Pressures

FIRM RESISTENCE to Cuban pressures in negotiations for a new NARBA reportedly was authorized last week in Washington conferences between FCC Comr. Rosel H. Hyde, chairman of the U. S. delegation, and government radio authorities.

Mr. Hyde conferred at length with both his FCC colleagues and State Dept. officials Monday and Tuesday before returning to Montreal, scene of the conference, Tuesday night.

Both FCC and the State Dept. are understood to have authorized Mr. Hyde to hold the line against any Cuban demands beyond the terms of the NARBA which expired last March.

His visit was designed to review conference progress to date, appraise the problems that have developed, and establish the official U.S. position in the light of developments. State Dept. authorities conceded the Cuban attitude was the main subject.

Although Cuba has not yet submitted any statement of demands, there have been ample indications of her view that each nation has a sovereign right to operate on a basis of what it desires. Cuban assignment shifts made prior to expiration of the second NARBA affect many U.S. stations, both regional and clearing [BROADCASTING, Oct. 10].

Clear channel frequencies used by several stations in the South are said to be among those most recently assigned to Cuban transmitters. Cuba reportedly is eyeing a total of at least six such channels.

Conference progress was described officially as "slow," but there remained prospects of adjustment possibly by around Dec. 1. Hopes of mid-November adjournment were termed unrealistic, however.

The jurisdiction committee meanwhile completed the important task of drafting the contract, while a plenary session Wednesday adopted the proposed NARBA engineering committee rules permitting stations affected to unauthorize interference by foreign stations.

Cupid's Busy—at CBS

OCTOBER was matrimony month at CBS, where three weddings took place within eight days. Bill Lipton, member of the network's Let's Pretend cast was married on Oct. 15 to Joan Abbraccati, video and radio writer for Young & Rubicam, New York. Marcia Durant, narrative script writer for CBS-TV's People's Platform, was wed on Oct. 17 to United Press Writer Robert McKeckis Liles. Barbara Keating, script writer on the WCB New York Margaret Atwood program, was married in the same day to George Peabody Jr., president of the New York public relations firm of Peabody & Assoc.

“From confidential sources, Montreal observers believe Cuba came prepared for a winter long conference.”

Royal V. (Doc) Howard, industry observer put this humorous thought into a sketch.

RADIO-TV WEEK Democracy Essay Contest Heads Obscureness

HEADED by the Voice of Democracy radio essay contest, National Radio & Television Week was generally observed Oct. 30-Nov. 5 by all segments of the broadcasting, manufacturing and distribution industries.

Reports coming into NAB and the Network last week indicated that the record 250,000 entries in the 1948 Voice contest will be at least doubled this year. Junior Chambers are holding local auditions, to be followed by state eliminations and finally by the selection of four national winners who will receive scholarships.

Radio dealers and distributors around the nation staged special displays and tied the week into their advertising. Nearly 600 newspapers used large mats as anchors for local white space dealer and distributor advertising. A half-dozen retail trade associations took part in the observance.

Radio Mfrs. Assn., which sent out the newspaper mats on specific request by the publications, held a town meeting for servicemen. The three-day session opened Tuesday night with 800 servicemen at the U.S. Chamber of Commerce Auditorium in Washington. They were welcomed by R. C. Sprague, Sprague Electric Co., chairman of RMA's Television Committee. Mr. Sprague predicted another 40,000 service technicians will be required by 1953.

Training Needed

A. T. Alexander, Motorola Co., moderator of the first session, said technicians must keep abreast of technical developments in television or lose business to younger and better trained technicians. The town meeting was sponsored by RMA and the Washington Electric Institute.

Broadcast stations and networks observed the week with frequent announcements and special programming. Most stations played...
Dr. Forest L. Whan and his Wichita University staff interviewed over 9,000 Iowa families (1 out of every 85 in the State!) to secure the data now available in the 1949 Iowa Radio Audience Survey.*

These families represent a mathematical cross-section of Iowa's city, town and farm audience. Thus the Survey is not only able to make revealing comparisons between urban and rural listening habits, but also gives typical characteristics of the Iowa audience as a whole.

In addition to all the standard information for which the Survey is famed, the 1949 Edition contains much new and valuable data about changes that have taken place in Iowa listening habits, since 1941.

Every advertising and marketing man who is interested in Iowa radio should have a copy of this remarkable Survey. Get yours today! Write WHO, or ask Free & Peters.

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

The 1949 Edition is the twelfth annual study of radio listening habits in Iowa. It was made by Dr. F. L. Whan of Wichita University—is based on personal interviews with 9,116 Iowa families, scientifically selected from cities, towns, villages and farms all over the State.

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

WHO

†for Iowa PLUS †
Des Moines . . . 50,000 Watts

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

FREE & PETERS, INC.
National Representatives
THE LATEST WCKY STORY

LOOK AT ALL THE CINCINNATI STATIONS BETWEEN 6 PM AND 8 PM MONDAY-SATURDAY . . . .

LOOK AT RATINGS
LOOK AT COST
LOOK AT POWER

<table>
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(*—Pulse July-August 1949 Average Rating 6-8 PM Monday thru Saturday)

IT'S OBVIOUS - - IN CINCINNATI,
FOR RATINGS
FOR COST
FOR POWER

WCKY IS YOUR BEST BUY!

INVEST YOUR AD DOLLAR WCKY'S-LY
THE LATEST WCKY STORY

HERE ARE SOME OF THE ADVERTISERS ON WCKY BETWEEN 6 AND 8 PM, WHO ARE GETTING INCREASED SALES AT THE LOWEST COST PER THOUSAND LISTENERS:

CAMEL CIGARETTES           BURGER BEER
FORD MOTORS                CROSLEY REFRIGERATORS
MGM PICTURES               LEVER BROS.
BULOVA WATCHES             ANACIN
BRUCKMANN BREWING          NEW YORK CENTRAL RAILWAY
PROCTOR & GAMBLE            KOOL CIGARETTES
LUDENS                     SWIFT ICE CREAM
FOUR WAY COLD TABLETS      DODGE MOTORS
BAVARIAN BREWING CO.       MISSION BELL WINE

WCKY — ON THE AIR EVERYWHERE 24 HOURS A DAY SEVEN DAYS A WEEK WITH NON-DUPLICATED BLOCK PROGRAMMING.

Call Collect Tom Wolstead
Eastern Sales Manager
53 E. 51st St., New York City
Phone: Eldorado 5-1127
TWX: NY 1-1688

or
C. H. “Top” Topmiller
Cincinnati Phone: Cherry 6565
TWX: CI-281

FIFTY THOUSAND WATTS OF SELLING POWER
ON RECENT occasions we have said this FCC is the best yet. Of course, it has complained about work overload and lack of manpower. That’s the occupational plaint of the bureaucrats. Without, however, this FCC seemed less mischievous and perhaps less disposed to bait and browbeat.

This we reluctantly confess may be pure mirage. It is now painfully evident that some influences, mainly among staff lawyers, are at it. Many of them owed their fealty in other days to Ex-Comr. C. J. Durr, the Blue Book Boy. It is as if Cliff Durr rides again in the Law Bureau.

The FCC, man for man, may be better qualified. Yet, because of the almost incredible persuasive power of its Law Bureau, events seem to occur as the lawyers wish. Cases are laded up to the FCC to meet the Law Bureau’s convenience and interest; and the applicant’s necessity apparently doesn’t enter into it.

There are many old cases languishing in the Law Bureau. In that respect this Commission certainly is no better than its predecessors. When a majority of the Commission seems to be swinging in favor of a particular decision, and the principal lawyers are opposed, chances are the issue won’t come before the FCC until the lawyers are ready—and with further ammunition.

The FCC uncoeked a corker last week [see page 20, this issue]. It met out to a dozen owned-and-operated stations of CBS, ABC and NBC temporary license renewals pending certain investigations. However, it pertinently called the world’s attention to the FCC’s authority to issue these renewals. There was the complaint of the National Assn. of Radio Station Representatives largely against CBS because of its ”foot-in-the-door” policy. It wanted to sell a number of its key affiliates. Pendency of this complaint was used as the vehicle in issuing the temporary renewals against all three networks.

Why this action out of a clear sky? The FCC mentioned in two of its letters that Don Lee, regional West Coast network, had been subject to hearing on alleged violations of the network regulations. This case, it said, is "presently pending for decision." What the FCC didn’t say was that the case had been "presently pending" for nearly three years.

The networks have pushed around affiliates. They are not eleemosynary institutions. The FCC itself has made this possible by wholesale licensing of network stations in retransmission and en bloc, without regard to its own engineering standards.

Moreover, the network regulations provide for affiliation contracts for only two years’ duration, with a six-month negotiating period, whereas broadcast licenses are issued for three years. It should be obvious that license terms and network contracts should run for the same term. Otherwise, an applicant for renewal specify how much of his time will be devoted to network, or national spot or local?

The network renewal action is simply one of scores of instances in which the Law Bureau has come up with a quick answer, designed to fit any situation and its own interest. The Law Bureau acted in such obvious haste that it didn’t even bother to look up dates or names. It cited the NASSR board as "National Association of Radio Spot Representatives." The NASSR complaint probably hasn’t been discussed in formal Commission councils since the hearings a year ago.

If private industry functioned as the FCC does (and the FCC has no competition), it would be bankrupt. The FCC’s complaint about work overload is man-made and lawyer-spelled. Whether it is as many lawyers it probably would get twice as much done.

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Our Respects To—

WILLIAM BASHFORD McGRATH

TO ADMIT a mistake is admirable. To celebrate a mistake is, to say the least, unusual. But unusual is an apt description of the tenor of one of our profession which is the greatest of all the arts—architecture—in favor of one whose future is so in doubt.

There is no doubt in Mr. McGrath’s mind as to the future of the broadcasting art and the WHDH, an independent station which in three years of McGrath leadership has spurned from behind to win a position in revenue and ratings.

Slim, wiry, boyish-looking Bill McGrath says he owes all he knows about independent station management to a woman—Bernice Judis. Mr. McGrath worked under the direction of Miss Judis at WNEW New York for ten years. It was in that atmosphere that Mr. McGrath learned that the basic broadcasting operation reflects her basic thinking.

Evidently he was an excellent student for, among other honors chalked on the WHDH report card in the few years he’s been at the helm, is the increase of approximately 150% in gross revenue.

Bill McGrath was both an excellent student and a broadcaster long before he ever dreamed of entering radio as a profession. Arriving at Syracuse U. in 1926 to study architecture, he was approached by a frat brother who wanted to know if he’d like a part-time announcing job. Ironically, the frat brother was Kingsley Horton, now in CBS television, with whom Mr. McGrath found himself in friendly competition when Mr. Horton was assistant manager of WIEI Boston.

Mr. McGrath auditioned for the job at WSYR Syracuse by reading from a newspaper. He got the job—and along with it a knowledge of the causes of ulcers. His heavy college schedule called for classes from 8 a.m. to almost 5 p.m., and when these were over, he would rush to the station, where he announced every program from 5 p.m. until midnight. Arriving back at his room, he would pour over drawings until 3 or 4 a.m., managing to get to class again by eight the next morning.

After two years of this routine, Bill McGrath made the logical decision, transferring from (Continued on page 46)
Satin slippers and plunging necklines—ten gallon hats and cowboy boots.

College grad at the debutante Ball—ranch hand and the village belle.

Whatever our choice, whatever our fate, we're more alike than we think.

That's why right now, today, America's music—western hill country music—the true music of the pioneer is as popular in big New York as on the prairie where it was born.

That's why Prairie Stars, New York's favorite program of America's music presented nightly on WOV by Rosalie Allen, celebrated sweetheart of the prairie, holds one of the most loyal buying audiences in all radio. For fast action selling—for product loyalty—for a highly responsive buying audience (64% of whom are women) get the facts on who is listening to Prairie Stars—get the facts on buying power and consumer habits...ask to see WOV's newly completed Prairie Stars Audience Audit. It's proof that on WOV RESULTS IS THE BUY WORD.

Prairie Stars a WOV feature production is one of 5 AUDITED AUDIENCES.

PRAIRIE STARS

a WOV feature
presented by

ROSA莉E ALLEN

Monday through Saturday 9 to 11:00 P. M.
BASEBALL

BASEBALL'S amended rule on play-by-play broadcasting and telecasting rights [BROADCASTING, Oct. 31] was seized upon last week while reports circulated that some broadcasters, displeased despite the changes, were contemplating anti-trust action. Thus the amendment had Justice Dept. sanction and was greeted by most station operators as a big step in the right direction, others condemned it as little practical value and claimed that, in effect, it gave the Justice Dept.'s blessing to restraint of trade by baseball clubs.

The Justice Dept. had announced that, in view of the amendment, it was calling off its investigation of anti-trust aspects of the baseball clubs' policy until the effects of the changes can be seen and evaluated. The department also said it will maintain watch and "may take appropriate action" if there is evidence of restraint in the future.

Text of the revised rule, with an accompanying explanatory letter, was sent to the baseball clubs by Baseball Commissioner A. B. Chandler. The new version makes plain, as the Justice Dept. had announced that before: (1) The local major or minor league club may object—during the period it is playing a home game and only during such period—to broadcast or telecast of any other major league game from a station within the local's territory; (2) it may also object—during the period it is telecasting one of its road games—to the telecast of a game by another major league club from a station within the local's territory.

Time Period

The Commissioner's office said the above-mentioned time period begins "30 days before the commencement of such game [home or road telecast] and [continues] for three and a half hours in the case of a single game, and for five and a half hours in the case of a double-header." The rule is effective as of Oct. 15.

The communication to club owners also pointed out that no club, once giving its consent, could specify a particular station or sponsor for games of any particular club; nor can it grant any rights—broadcasting or telecasting—within its home territory for any games of any other club. It may, however, limit that consent to 'a particular date or day.'

Under no circumstances should any major league club permit a radio station or network to negotiate with a local club for permission for broadcasts or telecasts required by the rule, Mr. Chandler emphasized. Each of the major leagues will set up procedures to be followed by all. In urging club owners to carefully study the revised rule, the Commissioner's office stressed that revisions had been worked out by league representatives and the Justice Dept. "without any concession...that the existing rule was in any way illegal." Changes were "necessary." Mr. Chandler said, to forestall the department's investigation of alleged anti-trust violations with respect to broadcast-telecast practices.

For the purposes of this rule, the phrase "during the time," as applied to the playing of a home game or the telecast of an away game, shall mean a period of time commencing four days before the commencement of such game and continuing for three and a half (1½) hours in the case of a single game, and for five and a half (5½) hours in the case of a double-header.

Nothing contained in this rule shall operate to limit the right, title and interest in any games, its schedule, or to affect or limit (except to the extent set forth in paragraphs (1) and (2) of this Rule) its exclusive right and privilege to sell, license, control, regulate and terminate the publication or dissemination by radio, television or otherwise of any news, reports, descriptions and accounts of any games, as it may deem proper.

The Commissioner also ruled that nothing in the amendments shall be effective Oct. 15, 1949.

FCC Actions

TEN new AM stations and one new FM outlet granted by FCC. Seven existing AM stations granted improved facilities. Three transfers authorized. Details of these and other major FCC actions are given in FCC Roundup starting on page 79. Actions of the FCC begin on page 72.

JAMES NAMED

Heads Steuben Promotion

E. P. H. JAMES, formerly MBS vice president, has been appointed promotion director for Steuben Glass Inc., New York.

In his new post, "Jimmy" James will step outside of broadcasting circles for the first time in more than 20 years.

It was in 1927 that he turned his back on three years of advertising agency activity to join the brand new NBC as sales promotion director. For the next 13 years he was responsible for all NBC promotion, moving in 1941 to the Blue Network as director of publicity, promotion and research. After three years as an Army Air Force officer, Mr. James joined MBS as manager of sales operations in the fall of 1945. He subsequently took over the direction of the whole promotion, advertising, research, motion and motion, and was elected a vice president in June, 1947.

DISPAY of Wbere Wilkes-Barre, Pa., took first prize in field of consumer service at Parade of Progress Exhibition recently.

BROADCASTING * Telecasting

Opposition Mounts Despite New Rules

results of a recent survey on passenger-operator acceptance of transit FM in Washington, D. C., and the inclusion of a TV option in the Transit Radio Inc.-Capital Transit Co. contract were revealed to the public.

6.6% voicing objection. A poll of 294 streetcar and bus opera tors found that 95.9% felt music did not interfere with safety of the vehicles. Only .2% contended it did. (One out of 17 bus fatalities in Washington in 1945 was radio-equipped, a police official noted.)

Meanwhile, FCC indicated unforeseen opposition had no precedent for taking action as personally suggested by one witness who told PUC that citizens can appeal directly to Congress, FCC (when WDDC's license comes up for renewal) and other sources.

The TR-CTC contract gives TR's Washington branch an option to deal with the streetcars and bus operations of any WMAL-M-FM-CTC and to move. The contract also allows TR to consider TV-equipped vehicles. It is not now practical, E. C. Giddings, CTC vice president, told PUC, but "the day may come when it is." It is not being contemplated at present, however, he added.

Anaps.com reported that newspaper comment was generally tempered and favorable to transit music. The Evening Star, which owns and operates WMAL-M-FM-TV properties, thought the program "good thing" specifically since radio revenue would help CTC's financial status. The Daily News complained that "radio has become merely an advertising medium and pleases and interferes with readers of printed news...we're against it. But the general public is larger...what it wants should prevail!"

Typical of some newspaper opposition was Herblock's cartoon week in the Washington Post

...Upset By Radio Commercials On Streetcars? Try Dr. Shangri's Soothing Syrup...
... With the critics—who call the program “indestructible comedy ... socks over solid.”

... With the people—13 million of them on an average listened to the program last season.

... With all kinds of people from all parts of the country—people who live in big cities as well as in rural areas.

... To make it pull more effectively CBS added the pace and polish of its package programming skill so that in six months Lum and Abner skyrocketed from a 9.9 to a 21.7 NRI rating.

... And now Lum and Abner can pull mightily for a sponsor—as they take the CBS air again on Wednesday nights following Groucho Marx, Bing Crosby and Burns and Allen. For now, like Irma, like Godfrey, like Our Miss Brooks—they’re a payoff comedy package from CBS.

*They have so much pull that an Arkansas town, two mountains and a State highway changed their names, and seven pairs of twins were christened Lum and Abner.
More NAB Changes?

(Continued from page 24)

rectors on the opening day, they might be able to take part before the three-day meeting is over.

NAB's membership has risen from 1,133 AM, 548 FM and 6 TV outlets last June 30 to 1,151 AM, 520 FM and 36 TV stations as of last Friday. Not counting associate members, the total has risen from 1,687 to 1,707 actives. The increase in number of members has not compensated for revenue loss caused by a flurry of large station resignations early in the year.

The sharp increase in TV membership was mainly due to a low $10 monthly dues schedule for TV outlets affiliated with AM and FM members, effective to next Jan. 1. This rate was adopted in July. Video-only stations pay at the rate of $125 a month.

Among the board's policy matters is the problem of relations with FM Assn. and Television Broadcasters Assn. The low NAB rate for its members' TV affiliate was construed as a step to keep video stations within NAB. The Structure Committee has discussed the idea of inviting FMA into NAB and a proposal may develop at next week's board meeting [CLOSED CIRCUIT, Oct. 31]. FMA's executive committee is expected to meet some time this week. At this writing FMA appears to be awaiting a definite merger invitation from NAB.

Some of the actions taken by the board last July may have to be called back or worked over again. The board called for a cut in some members of the standing committee structure from 19 committees of seven members to 10 committees of five members (one from the board). This would cut the total committee expense from about $50,000 for two meetings a year to perhaps a third that much if only one annual meeting is permitted.

President Justin Miller has commented at several district meetings on the difficulty of cutting the committee setup and the effects on NAB's overall effectiveness. He has been on the district meeting circuit much of the time since the board adopted its reorganization plan, leading to practical operating problems at headquarters.

The vice presidency idea is based on the premise that Ralph Hardy, Audio Div. director, and George E. Markham, Video Div. director, should have such stature in coordinating departmental functioning. The two new executives assumed their duties Sept. 1.

Census Campaign

AN ADVERTISING campaign for Bureau of the Census, U. S. Dept. of Commerce, will be conducted by Advertising Council before 1960 to pave the way for the decen- nial census, the Council announced last week. Robert R. Mathews, vice president of the American Express Co., New York, is volunteer coordinator for the campaign, and Benton & Bowles Inc., New York, is volunteer agency.

Garroway Signs

DAVE GARROWAY, AM and TV star on NBC and WMAQ-WNBC (TV) Chicago, has signed an exclusive contract with the network for radio and television shows for a reported five years. Although no details of the agreement were revealed, it is understood the new contract is now in effect. Mr. Gar- roway's part in the negotiations was handled by his manager, Biggie Levin. Central Div. officials, including TV Manager Jules Herbeuxen, represented NBC. Mr. Garroway has a weekly TV network program, Garraway at Large, a network AM show, and AM and TV programs locally in Chicago.

FIREMEN wet down ruins of 8th floor corridor near FCC docket room after fire is brought under control. Major explosions of transformers and other electrical equipment occurred in this area.

Blaze

(Continued from page 25)

members heard of the blaze they rushed to throw in the letters they've received from Sen. Ed Johnson, chairman of the Senate Interstate Commerce Committee and one of their most persistent critics. And General Counsel Cot- tone was said to have attempted to make similar disposition of the records in the long-pending clear-channel case. To which he sup- posedly replied that he tried to, but that when he picked up the docket's they disintegrated of their own age.

WOW APPEALS

FCC's KCSJ Decision

APPEAL was filed last week by WOW Omaha in U. S. Court of Ap- peals for the District of Columbia against FCC's decision denying re- lief from the Commission's grant of 560 kc operation to KCSJ Pueblo, Co., and channel 11. WOW is used by WOW [BROADCASTING, July 4].

The Commission at the time stated WOW had not shown any greater interest in the area lost under mutual interference with KCSJ and had failed to protect its rights during the hearing held on the KCSJ application. WOW had asked the Commission to issue an order for the Pueblo station to show cause why it should not use its night directional array during the day also in order to protect WOW. The Omaha station would assign 5 kw fulltime on 590 kc while KCSJ is assigned 1 kw on that frequency.

WOW explained in its appeal that KCSJ presented qualified en- gineering testimony during the hearing that no interference would result to WOW and that it, “as well as the Commission, relied upon the representations and warranties of interventor” KCSJ. The Omaha station said the grant was made on this basis and it was after KCSJ began operation that complaints of daytime interference began to be received. WOW then made its own measurements which revealed “extensive interference,” the brief said.

Upcoming

NAB DISTRICT MEETINGS
Nov. 21-22: Dist. 8, Book Cadillac, Detroit.
Dec. 3-4: Dist. 14, Utah, Salt Lake City.
Nov. 8-9: Section General Radio and Television Conference of the Luth- eran Church, Missouri Synod, Clae- ridge Hotel, Chicago.
Nov. 9-10: Ohio Area of Broadcasters Sales Clinic, Statler Hotel, Cleve- land.
Nov. 11-13: Southwest Assn. of Advertis- ing Agencies, Tulsa Hotel, Tulsa.
Nov. 14: NAB Structure Committee and B&H Committee, NAB Hqrs., Wash- ongton.

BROADCASTING • Telecasting
it takes POWER

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

* 4,225,000 people live in the WBAL coverage area... and spend more than $3,290,000,000 annually in retail sales

represented nationally by

EDWARD PETRY & CO.

BROADCASTING • Telecasting

50,000 Watts

WBAL

Baltimore's NBC

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GIVEAWAY SUITS

Early Trial Expected As FCC Files Answer

Issues were joined last week and way was cleared for an early trial as FCC filed its answer in the suits by ABC, CBS and NBC challenging legality of the Commission's giveaway rules, now suspended pending outcome of the court tests.

FCC's answer denied the networks' contentions that the rules were invalid and that enforcement of them would cause the networks injury.

One network legal expert said that from the nature of the issues he believed it possible that the trial would not be of marathon-like proportions.

The trial date itself would probably be set after consultations between counsel on both sides and the three-man federal court which will hear the cases in the Southern District of New York. If Christmas-tide activities proved no obstacle, the trial could start in December, it was said.

The answer, made jointly by the FCC and the U.S. Government, was signed for FCC by Benedict P. Cottone, general counsel; Max Goldman, assistant general counsel, and by Richard A. Solomon and Daniel R. Ohibaum, Counsel. William J. Hickey, special assistant to the Attorney General, signed as attorney for the U.S.

Among points made in the answer:

- Denial of the network contention that FCC did not present any arguments or evidence at hearings in October 1948 in support of the proposed rules.
- That no answer is required to the network contention that giveaways are not lotteries because whether or not they are lotteries involves issues of law, not fact.
- Denial that FCC does not have jurisdiction or authority to adopt the giveaway rules.

The answer closed with a prayer that the networks' actions be dismissed, plaintiffs to pay the costs.

Nelson Quits ABC

Norman Nelson, ABC Hollywood sales promotion manager, resigns effective Nov. 15 to handle promotion and publicity for Ken Niles' Villa Marina, Balboa, Calif. No successor will be named. His duties will be absorbed by Ned Hullinger, manager of ABC Western Div. publicity, who will be in charge of audience promotion; and by Fran Conrad, ABC Western Div. station relations director, who will direct sales promotion.

LEASING PLAN

Underway At WAAB, WMTW

FIRST STEPS under an expansion program were announced last week in line with FCC approval early last month of the leasing of two Yankee Network owned stations to Radio Enterprises Inc. [Broadcasting, Oct. 31]. Ray Brown, formerly manager of WEM Arlington, Va., has been placed in charge of WAAW Worcester, Mass., and Abbott Smith named manager of WMTW Portland, Me.

The leasing arrangement permitted Yankee Network to assign the licenses of WAAW, a 5 kw outlet, and WMTW, a 250 w station, to Radio Enterprises headed by John A. Baybutt, 1% owner, and controlled (99%) by his mother, Mrs. Josephine L. Baybutt, owner of Ernest Jacoby & Co., Boston commodity brokerage firm. Also announced last week was appointment of R-A-TEL as national spot representatives for both stations. Purpose of the expansion program, it was explained, is to provide more individualized and thus "improved operation" for the stations.

Both outlets are to continue as Yankee and Mutual affiliates. In addition to newly inaugurated local programs, the stations will participate in the recent Yankee Network purchase of six hours weekly of M-G-M's transmitted programs.

Marx To De Soto

DE SOTO Div. of Chrysler Corp., Detroit, effective Jan. 4 will take over sponsorship of the Groucho Marx program, Wednesday on CBS, from Elgin-American which is dropping the program. De Soto will drop its current giveaway show, Hit the Jackpot, at that time. BRDO, New York, is the agency for De Soto.

PETRILLO PLAN

Industry Group Studies

COALITION of industry forces such as has seldom been seen before in show business to the purpose of being formed last week as part of a solid front against the proposals of James C. Petrillo covering services of musicians for television films.

A management meeting in New York last Monday, a nine-man industry committee was named to consider the Petrillo proposals. The committee comprised not only television station and network representatives but also representatives from a major Hollywood studio, eastern and western film producers, TV show packagers and television film trade associations.

It is expected that the committee will be the only industry body which will conduct the negotiations certain to develop as the result of the Petrillo proposals [Broadcasting, Oct. 31]. Its first job will be to prepare its own position for further discussion with Mr. Petrillo. Very probably, its initial meeting to work out counterproposals will be held this week in New York. When finally it has drafted such proposals, the committee will seek a meeting with the AFM president.

On the committee are:

Hal Roach Jr., of Hal Roach Studios and president, Television Film Producers, Inc.; Melvin B. Baybutt, chairman of the National Television Film Council; John B. Wheeler, representing eastern film producers; Ralph M. Cohn, Columbia Pictures; A. Walter Socolow, representing Ziv; Ernest de La Osa, NBC; Joseph A. McDonald, ABC, and Arthur R. Connell. WOR, New York.

Mr. Petrillo's proposals called for payments of $1577 per musician for each 15 minutes or less of TV film program, the rehearsal, recording or photographing of which does not exceed one hour. Other proposal, detailed in over six and one-half typewritten pages, set forth conditions of work which industry spokesmen have said would be restrictive on television.

PART of cast of WSM Nashville Grand Ole Opry has gone to Europe for 20 day tour before U.S. Air Force groups in England, France and Germany.
WHAS ANSWERS

Asking dismissal of a complaint filed by the Temperance League of America, WHAS Louisville told FCC last week that a station's responsibility to present a well-balanced program service "carries with it the obligation to refuse requests for time as well as to grant them."

The League has asked FCC to refuse renewal of the WHAS license on grounds that the station carries beer advertising and refuses to sell time for temperance messages [Broadcasting, Oct. 17].

WHAS Director Victor A Sholis, asked by FCC to give the station's side of the case, wrote that the League had made no request for time but that Rev. Sam Morris, long-time prohibitionist and associated with the League, had done so and had been refused.

He said Mr. Morris "stated that he expected solicitations in his broadcasts; that he wanted to urge prohibition; and that his message would be given a 'religious treatment' since he felt the temperance story could not escape 'religious overtones.'"

WHAS, Mr. Sholis reported, "reached the conclusion that the sale of time to Rev. Morris for a program of this nature would not contribute to a well-balanced program schedule, was inconsistent with basic operating policies, and would not serve the public interest."

League's Contention

He said the League's contention "is the same" as that made by Mr. Morris in his complaint against KRLD Dallas a few years ago, and that FCC's answer should be the same—that is, he said, that "the problem raised is of industry-wide proportions, and should not be considered on the renewal application of an individual station, but by a general investigation of the subject if such is warranted."

Mr. Sholis said WHAS offered Mr. Morris sustaining time but that this was refused.

Mr. Sholis said WHAS makes substantial time available for religious programs—on a sustaining basis, not a commercial basis; that the station "does not permit solicitation of funds on commercial programs except by legally qualified candidates in its primary coverage area"; that the brewery-sponsored programs cited by the League are, respectively, news, record, and music-and-news shows.

While the League was "substantially correct" in its claim that 60% of Kentuckians live in "dry" areas, the WHAS executive reported, with respect to the station's primary coverage area in Kentucky there are 931,428 in "dry" territory and 974,933 in "wet" areas. Within the station's 100 microvolt contour, covering parts of nine states, he gave the count as 7,313,205 in "wet" regions and 2,763,903 in "dry" territory.

Mr. Sholis said WHAS had carried programs by Mr. Morris a few years ago and concluded, upon a review of these, "that a repetition of such programs, on the basis which Rev. Morris proposed, would not make any contribution to the present well-balanced program service of WHAS."

World Series

(Continued from page 29)

Even higher revenues in its promising future.

The nature of the one-year television agreement between baseball, Mutual and Gillette suggested that a repetition of the television package that developed in the recent World Series was unlikely.

In pre-World Series conferences, the eagerness of all television networks to carry the games resulted in all television stations accepting them on a no-pay, no-expenditure basis. Gillette bought the lines but paid no time charges to stations.

The wording of the new contract as described in the announcement last week suggested that network bidding would prevail next year and that rights would be granted on an exclusive basis, subject, of course, to the policies assuring midwest television coverage. That Gillette entered an agreement guaranteeing only that it had a chance to meet rival offers for television rights indicated that Mr. Chandler also thought it possible that bidding from other television sponsors might materialize.

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

ABC's 'DR. I. Q.'

Lorillard Ready To Sign

P. Lorillard Co., New York, through its agency, Geyer, Newell & Ganger, same city, is about to sign contract for sponsorship of Dr. I. Q. on ABC for its Embassy ciga-rettes.

Dr. I. Q. formerly was on NBC and has been sponsored by Mars Candy, Chicago, through Grant Adv., Chicago, for the past 10 years.

Not Dead Yet

* READERS of the Columbus (Ohio) Dispatch found WHOK Lancaster's radio program schedule for Oct. 20 listed under the heading "Deaths in Ohio." The erroneous but amusing listing occasioned a quip from Staff Announcer Paul Miller.

"Nothing short of an atom bomb could kill us ... we're radio-active!"
Strong NARBA Stand
(Continued from page 31)

and giveaways. He foresaw the international situation as probably the most important problem in the industry in the next year.

The morning meeting was devoted to a discussion of station operating labor costs, led by Charles H. Tower Advertising Director of NAB’s Employee-Employer Relations Dept. Craig Lawrence, general manager of WCOP Boston and District 1 employee-employer relations chairman, opened the session and then turned it over to William B. McGrath, managing director of WAFB Boston and member of the Employee-Employer Relations Executive Committee.

Delegates were invited to attend an Advertising Club luncheon at which Edward Reevy, manager of research projects at CBS, and Frederic Wile Jr., assistant to the NBC vice president in charge of television, were the speakers. The subject was “TV—Today and Tomorrow.”

Emphasis on Business

Emphasis during the Monday sessions was on business as Maurice B. Mitchell, director of NAB’s Broadcast Relations Executive, told the delegates how to make sales and influence prospective clients. He discussed means of accelerating advertising in local markets and stressed the importance of knowing the system of distribution in acquiring national spot business.

The presiding at the day-long workshop meeting, which attracted complete sales staffs from many stations, was Herbert L. Krueger, commercial manager, WTAG Worcester and District 1 sales managers chairman.

The slide film, “How to Turn People into Customers,” was shown at the Monday luncheon as a joint NAB-Broadcast Executives Club of Boston affair.

Earlier in the day, Dr. Kenneth H. Baker, acting president of BMB, explained the finer measurement of the second coverage study. He said that non-subscriber data would, for the first time, be available to subscribers and that comparisons never before possible could be made.

Dr. Baker set the time for release of the study in early December and said that stations which had not yet joined could still do so.

Carl Haverlin, president of Broadcast Music Inc., announced that recent popularity charts on records and sheet music showed BMI at an all-time high of 60%. He said four BMI tunes are now on the Hit Parade and that two of them got on straight from the grass roots.

Resolutions adopted by District 1 included commendations to Judge Miller, “for his championship of the principles of the right to speak freely and his able counsel”; to Mr. Haverlin, Roy Harlow, Lin Patec and other members of BMI, for contributions by the organization; and to Dr. Baker for his work with BMI.

The death of Harold Morrill, former manager of WIAL Law- rence, and the service rendered by him to the industry was noted, with the recommendation that tribute to him be inscribed in NAB’s roll of honor. Appreciation was expressed to Dr. Fellows for his performance as director and to members of his staff for their assistance in contributing to the success of the meeting.

A further resolution extended pledge of full support to BMB, acknowledging the contributions of the bureau and the “great leadership” of Mr. Mitchell.

The resolutions committee included Carleton D. Brown, WTVL Waterville, chairman; Mr. Harrisson, and C. Glover DeLaney, WTHT Hartford.

Text of the NARBA resolution:

Whereas, the NARBA conference is not a meeting in Montreal for the purpose of effectuating a new treaty to replace the one recently expired, and

Whereas, several proposals have been made, formally and informally, the effect of which would be to change the power limitations now applicable to the several classes of stations as defined by the former treaty, and

Whereas, the adoption of the proposed changes would be inimical to the interests of the United States broadcasters,

Now, therefore, be it resolved that the Government of the United States, through its official delegation to the conference, reject any proposal which would result in changing the power limitations of the several classes of broadcast stations, and

Be it further resolved that copies of this resolution be transmitted to the President of the United States, the Secretary of State, the Chairman of the FCC, and the members of the Senate and House Foreign Relations Committees.

And be it further resolved that the NAB take positive action to insure the continued operation of those regulations respecting existing facilities as well as to insure the future requirements of the broadcasters of these United States.

Radio Dollar Time
(Continued from page 31)

to the ABC figures of newspaper circulation will be shown.

This time, too, Dr. Baker informed, new subscriber data will be available so that a radio station will be able to get a complete picture of the radio listening in its coverage area, which should prove very important for sales. The bureau will make these reports readily available to buyers of time.

Present status of the study, Dr. Baker continued, is that there have been 857,000 returns from 362,000 mailpieces. The report will cover all cities over 10,000 population, and 40 more cities now having radio stations will be shown. The new study has averted the weakness of the first study which played down the fringe audience, but which is an important one. Now, too, there will be reports of the number of radio sets at the homes of non-subscribers and the percentage of time occupied by the music of the radio station.

Dr. Baker said any station may join the bureau by making a payment retroactive to 1947, although new stations would make only a nominal monthly fee.

Sidney Kaye, New York, general counsel, Tremont Amusements, in place of Cari Haverlin, BMI president, revealed there are 50,000 recorded popular and folk music titles in his company's catalogue.

Rollin E. Dickey, Miramar, said that his company is working on variety continuities covering all kinds of music, is preparing 900 scripts and that a program builder of 8,000 tunes is being broken down into catalogues to be issued in February.

Mr. Hanna appointed the following as the committee comprising the above: Cy King, chairman, WEIR Buffalo; Bob Hanna (no relation), WGY Schenectady; William Moore, WBNX New York and Tom Brown, WGVU Geneva.

DIST. 16 PLANS
Johnson Named Co-Chairman

ALBERT JOHNSON, manager of KOY Phoenix, has been named co-chairman of annual NAB District 16 meeting to be held Nov. 28-29 at Paradise Inn, Phoenix. Calvin Smith, manager of KFOX Hollywood and District 16 director, made the appointment. Mr. Smith acts as other co-chairman of the affair.

Other committee heads named were A. E. Joscelyn, director of operations, CBS Hollywood, Sales; William B. Byan, manager, KFIP Los Angeles, Television; Lee Little, president KTUC Tucson, Public Relations; William J. Beaton, manager, KACU Denver, United Affiliated Stations; Donn B. Tatum, vice president and counsel, Don Lee Broadcasting System, Employer-Employee Relations; Les Bowman, chief engineer, KNX Hollywood, Engineering; Richard O. Lewis, president and general manager, Kitar Phoenix, Resolutions.

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ON THE AIR EVERYWHERE 24 HOURS A DAY

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WCKY
CINCINNATI
50,000 WATTS OF SELLING POWER

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BroAcasting  * Telecastinq
**District 1 Registration—Boston**

A-G
Addison Amor, RCA Thesaurus; Leon Alarie, WACE; A. N. Armstrong Jr., WCP; Robert W. Aronson, WMUR; Erle Ayer, WMUR; Dr. Kenneth Baker, WBZ; Martha Barr, WBZ; Charles W. Barton, WBZ; Harold S. Bates, WJFV; Wilton Beatty, WJFV; Jack A. Beauvais, WEI; George W. Best, WBZ; Howard Biggers, WEE; Josephine E. Bishop, WMAS; J. W. Bledsoe, WCAX; J. W. Blackham-Hamilton Co.; R. C. Booth, WTAG; Louis A. Bouchee, WBZ; W. C. Brown, WEE; WLLR; Arthur F. Borges, WEE; Quincy Brown Jr., WEE; Patricia Braine, WCAV; Warren H. Brewer, WEE; NBC News, WEE; Bessie L. Brown, WTVL; D. Brown, WTVL; Arthur T. Brush, WHDH; WLLR; John C. Calabou, WEE; Hervey Carter; John McGee, Gates Radio Co.; James Chalmers, WEI; Valentine Church, WJFV; WJFV; Fred W. Cope, WEI; Joseph K. Close, WJN; Edward Codel, Katz & Co.; Bob Collins, Oakland; Gilbert M. Congdon, WJN; Guy Cunningham, WJL; WJL; John Dene, WEE; WEE; Robert Donahue, WCAX; Walter W. Ebert, WCAX; C. P. Cregier, WJN; Franklin M. Doolittle, WEE; William H. Doolin, WPDR; WJFV; P. Duchaine, WJN; Tom Dunn, WCP.

H-R
Wallis S. Eades, WEI; Paul Feldman, WJFV; John Feldman, WMUR; WMAS; Harold F. Fellows, WEE; Dean Finney, WJN; W. W. Fitzgerald, WLJ; James M. Frenklen, WLJ; Robert C. Fullam, WJN; Ray E. Fuller, WBE; Fred Gurgis, WEE; WJFV; John M. Haskins, WJFV; WJFV; WJFV; P. Fuller, WTVL; Benjamin A. Fulick, WJN; HRN; Harmon H. Fuller, WJFV; WPJ; Louise Ignacio, WEI; George H. Jasper, WJN; Katherine Kettell-Johnson; Walter Johnson, WJN; WTIC; Arthur H. Jones, Gray Research; Gerald Jones, WJN.

Cardinal J. Jones, WMUR; Gordon Keyworth, WMUR; Peter N. Kenney, WMUR; Richard M. Kisch, WJFV; WLJ; Richard M. Kisch, WCP; Walter Kingsley, WCP; Gerald Kirby, WEI; Carter Koehler, WEI; Anne Kooi, WMUR; WOTP; H. William Koster, WPJ; Herbert Kosterman, WJFV; WJFV; G. A. Krutschnitt; WMWM; Charles F. Kuhner, WJN; FKJN; Frederick P. Laffey, WJFV; Melvin Lahr, WSAW; Arthur E. Latham, KGAL; Stephen Lawrence, WJFV; WJG; Gordon J. Lewis, WJFV; Edward L. Lucey, WJFV; Al. Maclean, Cartoon Program Ser.: William F. Lucey, WLJ; WJFV; WJFV; WJFV; WJFV; WJFV.

Bernie Macks WMUR; William F. Main, WJFV; WOAR; Al Maize, WLJ; Rudolph O. Marck, Pauline Maier, E. McGowan; E. McGowan; Margaret Markham, NAB; H. Roy Marks, WMUR; HE; David Martindale, WPOB; Justin Miller, NAB; James E. Milne, WHNC; Florence M. Mitchell, NAB; Henry G. Molina, WEIM; Henry S. Myerson, WJFV; Paul Monson, WSP; Patricia J. Monteith, WJFV; P. J. Monteith, WJFV; Albert Morgan, WTVL; Bernard S. Morley, WPJ; Paul W. Morency, WTTC; Robert G. Mohr, WJFV; Fred W. Most; System; J. T. Murray, WEI; Marion Morrow, WJFV; Harold McElwain, WJFV; William McGrath, WHHD; Whill; H. K. Wigg; WJFV; WTVL; James F. McKernan, WTAC; Hal McNabb, WTVL; WJFV; WEI; Arthur Newcomb, WWO; Donald Norwood, WCCM; Richard J. Carrigan, WMNB; Columbus D'Onelli, WJL; WJL; WJL; WKJ; Clifford F. Oden, Capitol Records; Harvey Olson, WJFV; WNBA; Paul Oury, WJFV; Gus R. Parmer, WJFV; John W. Paterson, WKJ; WKJ; WKJ; WKJ; WKJ; WKJ; WKJ; WKJ; WKJ.

**Newscasts**
(Continued from page 87)
be aimed at the teen-agers with stories of interest to high school and college boys and girls including local school sports results.

earlyitsen'should have a portion devoted to "what shall we do tonight?"—including a capsule review of a new movie, what sports events are on and highlights of the station's own night radio program and, if TV is in the set-up, the best of the listings. At that hour it might be well to devote the remainder of the program to local and regional news, since the network newscasts have, by the time, given a good round-up of national and international news.

The possibilities are almost limitless and, of course, depend on the community itself, the competition, and the facilities and personnel available.

Each newscast should, of course, give a balanced newscast presentation in addition to the special feature.

Limitless Possibilities
Each cast should have a name—Business Men's Luncheon News, News for the Homemaker, etc.

These special feature "name"

**WITH BUYS**

`Home News' Acquired
PURCHASE of the 16-year-old Baltimore Home News, a controlled circulation weekly newspaper, by WTIE Baltimore was announced last week by President Thomas Tinsley of Maryland Broadcasting Co., which operates WTIE and WGLF Richmond.

R. C. (Jake) Emby, WITF vice president, will hold a similar position with the Home News Co. Mr. Tinsley said the paper would continue its present operation with the same personnel, but that the business, advertising and editorial offices would be moved to the WITF Bidg.

Army-Navy Football
GILLETTE Safety Razor Co., Boston, will sponsor broadcast and telecast of the Army-Navy football game in Baltimore Nov. 26. Through its agency, Maxon Inc., New York, the firm will air the game on the full MBS network for radio and on NBC-TV network for television.

WOR Engineers
WOR New York radio and television engineers now will be represented by Local 1212 of the IBEW instead of NABET, as the result of an NLRB election Nov. 9. IBEW won the election, polling 95 votes against 12 for NABET.

**SELF-WINDER**
DULUTH, MINN.—"So I'm a crank when it comes to certain things," admits Otto Mattick as he rolls along on his self-winding tricycle.

"And I'm all set to toss a monkey-wrench into the works if anybody even dares to suggest that KDL's Hoopers aren't far and away the highest in the Duluth-Superior Market."

No fear of that, though, because KDL completely dominates the audience hereabout.

This area is well worth selling, too. And KDL is the way to do it.

Avery-Knodel can suggest the best thing for you to use on KDL. Ask them. Ask, too, about the famed KDL "follow-through."

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architectures to liberal arts.

By this time, Bill McGrath was sure of his chief interest. Working in association with the man who is now Dean Kenneth Bartlett and who heads one of the largest university radio schools in the country, Mr. McGrath helped in the formation of the Syracuse U. station. In 1932 he left the radio time announcing job at WSYR to take a similar one at WFBL, remaining with this CBS outlet in Syracuse until his graduation.

In 1932 this voice-entranced romance entered the McGrath career. He had fallen in love with a Boston girl, so he headed toward the Hub, found a job at the Yankee Network, and set out to woo and win Mary Chase.

Six months later, on Friday, May 24, 1935, he quit work. On Saturday he married Miss Chase. Saturday night they spent their honeymoon on the Boston-New York train. And Monday morning Bill McGrath was back at work as night manager at KYW Philadelphia.

Joins WNEW

After a year there, he went to New York to join the yearling WNEW, as production manager. Shortly after, he became program director, holding that post until 1944 when he went into the commercial side as sale promotion manager.

During the decade Bill McGrath was with the New York independent station, it began its 24-hour-a-day operation, started such programs as Martin Block’s Make-Believe Ballroom, and helped to give many vocalists their start.

Mr. McGrath recalls the time Miss Judis told him about a fellow who was singing with a small band which the station was carrying as a remote pickup from the Rustic Cabin in New Jersey. He called the fellow in, offered him a daily 15-minute program of his own. Tommy Dorsey heard the show and invited the vocalist to join his orchestra. It was Frank Sinatra.

In March 1946 the Boston Herald-Traveler bought WDH, a 5 kw independent, and Mr. McGrath was asked to take over as managing director. He found, as he terms it, “nothing but a frequency.” There were over 17 hours of daily programming to fill and tough network competition to fight.

“We had to start somewhere,” says Mr. McGrath. “Somewhere” was to find someone who could take a block of time—two hours in the morning—and make it pay off in income and sales. “Someone turned out to be Fred B. Cole, who emcees the station’s most sales-producing program, The Carnival of Music.”

Mapping out plans as he would a blueprint, Mr. McGrath’s next step in building WDH was to establish a news formula. This consisted of 21 daily five-minute newscasts every hour on the half-hour with additional periods at 7 a.m., 6 p.m., and 11 p.m.

Geta Sports Rights

Next, he set out to tie up as many outstanding sports features as possible. In quick succession, WDH obtained the rights to air the Harvard football games, which had never before been broadcast commercially; then, the Boston Bruins hockey games; and finally the Boston Braves and Red Sox games.

WDH is probably one of the few major stations of its size (now 60 kw) in the country which broadcasts every baseball game from start to finish. Although many stations consider such programming uneconomical, WDH’s manager believes it adds to the appeal and is a good sales tool.

WHDH’s Gross Zooms

Bill McGrath doesn’t have to worry now about such things as dollar loss. In 1947, a year after he joined WHDH, gross revenue was up 80%. In 1948, it had increased 44% over the previous year. And, for so far this year, it’s been running at a rate of 30% over 1948.

With four major network outlets in the area, Bill McGrath has reason to be proud of the show he has station. Long associated with unaffiliated stations, he believes that—in addition to good programming, showmanship, and aggressive selling—part of the success of WHDH has been due to the fact that it is an independent.

“Independent stations,” he declares, “are in the best position to win the competition that will be experienced from TV.”

Previously, he explains, independent stations always conceded that their competition to leading network nighttime shows necessarily had to be limited and that their big audience-pulling job had to be done between 8 a.m. and 8 p.m.

“The picture’s changed now, though,” affirms Mr. McGrath. “TV stations are drawing nighttime audience from the network stations. And stations that folks have tired of the comedy and variety on video, want something easy to take so they can carry on the rest of the show as a social affair. He believes that the WHDH formula of music and news is the answer, as shown in increased nighttime ratings for the station.

Although the architect-turned-broadcaster has been away from a drafting board for a long time now, he still likes to try his hand at an occasional blueprint and was very instrumental in the layout of the new WHDH studios. The layout consists of a central “island” which contains all the studios and is surrounded by all the offices. These are laid out in the order of departmental flow of business, making for more efficiency and saving valuable time in the development of a program from an idea to the finished product on the air.

Probably one of the industry’s youngest men to wear the 20-year pin, Bill McGrath was born April 5, 1911, in Brooklyn, New York. He attended school there until 1927 when his family moved to Boston. After one year there they moved to New Jersey, where Mr. McGrath attended the East Orange High School before going on to Syracuse U.

Home for Mr. McGrath now is Saugus, Mass., where he lives with his wife and two children, Marylin, 13, and William Frederick, 16 months.

For relaxation Mr. McGrath likes to fish, preferably, for tuna, and has been known to give up a good poker game. But his hobby, he claims, is AM radio.

He’s on the Employe-Employer Relations board of NAB and was named president of the Radio Executives Club of Boston, formed last year. He finds time for civic duties also and this year is serving as radio chairman of the Red Feather Campaign in metropolitan Boston.

Broadcasters’ Panel

Panel discussion on children’s programs will be furnished by the Southern California Broadcasters’ Assn., at a Rancho Santa Anita Parent-Teachers’ meeting tonight (Nov. 7). Speakers will include Alan D. Courtman, Hollywood assistant director of public relations; Martha Gaston Bigelow, account executive, KFOX Long Beach and regional chairman of Assn. Women Broadcasters; Mary Dick Nelson, star of KFAC Hollywood Uncle Wagon Bill program; Jeanne Gray, KMPC Hollywood commentator.
TELECASTING
A Service of BROADCASTING Newsweekly

WOR-tv
Channel 9,
New York

one of America's great television stations
Starts regular telecasting NOV. 15 . . .
with "Clear Sweep" coverage of the
San Francisco Bay Area

KRON TV
SAN FRANCISCO CHRONICLE • NBC AFFILIATE
SELL MORE ON CHANNEL 4

KRON-TV provides unparalleled "Clear Sweep"
coverage of the San Francisco Bay Area market. The
KRON-TV transmitter location — atop San Bruno
Mountain, bordering the San Francisco-San Mateo
County line — is generally considered the finest for
telecasting in this area. And the specially-designed
KRON-TV antenna is San Francisco's highest . . .
mounted on a tower which is 1,461 feet above sea level.

KRON-TV will present top NBC network television
programs, assuring strong audience tune-in from the
outset. Local programming, including some day-time
television, will also be outstanding. CHECK KRON-TV
FIRST FOR TELEVISION ADVERTISING IN THE SAN
FRANCISCO BAY AREA MARKET!

* Represented nationally by FREE & PETERS, INC. . . . New York, Chicago,
Detroit, Atlanta, Fort Worth, Hollywood. KRON-TV offices and studios in the
San Francisco Chronicle Building, 5th and Mission Streets, San Francisco
A WEEK'S DELAY IN THE sched- 
uled Comparative Demonstrations of color television sys- 
tems was reported agreed upon last 
Thursday afternoon in a meeting of an FCC-industry committee with 
FCC Chairman Wayne Coy. 
Participants said postponement 
until the week of Nov. 21 was de- 
cided upon when it became evident that, otherwise, arrangements 
could not be completed in time 
permit side-by-side origination by 
the rival RCA and CBS color cameras and the black-and-white 
equipment of Allen B. DuMont Labs. 

Since the Thanksgiving holiday falls that week, it was assumed the 
comparisons would not get under way on Monday. They 
are expected to last about two days 
and will be held in the studios of 
RCA-NBC's WNBW (TV) Wash- 
ington. No outside pickups are 
planned. 

The decision came at the end of the sixth week of FCC's color hear- 
ing, after two and one-half weeks of 
testimony. 

Reiteration that it will be 
"10 to 20 years" before there is 
a nation-wide system of color tele- 
vision which has good quality, re- 
liability and comparative cost as 
we have today in our present black- 
and-white system.' Dr. DuMont 

felt, however, that "we could have 
the start of a system within the 
next 10 years." 

DENIAL that manufacturers 
and broadcasters are "holding back 
COLOR television for their own 
selish interest," despite charges 

aired by some Commissioners to 
the contrary. 

Estimate that, with respect 
to the three proposed color sys- 
tems, "we are in about the same 
relative position in color today that 
we were in black-and-white, say around 1932." 

Disclosure that DuMont is 
working on several possible color 
systems and has done "considerable work" on storage tubes, which Dr. 
T. T. Goldsmith Jr., DuMont re- 
search director, thought may 
provide a new and better approach to the 
color TV problem. 

Representatives of RCA, CBS and DuMont may undertake this 
week to work out a stipulation as 
to the limitations that FCC should 
place upon the use of the November comparative showings in reaching 
a decision on the color question. 

This course was suggested by 
Chairman Coy after DuMont 
spokesmen noted that in many re- 
pects the tests would not simu- 
late actual commercial broadcast 
conditions and that quality of re- 
ception may differ due to the use 
of different transmitter sites. 

DuMont earlier had suggested 
complete cancellation of the Nov. 
14 comparisons—a course FCC re- 
jected the previous week in denying 
RCA's petition for a two-month postponement [BROADCASTING, Oct. 
31]. 

The DuMont request was based 
on the fact that Color Television Inc., sponsor of the third color sys- 
tem under consideration, is not ready for comparative tests now; that 
RCA and CBS are limited as to 
currently available equipment, and that FCC has already called for 
further comparisons Feb. 8. 

Installation Schedule 

Decision to delay the first com- 
parisons followed a report by RCA 
that it could not be ready by Nov. 
14 if the equipment for all three 
systems were being installed in the 
same studio simultaneously. RCA 
proposed that the decision to be 
conducted with RCA, CBS, and 
DuMont operating separately 
rather than side-by-side. 

Instead, it was agreed that RCA 
should have sole use of the studio 
until Nov. 14, after which CBS 
will move in to set up its equipment. 

Chairman Coy and the FCC-ind 
ustry committee, headed by FCC 
Labs Chief E. W. Chapin and 
charged with the task of working 
out a program for the comparative 
showings, discussed the plans at 
some length. Final program plans 
are now being developed. 

Dr. DuMont, winding up his 
firm's direct testimony at the 
Thursday morning session of the 
hearings, urged that the color 
question be settled "one way or 
the other," that the VHF freeze be 
put at once and that FCC en- 
courage extensive color experimen- 
tation before standards are set. 

He said he believes in color. 
But both he and Dr. Gold- 
smith emphasized their view that 
a standardized color system should 
have essentially the same charac- 
teristics as the present monochrome 
system, plus color. 

"We believe that before stand- 
ards can be set," Dr. DuMont said, 
"several stations should be in 
on operation for some six months to 
years transmitting regular pro- 
grams with at least several hun- 
dred receivers in the field for each 
station." 

On the same theme, Dr. Gold- 
smith had told the Commission 
that the entire industry should in- 

(Continued on Telecasting 8)
Telefile:

WMAR-TV ENTERS THIRD YEAR AS BALTIMORE TV PIONEER

By J. FRANK BEATTY

THE CITY of Baltimore, traditionally famed for its monuments, seafood and marble stoops, has a new and thoroughly modern claim to national fame. It is a television claim: Largest TV percentage of total radio audience.

WMAR-TV, the Sunpapers' video operation, proudly proclaims this Hooper finding and recalls that the number of sets in the city has increased from 1,800 to 58,000 in the two years the station has operated.

As the first TV station to take the air in the city—its second birthday was celebrated Oct. 27—WMAR-TV calculates there are 350,704 Baltimoreans watching television every day, figuring four viewers per set. That's only a few thousand short of the daily circulation of the two Sunpapers, and the newspaper end of the business is 112 years old.

The Hooper finding shows that video viewers accounted for 33.4% of the combined radio and TV evening audience in Baltimore dur-

ing August and September. New York was runner up with 31.9% and the national average was 19.7%.

The Sunpapers are accustomed to doing things in a big way and have a million dollars invested in radio and television. Their prewar radio dreams culminated in postwar applications for AM, FM and TV stations. The TV application was filed March 7, 1946, and two months later the A. S. Abell Co., operating corporation, had itself a TV CP.

Neil Swanson, executive editor of the Sunpapers, had the station on the air Oct. 27, 1947, as one of the first dozen commercial TV operations in the United States. When the TV license was granted April 20, 1949, it became the seventh station to get this FCC document.

Late October apparently is a period of action around the Sunpapers' extensive quarters. The Abell company selected this Oct. 26 as cornerstone-laying day for a vast new plant to house its newspapers. This project is to be completed next summer and WMAR-TV officials are licking their chops in contemplation of some choice square footage in the present three-building array.

The lone large WMAR-TV studio has all the latest equipment in its 1,340 square feet but station officials will feel a little easier about their 65-hour program week when more space becomes available.

The transmitting end of the business is more amply housed on the 34th floor and in the cone of the Mathieson Bldg., a few steps away. This building is described as the tallest south of New York.

WMAR-TV has an FM affiliate, WMAR, separately programmed 97 hours a week and feeding during daytime hours a fleet of 60 buses equipped with transit receivers. An AM CP was granted by the FCC (1 kw on 850 kc unlimited) but the Sunpapers dropped it a year ago because there already are eight AM outlets in Baltimore.

Once the TV transmitter was in good working order back in 1947, the Sunpapers started looking around for a top-flight radio director. They selected Ewell K. Jett, an engineer of three decades experience and a member of the FCC who had joined the old Federal Radio Commission in 1929 as an engineer and had risen to a commissioner'ship. Mr. Jett took over Jan. 1, 1948, and carries the title of vice president and radio director of the Abell company. Paul Patterson is president with William F. Schmick executive vice president.

On Mr. Jett's executive staff are Robert B. Cochrane, program director; Ernest A. Land, commercial manager, and C. G. Nopper, chief engineer. Mr. Cochrane was obtained from the Sunpapers where he had been Tokyo bureau manager. Mr. Lang came from the Sunpapers' advertising department. Mr. Nopper was at WFBR Baltimore before the war, reaching WMAR-TV by way of RCA and Bendix.

In all, the staff comprises 96 persons. It's a stable operation, with scarcely any turnover. Six employees have been added in the last year, all for the transit end of the business. Thirty-eight members work on the technical side of the combined stations.

Four sponsors dominated the commercial schedule when WMAR-TV did its first programming Oct. 30, two years ago. They were Hub department store, Diamond Jim Brady, Joseph Zamoisici Co., Baltimore and Washington Philco distributor, and National Brewing Co. All have remained on the WMAR-TV customer list, especially National Beer which sponsors 8½ hours a week of WMAR-TV time.

Business has steadily increased,

Left.—Bailey Goes in action on WMAR-TV Sports Parade.

Below.—WMAR-TV's Two Custom-Built Mobile Units.
and WMAR-TV now has 79 sponsors compared to 68 a year ago. The station thus has enjoyed a 22.2% increase in number of advertisers in the last year, along with a rise of 286.2% in commercial hours and 286.3% in paid spot announcements. The Class A one-hourly rate on rate card No. 4 is $400 compared to $200 two years ago.

Commercial programming in September totaled 116 hours 23 minutes (45.2%) compared to 142 hours 2 minutes of sustaining and another 108 hours 33 minutes of test pattern transmission.

ROSS TV income for the first nine months of 1949 ran 164.5% above the parallel period in 1948. When WMAR-TV celebrated its second anniversary, it noted that 201 commercial programs were carried in September compared to 69 in September 1948. The increase in business has been steady and WMAR-TV's executives appear to be fulfill an old dream in which the normal redish tint of TV bookkeepers segue into blackish hues. They deny any such aspirations but admit under pressure that WMAR-TV's business progress is highly encouraging in this three-station television city (WBAL-TV took the air in February 1948 and WAAM (TV) celebrated its first anniversary last Tuesday).

WMAR-TV likes to talk about its "firsts," and has a long list of them. One of these is the Sports Parade, three-hour afternoon program which WMAR-TV Washington picks up off the air. The stations exchange off-the-air programs frequently. Bailey and Jim McManus have developed many gimmicks and routines on the Parade and their following extends over a wide area. National Beer has an hour five days a week plus two hours on Saturday, with participants using the remaining time. Baltimore is a "horse" town and the folks take their racing seriously. So WMAR-TV picks up Pimlico, Laurel and other tracks regularly with the aid of two mobile units. The remote trucks have a two

and a three-camera chain, along with ¾-ton air conditioning units and three 7000 mc microwave relay transmitters. They are used at Annapolis via a platform on one of the Navy's wireless towers. At the tree-surrounded Johns Hopkins field the relay is beamed through a 15-foot hole cut out of the foliage. Chief Engineer Nopper's crews have gone out on a total of 536 remote assignments, including 100 trips to the races, 69 basketball games and 102 wrestling matches. They make good use of a Zeumar lens carrying Serial No. 1.

As part of a news-minded operation WMAR-TV has recorded current history with vigor and without much regard for expense. The first TV news film was telecast on the station's first programming day two years ago and it has never missed a daily film edition. Over 180 miles of 16mm film have been processed in visually narrating thousands of stories.

The elaborate film department has produced eight series of documentaries, five of which have been used on CBS, with which WMAR-TV is affiliated. Subjects include slums, military operations and displaced Europeans.

Every Saturday evening an amateur show is picked up live from the stage of the Center Theatre, between pictures. Mr. Nopper's crew has only 10 minutes to set up and five to get off the stage after the program ends.

WMAR-TV boasts many success stories—a stack of them told weekly in quick form via white space in the Sunpapers. The Baltimore Window Shade & Awning Co., for example, is constantly astonished that its Miss Evans is kept busy all week answering phones because of one minute of advertising.

Last August Mr. Nopper handled the pickup and transmission from Johns Hopkins Hospital for TV color demonstrations in Washington, using CBS and Zenith-built color equipment. The WMAR-TV signal was picked up in Washington below the horizon.

The three-batwing TV antenna atop the Mathieson Bldg. was built at the rooftop level as a jack pushed it up through the cone. The antenna has a gain of 3.4. The RCA pylons also support an FM radiator, with top of mast 88 feet above the roof and 591 feet above the street. WMAR-TV claims it was first to use a break-front TV transmitter as it fitted the RCA equipment into the cone. It uses RCA equipment throughout. A microwave dish antenna can be aimed any direction from the transmitter room 80 feet below. Two 100-watt red lights welded to the tower can be controlled from below if the beacon fails.

Getting down to vital statistics, WMAR-TV operates on Channel 2 with 16 kw radiated power. It is represented by The Katz Agency. An offset carrier arrangement has been worked out with WCBS-TV New York to minimize interference.

That's an amazingly low price . . . especially when you consider that television is the fastest growing, most effective sales medium in the world. Obviously, you can spend many times more, but it is possible to demonstrate your product in the living rooms of thousands of Chicago homes for this small amount.

Remember too, the number of Chicago television set owners is increasing—thousands a month. Many advertisers—local, regional and national—have recognized the tremendous potential of this ever-expanding audience. And more and more advertisers have turned to WGN-TV. Advertisers know WGN-TV is the station that's TOPS in technical equipment—TOPS in production "know how." As a result, WGN-TV is first in commercial time sold—first in local programming.

WGN-TV's advertisers are both large and small. There's a place for your sales message on television at a price you can afford, so join the trend to WGN-TV in Chicago—where Channel 9 is more than a number . . . it's a habit.
Kathie's Daytime Success

By BRUCE ROBERTSON

On Nov. 1, 1948, a new video program, Your Television Shopper, made a tremendous debut on WABD (TV) New York as a half-hour Monday-through-Friday morning telecast. Like most of the other programs in WABD's inaugural daytime schedule, Your Television Shopper started out as purely sustaining. Furthermore, it started out at 10:15 a.m., a time then considered as anachronistic for a TV show as if it had been the year 1015 A.D.

By Oct. 31, 1949, 52 Mondays later, Your Television Shopper had become an established success. Its daily telecast time had stretched from 30 minutes to a full hour. Its list of participating sponsors had reached the SRO point, with a waiting list of five. And, on that day a New York department store, Saks 34th, paid the sincerest tribute to the program's success by assuming sponsorship of its first half-hour, across the board.

Like most successful ideas, that on which Your Television Shopper is based is simple: All women love to shop. Few women have enough time to do all the shopping they would wish. The women whose shopping needs are greatest, housewives with growing families, have the least time for shopping because of the restrictions of their houses and families. Therefore, let them do their shopping at home by television.

Like most successful plans, that of Your Television Shopper is appropriate to the medium of its execution. Printed advertisements could picture household products; radio commercials could describe them; stores could demonstrate them to women present in the stores, but only television can make mass demonstrations to women at home and only daytime television can reach an almost all-feminine and therefore almost all-interested audience.

Like most successful programs, Your Television Shopper is easily produced. Two sets, simulating a living room and kitchen much like those in the homes of the program's viewers, provide suitable backgrounds for the display and demonstration of products of interest to mothers and housekeep-

Draws Women Viewers in A.M.

In fact, when a non-sponsored item explains itself through being seen, Kathie's description often sounds like the package commercial of name, price and point of sale of every item she demonstrates. It would be difficult for a newcomer to the program's audience to tell which products are sponsored items on the program and which are not. Without an informal tour of the program, it is easy to see why the program is so popular and has already achieved a national rating. Kathie is planning a national extension of this local show over the DuMont TV Network.

(Continued on Telecasting 15)
WITT TO CBS

Latest KTTV (TV) Change

HARRY W. WITT, general manager of KTTV (TV) Hollywood, has resigned to rejoin CBS Hollywood on Nov. 15 in a "special television development assignment." It was announced Thursday by CBS and the Los Angeles Times.

Norman Chandler, president of KTTV Inc. (51% owned by the Times and 49% by CBS), did not announce Mr. Witt's successor but Harrison Dunham, attorney for the newspaper, is expected to be acting manager pending a permanent appointment.

Howard S. Meighan, CBS vice president and executive, declined to elaborate on the specific nature of the appointment of Mr. Witt, who before joining KTTV was assigned to rejoin CBS Hollywood. Mr. Witt joined CBS in 1936 as sales manager of KNX Los Angeles, having previously served as manager of KGB San Diego and sales manager of KJJ Los Angeles.

Others Who Left

Four members of the KTTV staff had resigned previously, including Robert Forward, program director; Charles Eklof, production director; John Decuir, production designer and Ted Stell, set designer. Mr. Forward has been replaced by Bob Purcell, formerly public service director.

Published reports that the changes indicated dissatisfaction between CBS and the Times were denied by Mr. Meighan on his return to New York. He said: "There is not the slightest ground for comment concerning any disagreement between CBS and the Los Angeles Times."

CRUSADE FILM

For Local Sponsorship

RE-EDITED copies of ABC-TV's Crusade in Europe are being made available for local sponsorship to the network's affiliates, starting the second week in January 1950.

According to Murray C. Grabhorn, ABC vice president, the network, which has exchanged video rights to the series, will present it again in response to public demand. The first showing of the 26 episodes was sponsored on the network by Time and Life magazines. Because of the marked increase in the number of video viewers since the series' inception, it was felt the additional exposure would be given an opportunity to see the program. Several new ABC-TV affiliates also have requested the repeat telecasts, Mr. Grabhorn said.

Mr. Witt

COMEDIAN Charles Ruggles (l), star of new The Ruggles show on KECA-TV Hollywood, is welcomed to ABC television by Robert Laws (r), the network's Western Div. general sales manager. Group includes (l to r) Mr. Ruggles; Don Lauritzen, president of Rockett-Lauritzen agency; D. B. Lewis of Lewis Food Co., sponsor of program for Dr. Ross Dog Food, and Mr. Laws.

TV AUTHORITY

Screen Extras Join SAG In Opposition

LINING up with its big brother—the Screen Actors Guild—the Screen Extras Guild last week announced its opposition to the proposed shape of the Television Authority plan being of the Associate Actors and Artistes of America.

In a letter to its members, SEG attacked TVA first on the grounds that "it would be completely or almost completely controlled from New York." It also pointed out that TVA would require "new dues to do work you can do now as a member of Screen Extras Guild." And it warned members of the sapping effect the new "super union" would have on their present organization.

Meetings are now being held in many cities across the country to explain to actors the need for a Television Authority to serve as one big union for video talent. The meetings are being held in advance of a Nov. 16 session of the 4A's International Board at which creation of the TVA may come to a vote.

Definition Differences

Essence of the differences between the live and film unions arises from the definition of film. SAG contends that live performances are those which air directly upon presentation as well as those which are kinescoped for one showing in non-cable cities. Likewise the "live" unions recognize theater film as the province of the film unions.

The source of debate arises from what the two groups have come to identify in discussions as "the grey area." SAG contends that all programs which are kinescoped with the intent of more than one showing per market marks them as a film result, regardless of the technical process which made it possible. The live unions are reluctant to concur with this.

While this is not a present problem, SAG intends to get this clarified from the beginning. In this respect, SAG joins SAG, additionaly ranked by "the minimizing of its interest" in the various discussions inspired by the Eastern "live" unions.

Admitting its stand alongside of SEG and SAG scores TVA "as an unholy, jurisdictional raid...warning the selfish promoters of the proposed Television Authority that the film guilds will resist...this attempt to build a new empire-wielding control over all actors."

The newsletter contends that SEG and SAG have offered "complete cooperation with any branch of the 4A's selected to handle union affairs of performers in live television shows." And it further reports that "mutual interchangeability for television" has been offered to avoid payment of additional dues in working back and forth between live and film. Both film guilds reportedly also have offered to "submit to impartial mediation."

They also warn of the dire consequences which would result "from forcing a jurisdictional war on all performers." They recognize that in such a state of performer affairs all would "suffer." In view of this they report to their membership that both guilds "have appealed and will continue to appeal to the promoters of Television Authority to settle the dispute in peaceful manner."

The Screen Actors Guild is due to meet Nov. 13 in its annual membership meeting.

The live actors unions, seeking to establish the TVA, are: American Federation of Radio Artists, Chorus Equity, Equity Assn., American Guild of Variety Artists and American Guild of Musical Artists.

INTERNATIONAL board of the Associated Actors and Artistes of America, in a meeting in New York Oct. 26, ducked putting to a vote the creation of a Television Authority until Nov. 16.

Instead, a resolution postponing until that date action on the TVA, which would be one big union for all video talent, was offered and passed unanimously.

The motion to postpone thus got the "live" actors and the film actors in agreement at least on a "not right away basis." It has been the disagreement between these two groups over TV film jurisdiction which has stymied efforts to launch the TVA.

Before the Oct. 26 meeting, it was freely predicted that a motion to bring the TVA into being, regardless of opposition of Screen Actors Guild and Screen Extras Guild, would be made. Once in being the TVA would mediate its differences between itself and the screen preferred.

Apparently to head off the scrap that has been developing between the 3,000 screen players and the 30,000 live actors (the latter, members of Actors Equity Assn., Chorus Equity, American Federation of Radio Artists, American Guild of Variety Artists and American Guild of Musical Artists) the motion to postpone was offered. The resolution, according to Paul Duizzell, 4A's president, stated action to postpone was being taken "to preserve continued unity among 4A's unions in the interests of the public and of our entertainment profession."

The board also decided that during the three weeks postponement of action on TVA, membership votes on 4A's would be called in 12 key cities "to afford a forum for full discussion by all sides of the current issues, and to educate all 4A's members on the problems and methods of organization in the new field of television."

Such membership meetings are to be held in New York, Los Angeles, Chicago, San Francisco, Detroit, Philadelphia, Boston, Washington, Cincinnati, St. Louis, Pittsburgh and Seattle.

TV No Robber

YANKEE STADIUM sold out for the pennant-deciding game between the New York Yankee and Boston Red Sox dueling for a berth in the American League's voted to have a strong post-season rating for WABD(TV) New York by the Pulse Inc., New York, on the game's video audience. The rating is believed to be the highest ever, it was reported on a regular season baseball telecast, according to the station, disproving claims by skeptics of organized baseball that TV robs the stadium box-office.

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TELECASTING • Page 7
Color Tests
(Continued from Telecasting 3)

investigate the various color sys-

tems "for a number of years" if

necessary, in order to perfect a

sound commercial system.

The DuMont president charged

that, in the current proceeding,

"for the first time, the Commission

is asking the industry to do some-

thing it is not ready to do."

He said "the manufacturers and

broadcasters who have developed
television to its present state of

public acceptance are being accused

of holding back, not for their own

selfish interest," but that "I do not

believe this is so."

His testimony brought sharp

questioning from Comrs. Robert

F. Jones and Freda B. Hennock,

who have been outspokenly critical

of witnesses opposing prompt color

authorization.

Dr. DuMont said he didn't regard

overrulings as a solution to the

problem, and that if the CBS sys-
tem were adopted then "factory

recall," or else the establishment

of factory-controlled service sta-
tions throughout the nation, would

be necessary to make the change-

over for existing sets.

Recalling Sets

For a manufacturer today, he

said, the necessity of recalling sets

to the factory in many cases "would

put the business out of business."

He said RCA's system does not

provide reception which compares

with the quality of present-day

black-and-white, and that may mean

it has a long way to go before it

can provide a satisfactory picture.

His objections to both the RCA

and CTI systems were that "they

are too complex and have ex-

tremely difficult registry problems."

He said neither nor the CBS

system has been adequately field-
tested, and he also considered CBS

too, for difficulties involved in convert-
ing sets having tubes larger than

12 1/4 inches.

Neither Dr. DuMont nor Dr.

Goldsmith thought much color

progress would be made "until

experimental stations get on the

air and transmit test patterns and

programs on a regularly scheduled

basis."

Under questioning by Comr.

Paul A. Walker, Dr. DuMont said

he might "go along" with the CBS

color principles if the 525-line

standard were followed.

Consider TV Status

The DuMont chief made plain

that he thought FCC should con-

sider the present status of the tele-

vision industry and the people

working it in. Uncertainties about

color and the VHF freeze, he said,
have resulted in DuMont not sched-

uling the 250,000 color TV sets pro-

duction that it had anticipated for

next year. He said its transmitter
division personnel is being reduced

from about 300 to about 100.

Dr. Goldsmith's testimony for

the most part was in presentation of

the prepared statement and ex-
hibits which he tended the week

before [Broadcasting, Oct. 31].

He said DuMont is working on

a direct-view tube and also has

offered to purchase the patent

rights to the one described by Dr.

Charles Willard Geer, U. of South-

ern California physics professor,

earlier in the hearing. Dr. Geer, he

said, "was loaned to certain phases of

development of a direct-view tube

but DuMont does not consider it a

pressing matter because "we are

more interested in the tube's tech-

nical developments."

Indeed, he thought the direct-

view tube may not be the ultimate

answer in color TV. "There may

be other inventions which would

make the tube obsolete," he said.

Dr. Goldsmith reported that Du-

Mont is working on several poten-
tial color techniques, attempting to

combine "the best points of each

while adding new developments."

He said DuMont has a patent

pending on a certain phase of de-

velopment of a direct-view tube

and, in another connection, dis-

closed that "negotiations are now

under way with Polaroid which

may lead to patent rights."

No hearing is scheduled today

of color TV. It has been devised

by H. C. Bonfig, vice president of

Zenith Radio Corp., told members of

the Kansas City, Mo., Co-op Club

Tuesday evening in the President Hotel

when we will have commercial color

black-and-white, Mr. Bonfig said

the pubic should be able to get

"at least" a good black-and-white

picture from colorcsets on receivers

now installed, and that sets should

be able to be converted "at moder-

ate costs."

Turning to other aspects of TV,

Mr. Bonfig termed programming,

"with its production headaches and

high costs, the biggest worm in the

apple. Television is an economic

monstrosity, because of its spectac-

ular popularity coupled with enor-

mous losses experienced by tele-

casters," he said.

"The only solution," according
to Mr. Bonfig, is to give TV a

Hollywood movie and a box office

boost which would be attempting

the firm's exclusive pay-as-you-see

Phoneline system," he said. He

cited three separate surveys made

by Zenith which show that an

overwhelming majority of Ameri-

cans would be glad to pay for new

Hollywood movies in their home

TV sets."

CBS REPIES

No 'Acceptable' System Devised—Bonfig

NO "acceptable" system of color-

tv, for there is no system with

which the public and the industry

can live," he asserted. Mr. Bonfig's

color company manufactured for CBS

two color receivers, which were
demonstrated last month to the

FCC, and has produced several for

medical groups.

After an "acceptable" system

developed, Mr. Bonfig said, it will

require field testing, "A long, tedi-

uous process of designing and manu-

ufacturing commercial color trans-

mitters, and the equally complex

job of developing and building color

receivers at a price within the pub-

lic purse." He pointed out that Zenith

had learned that "nobody, anywhere, knows what color sets

will cost."

Describing how Zenith built 22

sets for CBS at a contract price of

$1,000 per set, he explained that the

firm lost $15,400 on the order, de-

spite its experience in color for sev-

eral years. Manufacturing cost

alone was $1,700 each.

Calling for a system of color

which will be compatible with

television has been devised, H. C.

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sas City, Mo., Co-op Club Tuesday

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cans would be glad to pay for new

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TV sets."
KLAC-TV BOOST
Starts Daytime Schedule

STARTING today (Monday), KLAC-TV becomes the second Los Angeles area station with a daytime schedule. KFI-TV, pioneer all-daytime operation telecasts seven days per week six hours per day.

In making the announcement, Don Fedderson, vice president and general manager of KLAC-TV, said the five-weekly format would be informal, featuring Al Jarvis, disc m.c. in his long established Make Believe Ballroom (1-5:45 p.m. PST). The station will not affect the nightly telecasting which will continue, according to Mr. Fedderson. However, he pointed out that the addition of the daytime segment will boost the station's weekly hours of telecasting in excess of 50, thereby surpassing KFI-TV's present local high of 42 hours weekly.

Film commercials will not be accepted, Mr. Fedderson stated, contending that all commercials will be live at the following basic rates: 15 seconds—$15; 30 seconds—$30; 60 seconds—$60; two minutes of demonstration—$25.

The move is reportedly activated in part by a desire to introduce more advertisers to the medium and at prices which they can afford through use of established disc jockey format spotted with guest appearances of recording and other talent. It is felt that cost of production will be held to the barest minimum.

DON LEE ON COLOR
'Not Practicable' Yet—Glett

"DON LEE wants color, invites color and looks forward to color, but is now satisfied that it will not be practicable for some time to come," Charles Glett, Don Lee Broadcasting System TV vice president stated on his return to Hollywood from the color hearings in Washington.

Extending his remarks Mr. Glett said, "we are now devoting our full efforts to the black and white plans which we held in abeyance pending developments in color telecasting. Full steam ahead on them is our immediate course of action."

But Mr. Glett said television will never reach its peak until color is added. Some of the demonstrations in Washington he said were "eye-openers in their beauty and import."

TV Relay Link

CONSTRUCTION is under way on a radio relay link between Dayton and Indianapolis which will take network television to Indianapolis about one hour south. Adding to this, a state report, will be connected at the same time with projected coaxial cable from Indianapolis southward to Louisville.

FOOTBALL players are not the only ones who study chekks and have "skill practice." Don Cook, WGN-TV Chicago field dir., points out to Les G. Arias (I), DuMont TV Network sports dir., and Leo Langlois, of Campbell-Ewald agency, the camera range he uses.

WBAL-TV Honored

HEARST ENTERPRISES, Baltimore, received the American Legion's 1949 National Citation Award, in ceremonies held in Sheraton Belvedere Hotel Oct. 27. Legion's top national award is service to handicapped veterans honored Heart Enterprises, Baltimore News Post, Sunday American and WBAL-TV.

SELEcTED as television's "handsome profile," George E. Putnam (r) of DuBrock's Headline Clues program is awarded one of the first new Hickok profile initial buckets and bells, launching, "Profile in Initial Week." Lao Schib, vice president of Hickok Mfg. Co., makes award.
WITH the 1949 fall television schedule in full swing, Milton Berle continues to be high man on the ratings totem "poll." Arthur Godfrey, with his Talent Scouts program, ran second in Baltimore, Philadelphia and New York, with Town shown in second place in Washington. These facts are disclosed in a survey of the Oct. 16-23 period just released by the American Research Bureau, Washington, D.C.

The firm, which now operates in all four cities, uses the viewer diary method for its surveys. Five hundred diaries are placed in each city and a complete new sample is chosen for each study. Random sampling is done in each city until 500 TV set owners are located. Diaries are then placed near by several days before the test weeks. American Research Bureau interviewers then contact the home the day before the test week to make sure the family understands the diary's purpose and how to keep it. Later in the test week the family is again contacted to make sure no difficulties have developed.

ARB ratings for specific programs give the percentage of the total number of diary families viewing that program. It is possible to project the rating figures to the approximate size of the

TV SET SURVEY

Buying Obstacles Cited

The major obstacles to owning a television set seem to be (1) financial and (2) a belief that the new medium is still in a developmental stage, according to a sampling survey of the Washington metropolitan area by the American Research Bureau. The query was made during the current FOA color television hearings in Washington.

Interviewers reported that many prospective buyers hesitated to buy a set because they feel a lot of retirement is still necessary to give them better reception, elimination flicker and reduce eye strain. Questioners also were told of a belief that the whole structure of TV is in flux and the set they buy today may be outmoded tomorrow, particularly as regards color vs. black-and-white.

The distribution of reasons for the absence of a TV set, as given by the average-wise: Financial 44%, not interested at this time 22.2%, waiting for technical improvements 11.8%, waiting for program improvements 5.1%, waiting for color 4.7%, expecting to buy in near future 4.1%, eye strain 3.2%, miscellaneous 4.9%.

ARL Four-City Ratings (Report 84)

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<tbody>
<tr>
<td>1. Milton Berle (Texaco Star Theatre)</td>
<td>64.1</td>
<td>77.4</td>
<td>68.0</td>
<td>60.8</td>
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<tr>
<td>2. Godfrey's Talent Scouts</td>
<td>57.7</td>
<td>62.9</td>
<td>51.2</td>
<td>58.4</td>
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<td>3. Town of the Town</td>
<td>52.9</td>
<td>56.4</td>
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<td>4. Godfrey's and His Friends</td>
<td>51.0</td>
<td>54.6</td>
<td>53.8</td>
<td>45.7</td>
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<td>5. Stop the Music</td>
<td>50.2</td>
<td>52.0</td>
<td>45.0</td>
<td>48.0</td>
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<tr>
<td>6. Olsen &amp; Johnson</td>
<td>49.9</td>
<td>49.9</td>
<td>48.5</td>
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<td>7. Superscan</td>
<td>45.7</td>
<td>37.7</td>
<td>35.5</td>
<td>32.5</td>
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<tr>
<td>8. Wrestling (WMAR-Tuesday)</td>
<td>37.7</td>
<td>-</td>
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<td>9. Super Circus</td>
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<td>10. Cavalcade of Stars</td>
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**NEW YORK PATTERN**

A study of the number of sets in use in New York shows a very definite pattern in viewing Monday through Friday. From the start of the teletasking day until approximately 6 p.m. the sets in use show a steady rise. At six there is a sharp drop and this trend continues until 6:30 or 7:00, depending on the day. A slow increase in sets in use is seen until eight when a very marked jump is evidenced. Between eight and ten the figure is consistently high but figures for individual time periods depend on the programs presented. From 10 until signoff the sets in use decline.

Saturday and Sunday teletasking in New York does not show such a definite pattern and is probably more dependent on the programs presented. Saturday after—

**NEW YORK PATTERN**

**NEW YORK PATTERN**

noon is shown by American Research Bureau to be relatively stable in both sets in use and viewers per set. Football teletasks were the most dominant fare during this period. As the games ended sets in use dropped until late afternoon when the children started watching their programs. Viewers per set also increased at this time. After a decline for the evening meal the sets started coming on again and the viewers per set also increased. Although not as many sets were in use on Saturday night, the viewers per set were generally higher than during the week.

Sunday morning viewers rated the Children's Hour very highly when only one station was on the air. In the afternoon another single station was in operation showing only film. Viewing during this time was fairly constant although not avid. At 6 p.m. three stations were in teletasking and sets in use and viewers per set increased markedly. Between 6 and 7 p.m. sets in use declined but viewers per set remained about the same. The sets then started coming on again and followed approximately the pattern of viewing during the week. Viewers per set, however, generally remained higher according to American Research Bureau.

Page 10 • TELECASTING

November 7, 1949
WSB-TV is known as Atlanta's station of sports...

...but WSB-TV's 23 live studio shows weekly is the line-up that really carries the ball.

All games of Georgia Tech's famous Ramblin' Wreck football team are telecast exclusively by WSB-TV.

But no sports program alone can tie up a television audience like WSB-TV has done in Atlanta.

For the local flavor that sustains interest and builds station loyalty, WSB-TV currently averages 23 live studio shows weekly. Many are participating... with Georgia children, teenagers and adults.

Acceptance for this brand of programming has been overwhelmingly favorable... so much so that WSB-TV's ratio of preference over any other television operation in the Atlanta area is one of the most outstanding in America. A Petry man can tell you all about it. Ask.

WSB-TV
ON PEACHTREE STREET

Owned and operated by The Atlanta Journal Co.
Represented nationally by Edw. Petry & Co., Inc.
HUMBOLDT J. GREIG has resigned as director of new business development for the DuMont Television Network to devote full time to WHUM Reading, Pa., of which he is president, and to devote full time to his wife, majority owner.

Mr. Greig joined DuMont in June 1946 as the sales manager of the network's key station, WABD-TV New York, subsequently becoming assistant network sales head and then director of new business. Prior to joining DuMont, he had been with ABC for several years, last serving as assistant to the vice president in charge of sales.

No replacement for Mr. Greig is planned at DuMont in line with the network's streamlining to conform with today's TV economics. Other executive who have left the network within recent weeks include Leonard Hole, formerly director of DuMont network operations, and Tony Kraber, who was manager of program presentation.

Mr. Greig and his wife acquired controlling interest in WHUM in November 1954 from ABC stockholders. Mr. and Mrs. Greig already held a minor interest in the station at the time. WHUM is a CBS outlet, assigned 250 w fulltime on 1240 kc. Licensee is Eastern Radio Corp.

PACKAGE FIRM
Pickford, Rogers, Boyd Form

MARY PICKFORD, her husband, Buddy Rogers, and Mal Boyd, Hollywood talent manager-producer, have formed PRB Inc., a personal management and television and radio packaging firm, with offices at the penthouse of 745 5th Ave., New York. The company's telephone number is Murray Hill 8-1067. (Mary Pickford Rogers is an applicant for television stations in Asheville, Winston-Salem and Durham, N. C.)

Miss Pickford, one-time film great, is one of Hollywood's most successful investors. Her brother, Samuel Goldwyn Studios and a principal ownership of United Artists Corp.

Mr. Rogers, former film star, is currently doing a five-a-week radio show for ABC and will start on Jan. 4 a new ABC-TV program, Buddy Rogers Showcase.

Mr. Boyd promotes television shows in Hollywood and New York, is president of the Television Producers Assn. of Los Angeles.

While the new firm is expected to deal primarily with personal management, it also will devote its packaging efforts to production of shows to fit the talent it represents.

Reel Takes

R. JOHN HUGH

LIKE FATHER like son can appropriately be applied to young R. John Hugh, head of the TV film producing firm, Hugh Productions Inc., Washington.

Ralph J. Hugh, John's father, was president of a British film firm in London, where John was born Feb. 24, 1925. The firm, British Artists, was sold some years ago, and Hugh, who was vice president, established a documentary firm, Hugh Productions Inc., Washington.

Ralph Hugh prior to that was general manager of First National Pictures.

In addition to a father who produced films, there was another talent in the family—musically and show-wise. John's mother sang at Covent Garden and an aunt, Margaret Romaine, was with the Metropolitan Opera. Another aunt, Hazel Dawn, was the famed "Pink Lady" of the Shubert Broadway production.

The Hughs came to New York in 1933. John began his radio and producing career at CBS as a page boy in 1939. Young Hugh regularly sent a script (his own) to Earl McGill, then a CBS producer, and just as regularly got it back marked with bright red pencil, "crummy," "lousy," "no good" and some unprintable remarks. Persistence won out however and when one script wasn't returned John followed it up. The idea had clicked and he was given a studio, a few musicians and cast and production began on Half Hour Before Midnight, a horror movie. The sets went on wax and was distributed nationally.

During this period John sent a telegram to a very well known Hollywood actor asking for some assistance on a show he was producing. The wire was misinterpreted and because it had emanated from CBS, the actor thought it was a request to appear on a special show. When he arrived in New York and found there was no show the repercussions were great and John became an announcer at WHIT New Bern, N. C.

FOLLOWING his career as announcer and then program director at WHIT, John was for a short time program manager for a Blue Network affiliate, WCHT Rome, N. Y., and then joined Kenyon & Eckhardt, New York, as agency producer. He produced the Gil Martin Show, Irene Beasley Show and Cramitt and Sanderson among others.

With Hamilton M. O'Hara, a friend, he decided to do some research on the movie market, commercial, and they formed the O'Hara-Hugh Showcase, a production firm. John was considered the youngest producer in the country at that time. The format of their presentation was to serve the commercial as part of the show, thus making it more palatable. Another idea which met with great success was John's Sand program on WINS New York. Designed to sell a soft drink, it described the agonizing thirst of a man in the desert and ended with a one line commercial—"Drink ice-cool Coca-Cola."

First television series produced by John were for DuMont in New York. Immobility of TV cameras gave him the idea that film would play a major role in TV programs. That and the tremendous need for low price film of good quality for television started John Hugh along this line.

Hugh Productions Inc. was incorporated four months ago, after a year of extensive research, planning and market investigation.

Penny and Pete, a 39 episode series of a young couple in a small town, now in production, is slated for some 25 video stations throughout the country. Immediately following the airing of Penny and Pete, the firm will start a horror series based on John's original Half Hour Before Midnight. Plans also are underway for a musical as well as an hour long version of a popular novel to which Mr. Hugh has obtained rights.

R. John Hugh is married to acc- writer Kay Todd who plays a role in Penny and Pete and is a contributing factor to the success of Hugh Productions Inc. John's sister, Elizabeth Hugh, not to be outdone by brother John, started the Guild Theatre in New Orleans and is currently active in TV with WDSU-TV there.

WOC-TV OPENS

IOWA'S First TV Station

IOWA received its first video station with start in programming by WOC-TV Davenport Monday, Oct. 31 (Broadcasting, Oct. 31.) Station had been on the air with test pattern and multiscope since Oct. 1 and telecast commercially Oct. 6.

During the first week of regular program operation, a documentary film, prepared by the WOC-TV staff and tracing the station's history and its metropolitan area, was shown daily. Until the relay system between Davenport and Chicago is completed, Manager Ernie Sanders said, NBC programs by kinescope recordings, feature films and local studio production show will be shown. Thirteen of the latter are now in final production stage.

WOC-AM-FM-TV studios and offices are now located in a remodeled mansion, with transmitter facilities for all three, located outside Davenport. A 130-foot tower at the studio site relays the signal by microwave to the transmitter.

Production includes two studio camera chains, two remote camera chains coupled with a remote truck, and two film cameras to receive projectors and the multiscope.

Open house is planned for this week (Nov. 5-13) featuring dedication programs and congratulatory messages from the mayors of the Quad-Cities (Davenport, Rock Island, Moline and East Moline), WOC-TV operates on Channel 5 (760 kw) with power of 22.9 kw visual, 22.9 uural. It is licensed to Central Broadcasting Co.

FILM MANUAL

Facts on TV 16mm Use and 16mm Sound Film Pictures, A Manual for the Professional and the Amateur, by Edward J. Jr. New York: InterScience Publishers Inc. 1960. $5.00

ABOUT a fourth of all air time today in television is taken up with 16mm film. This is one of the many film facts revealed in the manual, 16mm Sound Motion Pictures, for the amateur and professional.

Other facts contained in the book are: More 16mm film is being used today than any other motion picture size; it is the leading consumer of raw stock in the country; about 20 million Americans in the nation use 16mm film in some form professionally or as amateurs. The book points out that advertising has made the 16mm size an indispensable medium.

Author Offenhauser, president of Filmtex Inc. and a leading sound film recording engineer, devotes a whole chapter (12 chapters) to television use of 16mm film. Other sections deal with the making of such a picture; its distribution; emulsion problems; cameras and equipment; sound recording; editing; storage; processing; projection; color and industrial applications.

Page 12 • TELECASTING • November 7, 1949

BROADCASTING • Page 58
Kathi's
(Continued from Telecasting 6)

shown during that 30 minutes are
chosen from the stock of that store
by Kathi and her staff of shoppers.
The second half continues as be-
fore, with a limit of six participa-
tions by non-competing advertisers.

Program currently advertised, in
addition to Saks 24th, Aborn Coffee—five participations a week,
placed by Donahue & Co.; Good-
man's Noodles—three participa-
tions a week, placed by Al Paul
Lefton Co.; Gravy Master—three a
week, through Samuel C. Croot
Co.; Jane Parker Bakery Div. of A & P—two a week, through Paris
& Pearl; Habinant Soups—one a
week, through Sheldon, Quick &
McElroy; Plasta Starch—three a
week, through Al Paul Lefton Co.;
various McKesson & Robbins prod-
ucts—three a week, through J. D.
Tarcher & Co.; Revere Copper &
Brass kitchen utensils—five a week
through St. Georges & Keynes.

Those participations add up to
30 a week, or six each of the five telecasts, with a waiting list
of would-be sponsors when spots
become available. Participations
are priced at $100 apiece with no
frequency discounts, but subject to
agency commission.

A mail puller from the start,
Your Television Shopper received
an average of 462 letters a week
during its first month on the air.
The average for the first six months
was 973 letters a week, for the
second six months the average was
1,341 a week. Much of this mail
clearly concerned non-
sponsored products, many letters
containing checks or money to
purchase these items, a development
which has led Kathi to become a
personal shopper as well as a tele-
vision demonstrator of new things for her video followers.

* * *

For its sponsors the program
has produced spectacular results.
Coty Inc., as a test last May
let Kathi offer a sample of
"Muguet de Bois" and set aside
100 samples to meet the anticipated
demand. The single mention pulled
12,262 requests (and a renewal
from Coty's).

Bonont Plastic Dishes, adver-
tised on TV as the best way to
prove their unbreakability, received
6,000 requests for a miniature sam-
pie offered on the program.

Fashion Frocks, seeking women
agents to sell dresses to other
women, last spring participated in
the program, ran completely out of
sales kits, signed more women to the
dollar than in over 40 years of
advertising in newspapers, maga-
zines and radio. This company re-
turned to the program for its fall
driver.

Jiffy-Stitcher, hand stitching ma-
chine selling for $2.95 got 156
phone orders from one participa-
tion on Your Television Shopper,
sold more than 300 machines,
worth over $586, in two days. Lud-
wig-Baumann in June offered on
this program only a complete din-
ner ensemble, china and silver, for
$19.95, got six phone orders total-
ing $119.75 five minutes after
the participation; other mail and phone
orders made the campaign com-
pletely self-liquidating.

Since A&P began using this show
for Jane Parker bread, sales of this
line have increased between 5,000
and 6,000 loaves a week in the
WABD area.

Kathi does her selling in her own
way, not using set styled com-
mercial copy but learning the sal-
ient points of each article partici-
paring on her show and delivering
them in keeping with the tempo of
that day's program, varying her
sales talk from day to day.

This flexible, informal method of
performance makes life tough for
Kathi's d.j., Dick Sand-
wick, as he has to follow Kathi
both on the monitor and through his
earphones to keep the camera
abreast of her action. But the pro-
gram's results on WABD have pro-
vided Charles R. Aby, DuMont
TV network salesman with a
lot of help in his new assignment
of promoting the development and sale
of the show as a network program,
planned as the next step in its
progress.

KISSINGER FIRM
Forms Radio-TV Production

RICHARD D. KISSINGER, former
production manager of TV Films Inc.,
New York, has organized
Kissinger Productions, with
offices at 1560 Broadway, New
York. The firm will specialize
in films and recordings of com-
mercial spots and package shows
for radio and television.

From 1945 through 1948, Mr.
Kissinger was personnel manager
and musical supervisor for Perry
Como's Chesterfield Supper Club
on NBC.

Weekly Television Summary
Markets, Stations and Sets Per Market
Based on Nov. 7, 1949 Broadcasting Survey

<table>
<thead>
<tr>
<th>City</th>
<th>Outlets On Air</th>
<th>Number Sets</th>
<th>Sources of Estimate</th>
</tr>
</thead>
<tbody>
<tr>
<td>Atlanta</td>
<td>KBTV</td>
<td>700</td>
<td>Stations</td>
</tr>
<tr>
<td>Boston</td>
<td>WEEI</td>
<td>17,000</td>
<td>Stations</td>
</tr>
<tr>
<td>Chicago</td>
<td>WBBM</td>
<td>87,974</td>
<td>TV Circ., Comm.</td>
</tr>
<tr>
<td>Cleveland</td>
<td>WJW</td>
<td>400</td>
<td>Dealers</td>
</tr>
<tr>
<td>Detroit</td>
<td>WJBK</td>
<td>5,250</td>
<td>TV Circ., Comm.</td>
</tr>
<tr>
<td>Philadelphia</td>
<td>WTXG</td>
<td>146,292</td>
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</tr>
<tr>
<td>Philadelphia</td>
<td>WCAU</td>
<td>233,610</td>
<td>Dealers</td>
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<tr>
<td>Philadelphia</td>
<td>WPHL</td>
<td>7,000</td>
<td>Distributors</td>
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<tr>
<td>Philadelphia</td>
<td>WJHL</td>
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<td>Philadelphia</td>
<td>WVEU</td>
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<td>Phoenix</td>
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<td>KPTV</td>
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<td>995</td>
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<td>17,886</td>
<td>Dealers</td>
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<tr>
<td>Portland</td>
<td>KPTV</td>
<td>555</td>
<td>Stations B9, Dealers</td>
</tr>
</tbody>
</table>

* Quad Cities include Davenport, Moline, Rock Island, East Moline.
* Also claims coverage in Ulster-Rome area.

Editor's Note: Sources of set estimates are listed for each city as available and since most are compiled monthly some may remain unchanged in successive summaries. Total sets in all cities surveyed may overlap. To offset this there are many scattered sets in areas not included in the survey.

Whether on ground level or high
above street level on top of tall
skyscrapers, BDN's expertly
trained field force will erect your
TV, FM or AM antenna and tower
quickly and safely.

- Erections completed when promised—no matter how difficult the job
- Perfect erection and operation guaranteed upon completion
- Complete liability insurance carried

82 W. Washington St. Chicago 2, I1l.

BROADCASTING • Page 13
AGREEMENT is signed by Paul Raibourn (I), president of Paramount Television Productions Inc., and J. Leonard Reinsch, managing director of WSB-TV Atlanta and WHIO-TV Dayton, under which the Cox-owned stations will be regularly supplied with Hollywood-tested TV programs.

L. A. VIDEO

Berle Tops Pulse Survey

NETWORK programs led the list in the first Los Angeles television survey issued last week by The Pulse Inc.—with the Texaco Star Theatre as kingpin for an October high of 40.8.

The Milton Berle show not only topped the once a week programs but also the multi-weekly shows, utilizing the survey days of Oct. 1, 2, 13, 14, 17, 18, 19 and employing a base of 150 TV homes, per survey day.

Among the once weekly presentations following the Texaco Star Theatre were USC-Washington football game (ABC) 23.3; Toast of the Town (CBS) 21.5; Ed Wynn Show (CBS) 20.7; 54th Street Revue (CBS) 21.2; TV Teen Club (ABC) 23.3; Casalade of Stars (DuMont) 19.2; Wrestling (KTLA), Think Fast (ABC), Blind Date (ABC) each drew 17.7.

It is significant to note that the only programs among the first 10 of this group, except for sports, are all network programs. Additionally, all the network programs are via kinescope except the Ed Wynn Show which airs live in Los Angeles and is presented via kinescope elsewhere in the country.

Among the multi-weekly shows, Kukla From & Ollie (NBC) leads with 11.5 followed by Cowboy Thrls (KTLA), 10.7; Telescots Club (KTLA) 10.6; Hardin Hynes (KTLA) 8.8; Mohawk Shawrooms (NBC) 7.8; Cosby Slm (KTTV) 7.4; Newsreel and Weather (RMB) 7.6; Barrett-Wheeler (KFI-TV) 6.7; Playtime (KTLV) 6.3.

Among the multi-weekly programs where little network programming is currently available, both Kukla, From & Ollie and the Mohawk Shawrooms appeal to children in this group, the exceptions being the newsmens, Handy Hynes and Barrett-Wheeler. The latter program is the only daytime program which makes its way into the listings via KFI-TV, all-daytime stations.

TELERATINGS

Berle, Godfrey Top List

MILTON BERLE and Arthur Godfrey once more lead the full TV audience listings. Texaco Theatre on NBC-TV and Arthur Godfrey and His Friends on CBS-TV took first and second place, respectively, in the September Top Ten Network Scheduleings released Oct. 24 by C. E. Hooper Inc., New York.

The top ten figures, as contained in the full TV-Network report, follow:

1. Texaco Star Theatre (16 NBC TV-cities) 73.7
2. Arthur Godfrey and His Friends (34 CBS TV-cities) 39.0
3. Pledge of Allegiance (24 NBC TV-cities) 37.7
4. To Tell the Truth (16 NBC TV-cities) 37.7
5. Suspense (13 ABC TV-cities) 25.9-30.9 p.m.
6. Colgate Theatre (15 NBC TV-cities) 24.9
7. The Juniors (13 CBS TV-cities) 24.3
8. Father Knows Best (7 ABC TV-cities) 23.7
9. Make Good with the Haptics (7 NBC TV-cities) 22.9
10. Crusade in Europe (50 ABC TV-cities) 29.1

Selling TV Time

PORTABLE TV sets are being used successfully by time salesmen of WAAM (TV) Baltimore to sell television as an advertising medium to merchants, the station reports. Each salesman, equipped with a Motorola 7 ½ receiver screen, visits merchants and demonstrates how they can tie in WAAM programs with commercials of their own. Actual viewing of possibilities on the screen of the portable, which can be plugged in anywhere and has its own antenna, carries an impact that usually results in a sale, WAAM claims.

O'BRIAN NAMED

gets Atlas Television Post

ROBERT W. O'BRIAN, formerly with General Electric Co., where for the past year and a half he was acting supervisor of promotion and publicity for WRGB-TV and WGY Schenectady, has been named vice president of Atlas Television, New York television film packager.

Mr. O'Brien, who started in radio as an announcer, will handle the preparation and production of film for video.

Ballantine Buys

P. BALLANTINE & SONS, Newark (beer and ale), effective Jan. 4 will sponsor Robert Ripley's Believe it or Not on NBC-TV, Wednesday, 8:30-10 p.m. J. Walter Thompson Co., New York, is the agency.

November 7, 1949

TV TARIFFS

FCC Orders Hearing

ORAL ARGUMENT was ordered by FCC last week for Nov. 28 in the controversial TV transmission tariff case involving American Telephone and Telegraph Corp., Western Union Co. and leading TV interests. The case has been under way for more than a year.

Further briefs in the case also were received by the Commission from AT&T, Philco Corp. and Philco Television Broadcasting Corp. and, Television Broadcasters Assn. Additional proposals, and oppositions to, suggested charges and regulations for television transmission services and facilities [BROADCASTING, Oct. 24].

Intercity network service is included.

Philco attacked AT&T's exceptions to FCC's proposed report in the case [BROADCASTING, Sept. 12] as not being true exceptions based on errors in the record. Philco said the telephone company's "exceptions" are "simply an attempt to re-argue matters previously submitted" and that the further tariff proposals or modifications which AT&T submitted even before the record TBA offered similar criticism.

AT&T, in its additional brief, disputed Western Union's earlier contentions regarding interconnection of TV facilities and explained interconnection can be allowed only through further proceedings before FCC as the Commission has indicated.

Nbc Spot Mailing

ATTACTIVE mailing by NBC Spot Sales is being sent to potential television advertisers. Large folded card is faced with drawing of homes topped by familiar NBC tower. Card is a tab with statement by James V. McConnell, director of NBC Spot Sales, to tell the advertiser's product can now be demonstrated in thousands of homes simultaneously while a few years ago the cost of product demonstration in homes was prohibitive. When the card is opened, the question is asked: "Would you spend 45 cents for a thousand home demonstrations?" Card explains that a product, using TV spots, can be demonstrated for 1/20¢ while individual home demonstration costs $2 per individual showing.

Simulcast Extended

AFTER three NBC telecasts of Band of America, Mon., 9:30-10 p.m., Cities Service Co., has authorized for the continuation of the TV service from the original four-week test period to a full 13 weeks. A simulcast of the veteran NBC A.M. program—video coverage was included—has now been run through Jan. 9. Ellington & Co., New York, is the agency.

BROADCASTING • Page 60
ROACH APPOINTED

Is NTFC Coordinator

WILLIAM S. ROACH of the law firm of Weisman, Grant & Jaffe, New York, and vice president of National Television Film Council, has been named chairman of NTFC committees by Melvin L. Gold, group's president.

Mr. Roach will integrate the activities of committees, headed by the following chairman:

Distribution Committee — chairman, John Mitchell, United Artists Televisi.; vice chairman, W. W. Black, Official Television Inc.; Production Committee — chairman, Bertram R. Morris, Dynamic Film Inc.; vice chairman, Jules Siegelman, TV Station Committee — chairman, Robert Paskow, WABC-TV (Newark; vice chairman, Helen Buck, WCAU-TV Philadelphia; Production Committee—chairman, Jerry Alberi, United World Films; vice chairman, William Holland, Hypterion Films Inc.; Televisi. Film Clearance Bureau—chairman, Paul White, International Trans-Video Inc.; Television Production Clinic — chairman, J. A. Maurer, J. A. Maurer Inc.; Program Committee—chairman, Irwin Sheine, "Television" magazine; vice chairman, Helen Buck.

Sally Perle, NTFC secretary and formerly chairman of the press relations committee, was named press representative for the council. Miss Perle owns The Messal Organization, an advertising agency. All are New York firms.

TRAVIESAS NAMED

Heads TBA Commercial Group

HERMINIO TRAVIESAS, CBS-TV sales service manager, has been appointed chairman of the commercial operations committee, Television Broadcasters Assn., it was announced last week by J. Poppele, WOR New York vice president and TBA president.

Mr. Traviesas will supervise completion of the standard TV rate card and standard facilities contract, under preparation by the group for more than a year.

RICHARD ROFFMAN, public relations counsel and radio commenta-

tor and Richard D. Griffith, mid-western radio and television pro-
ducer, have formed Roffman-Grif-


HAPPY group, after the premiere of Ford TV Theatre via CBS-TV, includes (1 to r) actor Frederic March, Ford Advertising Manager Ben Donaldson, Lilli Palmer, and Kenyon & Eckhardt Vice President Bill Chalmers. This season the Ford show is seen every other week.

Film Report

RICHELL ROFFMAN, public relations counsel and radio commenta-
tor and Richard D. Griffith, mid-western radio and television pro-
ducer, have formed Roffman-Griff-


Thanksgiving

LARGEST PANTOMICS Simulcast

LONGINES-WITTNAUER Watch Co., New York, will sponsor a special hour-long simulcast on Thursday, Nov. 24 at 6 p.m. for Thanks-
giving Day.

Mr. Shipman was appointed chairman of the program committee.

During the program a special hour-long simulcast will be underway for some weeks.

Equipment incorporated into the unit includes a synchronizing sys-
tem and a video frequency response output of 1,040 vision in 100 milliwatts. Equipment is equipped to operate on 12 voltage range.

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C. J. Blassingame, vice president, and T. J. Donahue, manager, have been named coordinators for the program.

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Equipment incorporated into the unit includes a synchronizing sys-
tem and a video frequency response output of 1,040 vision in 100 milliwatts. Equipment is equipped to operate on 12 voltage range.

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Yes, BROADCASTING's YEARBOOK is basic with buyers. Why? Because it's the time-buying Baedeker, combining copyrighted material with indispensable data key buyers determinedly dog-ear. BROADCASTING YEARBOOK, often imitated, never equalled, has been THE reference source for buyers since 1935.

Only in the YEARBOOK will the buyer find a complete, integrated directory of all AM-FM & TV stations . . . total radio and TV billings . . . spot advertiser directory . . . economic analysis of radio advertising . . . audience and program trends (Hooper & Neilsen) . . . directory of agencies and their radio accounts . . . and many, many more valuable departments.

Your single YEARBOOK ad is a veritable 12 months' campaign. Regular rates. Please reserve space, collect, today.

Advertising deadline: Dec. 1, 1949
Guaranteed Circulation: 17,000
One time rates: ¼th page, $70; ½—$120; ¾—$200; page—$350. Frequency discounts for all current advertisers.
UNESCO PROGRAMS
Shafto Reports on Plans
NEW TYPES of programs designed for greater educational and entertainment value are being planned by UNESCO for use in all countries, G. Richard Shafto, general manager, WIS Columbus, S. C., said in his Oct. 13, 1947, address.

Programs were discussed by the UNESCO Radio Program Commission as it considered problems of broadcasting station encountered in furthering educational, cultural and scientific activities of UNESCO. Mr. Shafto, American delegate to the conference, said the programs would achieve greater value than previously has been possible. Series deals primarily with children.

Also being planned are facilities to enable broadcasters to produce their own shows based on UNESCO material and along the documentary vein. Expense is expected to be less with UNESCO disseminating the scripts than the cost incurred through use of current recorded programs, Mr. Shafto said.

Subcontract To Page
SUBCONTRACT for supervising installation, equipment and testing of all electronic equipment in the Voice of America shortwave broadcast relay station now under construction in Tangier, I. Z., Spanish Morocco, has been awarded to E. C. Page, consulting radio engineer, Washington, D. C. Station, one of the largest installations of its kind, will have two 50,000 w and four 100,000 w transmitters and a receiving station to receive and rebroadcast programs from the U. S.

Prime contractor is Steers-Grove, New York.

KY. MEET
Bowling Green Nov. 14-15
FALL MEETING of the Kentucky Broadcasters Assn. will be held at the Helm Hotel in Bowling Green Monday and Tuesday, Nov. 14 and 15. Plans were worked out in an executive committee session with Ken Given of WLBZ and Paul Huddleston of WKCT, both Bowling Green stations.

Monday's events will begin with a morning session of KBA directors followed by a noon general session and another later in the afternoon devoted to sales problems and moderated by J. W. (Bill) Betts of WFTM Maysville. The Associated Press Radio members will meet at 7 p.m. Monday and an hour later KBA will be the host at a cocktail party. Dr. Earl Moore of Western State College will be the main speaker at dinner Monday evening.

Tuesday's sessions include a morning discussion on wages and hours and a program clinic with Mr. Huddleston as chairman. A luncheon scheduled for 12:30 that day is to be followed by a general business session and annual election of officers.

STUDENTS' DAY
Pupils To Take Over KCRG
YOUTH is scheduled to break into radio activities at KCRG Cedar Rapids in a big way this spring. On a certain day, yet to be announced, teen-agers will perform the duties of every staff member from announcer to station manager.

While the "oldsters" supervise, the youngsters, students at Cedar Rapids High School, will undertake tasks which daily confront the radio staff on and off the air. The idea is to mark 11 years of organized radio activity in the Cedar Rapids public schools under supervision of Opalee Barnard, director of radio.

KCRG, managed by Fred W. Wagenvoord, worked out the plan with the Radio Workshop Committee and leaders in the city public school system. Cedar Rapids' schools have been doing radio work since 1938 but this is to be the first time that students will have an opportunity to take part in every phase of commercial radio activity.

KOME Remodels
KOME Tulsa, Okla., in preparation for its switch to 1300 kc will be a power of 5 kw day, 1 kw night, has remodeled the studio and business offices in the KOME Bldg., with a basic color scheme in coral and green. KOME now operating on 1340 kc with 250 w. Increased power is scheduled to go into effect within 30 days. KOME is licensed to Oil Capitol Sales Corp.

NEIL CLINE
Named WHAS Sales Manager
NEIL CLINE, former sales manager of KTBS Skrewport, La., assumed his new duties as sales manager of WHAS Louisville last Thursday. His appointment to the new post was announced Oct. 28 by WHAS Director Victor Shols.

Mr. Cline was in the Louisville Courier-Journal and Times promotion department and afterward with the WHAS sales staff. Mr. Cline replaces Rodney Will, acting sales manager since the resignation last August of J. Mac Wynn, who became advertising director of the Atlantic Journal. Mr. Will becomes WHAS regional sales manager.

WNOK New Studio
WNOK Columbia, S. C., has begun operations in its new studio location at the Hotel Jefferson, 1811 Main St., Columbia, according to Manager Moody McElveen. Station has been on the air since January 1947 and is affiliated with MBS.

WEVD

KOME Tulsa, Okla., in preparation for its switch to 1300 kc will be a power of 5 kw day, 1 kw night, has remodeled the studio and business offices in the KOME Bldg., with a basic color scheme in coral and green. KOME now operating on 1340 kc with 250 w. Increased power is scheduled to go into effect within 30 days. KOME is licensed to Oil Capitol Sales Corp.

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Radio Week in Canada
CANADIAN STATIONS marked National Radio Week Oct. 22-Nov. 5, with special broadcasts including round table discussions on the air on the part private radio stations are doing and on special community activity broadcasts. Other activities included special talks at local functions; local officials were interviewed on the stations; school children wrote essays on broadcasting for special awards, and other promotion activities.

We are now
5,000 WATTS
Middle of the Dial, 800 kc.

THE DETROIT AREA'S
better-than-ever Best Buy

Coverage of a 17,000,000 population area in 5 states

C KiLW

Guardian Bldg., Detroit 26
National Rep., Adam J. Young, Jr., Inc.
JOHNNY CARLSON, former announcer at KJR Seattle, appointed commercial manager of KEBS Kelso, Wash.

BERNICE KRULA joins sales staff of WORZ Orlando, Fla.

WILLIAM STROTHMAN, former chief announcer for KGVO Missoula, Mont., rejoins station as account executive after year's absence.


WALTER S. BATES, formerly sales manager at Brooklyn office of R. H. Donnelley Corp., joins sales department of WHLI-AM-FM Hempstead, L. I., as account executive.

DICK WALSH, formerly commercial manager of KAFY Bakersfield, Calif., and before that with KCIL Hollywood, L.A., is same capacity, joins KGMR Long Beach, Calif., as account executive.

JOHN BROOKMAN named assistant to JOHN WEHRHEIM, NBC Chicago TV business manager. Mr. Brookman joined station's staff year ago as accountant, and was later transferred to AM production.

MALCOLM E. KENNEDY appointed to sales staff of WTTM Trenton, N. J. He formerly was with WIP Philadelphia, WEDM Camden and was former manager of Philadelphia office of Forjoe & Co., national radio representative.

HENRY SCHAFFER, former manager of WENR Chicago's spot sales service department, joins station's sales staff.

LARRY SHEPHERD, disc jockey for KAYA Waterloo, Iowa, appointed to sales staff.

GENE GRUBB joins sales staff of KXOB Stockton, Calif.

NORMAN C. LAMB, winner of summer work scholarship to KEX Portland, Ore., appointed fulltime account executive for station.

WILL DOUGHERTY, account executive at WQRS Cleveland, and Len Gross have announced their marriage.

WALTER S. HOLDEN, account executive at MBS Chicago for four years, resigns to join sales staff of Seventeen magazine.

WLS CHICAGO recorded 22 five-minute discs with commentary by foreign surgeons attending recent American College of Surgeons meeting in Chicago for release to State Dept. and its Voice of America.

BMB DATA

Timebuyers' Need Cited

REQUESTS from advertising agency timebuyers to BMB-subscriber stations for information about their competitors last year will provide the most convincing evidence that agencies really want and use BMB data and is the most convincing argument for continuing BMB, Dr. Kenneth Baker, acting president of BMB, said Wednesday. Speaking to a luncheon meeting of the American Marketing Assn. at New York's Shelburne Hotel, Dr. Baker gave a progress report on BMB's second nationwide study of station and network audiences.

Chief differences between this year's study and the first one, made by BMB in 1946, Dr. Baker said, are this year's inclusion of more information about frequency of listening and the decision to supply data on non-subscriber stations to through subscriber stations with overlapping coverage. This decision means, he explained, that an advertiser or agency wanting full data on all stations in a market can get it from any of the BMB subscriber stations serving that market.

"Agency request," he declared, "will convince stations that BMB data are wanted and used. And until they are convinced, they won't put up another $1 million for another BMB study."

BBC PERSONNEL

N. Y. Staff Cut to 14

PERSONNEL in the New York office of the British Broadcasting Corp. has been reduced 50%—from 29 to 14—as an aftermath of the devaluation of the pound, according to an announcement last week by Norman Luker, BBC's North American director, on his return from London.

Executives leaving the BBC include Harold F. Burns, head of administration; Heleyne Pauling, in charge of facilities and traffic, and Alice Stamatas, publicity director.

4-H Recordings

RADIO Farm Directors should contact their Extension editors or State 4-H leaders if they want recorded interviews from the National 4-H Congress, slated to convene in Chicago Nov. 27. Radio committee, which will headquarter at the Stevens Hotel, will furnish tape recordings to directors who are unable to attend, according to the Agriculture Dept.'s Office of Information. Transcription service will be similar to that offered last year, with recording room and tape recorders but no engineers. RPDs are asked to send tape instructions to Joe Tonkin, National Committee on Boys and Girls Work, 59 E. Van Buren St., Chicago 5.

WCHV'S TOWER
Withstands Plane Crash

A LIGHT plane flying in fog hit the sturdy, 391-foot tower of WCHV Charlottesville, Va., Saturday, Oct. 29, and crashed into a woods nearby killing all of its three passengers including a circuit court judge. WCHV Manager Randolph Bean said the collision caused no actual interference with the station's broadcast at the time and lighting remained intact.

A structural engineer estimated damage could be repaired within a week to 10 days. The tower is a Blaw-Knox special type CFN In-sulated and was erected in the fall of 1948 by Herbert G. Koepp of Frederick Tower Erection Co., Frederick, Md., who, Mr. Beach said, "must have done a good job."

Eye-witness account was given newswomen by Mrs. E. G. Sketchley Jr., wife of WCHV's program director, who had pulled into the driveway at the station. She said although she was ordered to avoid the structure, its right wing rammed the tower. Robert C. Walker, sales manager, and Walter W. Stamata, publicity and traffic, two fire extinguishers on the burning plane. All three passengers were dead. A dense fog that day resulted in a low ceiling of about 100 ft.

AWARDS COMMITTEE

Washington Press Club Names Unit

New Radio Awards Committee for the Washington State Press Club was announced Oct. 21 at the presentation of the club's first annual radio awards [Broadcasting, Oct. 24]. The new committee will organize next year's program.

Maitland Jordan, KJR Seattle national sales manager, is the new chairman. Other committee members are Millard Ireland, KOMO Seattle news editor; Lincoln Miller, executive vice president of KXO Seattle; Bob Mileham, KXK; Dave Crockett, KING Seattle program director, and King Mitchell, commercial manager of KTBI Tacoma.

In Altoona, Pa., it's ROY F. THOMPSON and WRTA

WRTA

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

Represented by ROBERT MEIER ASSOCIATES

COMMERCIAL

Page 64 • November 7, 1949

COMMERCIAL

Page 64 • November 7, 1949
FROM his hospital bed, Edgar Maxfield, 18-year-old co-captain and star lineman of the St. Bernard’s High School football team of Fitchburg, Mass., thanks those responsible for bringing him exclusively, through WEIM Fitchburg, a play by play account of the big game between St. Bernard’s and Leominster High School. To r are Jim Chalmers, WEIM program director and sports editor; Ted Kulin, chief engineer; Mr. Maxfield, and John Phillips, president of Hope Tire & Supply Co. of Fitchburg which sponsors all broadcasts of school games on WEIM. Out of the line-up because of a concussion sustained in a previous game, the young man was given a set of headphones on a private line direct to the field so he could follow every play made by his teammates.

CAR RADIOS
Chicago Poll Shows Four Out of Ten in Use Weekdays

FOUR out of every 10 Chicago-area motorists tune-in their car radios during the average week day, and car sets-in-use outnumber percentage-wise those in homes.

This has been reported by Dr. George Terry, instructor at Northwestern U’s Commerce School, who directed a comprehensive student study designed to unearth statistics about car listening habits. Students, posted at 42 “strategic intersections representing a cross-sectional area of Chicago traffic,” interviewed 1,081 drivers of radio-equipped automobiles as they waited for traffic lights. Questions were asked on what Dr. Terry terms “a typical week day,” Thursday, between 7 and 9:30 a.m., 7 to 11 a.m. and 1 p.m., 4 and 6:30 p.m. and 8 to 10 p.m.

The four in 10 ratio, or 41.5% of tune-ins, was found to be constant through these hours. Percentages for the various time periods are 42.5% from 7 to 9:30 a.m., 42% from 11 a.m. to 1 p.m., 40% from 4 p.m. to 6:30 p.m. and 41.5% from 8 to 10 p.m.

Increased use of car radios as compared with those in the home is shown in a comparison of the above figures with those for home audiences in the same area, prepared by C. E. Hooper Inc. The latter show 13.5% listenership from 8 a.m. to 10 a.m.; 11.9%, 10 a.m. until noon; 15.4% from 3 to 6 p.m. and 23.9% from 8 to 10:30 p.m.

Auto figures apply to cars in use on the streets only.

When three or more persons are riding, the number of sets in use is highest. With one rider, the tune-in percentage is 40.8; two, 39.2; three, 48; four, 46.5; five, 41; six, 43. Program identification is almost double that of sponsor identification, but “don’t know” answers constitute a large portion of the answers, the survey shows.

Programs were identified correctly in 41.7% of the cases, and sponsors

Why Take Secondary Coverage of Virginia’s First Market?
Regardless of claims, if you’re trying to cover Greater Norfolk from the outside, nature’s terrain made it impossible. Only Greater Norfolk stations can cover it. And only WSAP can cover it at lowest cost.

Availables and costs from Ra-Tel will prove it. WSAP ... "solving advertising problems" in Virginia’s FIRST market.

B. Walter Huntington, General Manager
Ask Ra-Tel!!

KLMS ON AIR
New Fulltime Lincoln Outlet

KLMS Lincoln, Neb., an independent, fulltime station, went on the air last week. The station operates on 1480 kc with 1 kw directional and is licensed to the Lincoln Broadcasting Corp.

Howard A. Shuman, founder of KPOL Lincoln 25 years ago, is president of the station.

Other officers are J. Russell Joynt, general manager; William P. (Bill) Dietz, former KPOL sales manager, commercial director; Del Brandt, program director; Thomas C. Sorensen, news director, and C. A. Sorensen, general counsel and treasurer.

AUDIO AWARDS
AES Cites Olson, LeBel

FIRST annual presentation of the Audio Engineering Society’s John H. Potts Memorial Award for outstanding contribution to the progress of audio engineering was made Oct. 28 to Dr. H. F. Olson, of RCA Labs. The Annual Society Award for distinguished services to the society was presented to C. J. LeBel, of Audio Instruments.

Awards were made at the first AES convention and audio fair held Oct. 27-29 at the Hotel New Yorker, New York. Some 75 manufacturers of audio equipment and components exhibited their products at the audio fair.

Wtic dominates The Prosperous Southern New England Market

WTIC's 50,000 WATTS REPRESENTED NATIONALLY BY WEEDE & CO.
UNTAPPED NEGRO MARKET
Counselors Urge Direct Radio Appeal

A "DIRECT RADIO APPEAL" to America's 15 million Negroes—who spend $10 billion annually—would boost territorial sales and reduce overall selling costs.

This is one of several conclusions reached by Kyle, Carter & Eu-banks, Chicago, Negro radio promotional counselors, on the completion of a recent nation-wide survey of Negro consumers. The firm found 13 markets with more than 100,000 Negroes, 11 markets with more than 50,000, 16 markets with more than 20,000, and 54 markets with 10,000 or more Negroes.

"America's Negro market is larger than the entire Canadian market," the report states. "Residing in separate districts of the same community, the Negro people represent important segments in almost every urban market. These segments are neglected, passed up entirely, or approached indifferently by most advertisers."

The survey shows that the purchasing power of the Negro is overwhelmingly centered in urban markets. It observes that wartime migration after 1942 of more than 750,000 Negroes to urban areas "has made the Negro more accessible to the advertiser and product. Few advertisers appeal directly to the Negro community, with its own schools, churches, theaters, newspapers, social life, and community activities, the report notes.

"Special programming and advertising copy will have to be created to penetrate these communities," the study continues. "In some cities, the Negro community represents almost 50% of the entire population, and in nine cities, with each with more than 100,000 people, the Negro represents one-third or more of the entire market." Race consciousness is a strong factor in Negro buying, KC&E points out. "The far-sighted few who have hired Negroes in responsible positions have been rewarded by an increased demand by Negroes for their product and services," it finds. "Negro salesmen in Negro districts have, by far, exceeded sales results of all other salesmen in the same district."

A high degree of brand consciousness among Negroes also is noted. Branded products, especially the higher priced brands, are symbols of class status in the eyes of most Negroes, the survey states. General media do not reflect the activities of Negro people in a manner complimentary to their best interests, KC&E contends. Programs not especially designed for the Negro "are passed up with indifference or in some cases produce direct consumer resistance," it warns.

"There is no other single group more keenly group-conscious, ho-mogenous, more ambitious, more responsive to specialized advertising than the Negro," the report concludes. "His response to brand, as well as to person, is not cemented overnight, however. Direct recognition of the Negro as an integral part of the overall market by well-planned and consistent use of his own people in reaching him, implies a particularly personal invitation to buy, and by far exceeds everything else that could be done to develop preferences for brands, products and services. Preferences thus created are not quickly or easily repudiated in the expanding Negro market."

NABET-IBEW
Joint Meet Opens Today

MERGER possibilities of NABET and IBEW will be discussed in Washington, D. C., starting today (Monday) when representatives of both groups meet.

Initial plans call for affiliation with ultimate amalgamation the practical result, if talks succeed. At present, however, both sides are careful to avoid term "merger" to prevent any misunderstandings among the rank and file membership.

Previously, NABET had considered affiliation with IATSE but it is understood that NABET membership proved to be opposed to such move. It also is understood that the CIO Communication Workers of America also had approached NABET, causing fear of a jurisdictional battle between CWA and the AFL's IBEW and IATSE. But NABET's membership defeated affiliation with CWA.

Five man committees representing IBEW and NABET are to meet today. The agenda calls for caucus sessions of each union separately with joint talks starting Tuesday and believed likely to extend for at least three days.

From the West, Roy Tindall, business manager of IBEW Local 45 (Los Angeles), and James H. Brown, legal counsel for NABET in that city, will attend. Other representatives will come from New York, Chicago, Boston, New Orleans and Indianapolis.
EXCLUSIVE and dramatic story of Alcohohics Anonymous is told in *The Twelve Steps*, four-program series currently being aired on WGBH-TV, Philadelphia. Charles Shaw, WCAU news commentator, takes audience by tape recorder into actual meeting of AA's where they hear story of how one alcoholic helps another recover from his illness. Recordings are believed to be first ever made in actual AA meetings. Show covers society's "twelve steps," method for restoring addicted members to health. Pennsylvania State University series personal and business success stories on *You Amazing Americans*, heard Mon- day through Friday. Show tells how business or personal problem was solved in individual case by right approach to public or sales relations.

**Serviceman's Program**

SPECIAL show, "Seattle's Serenade," directed to Cadets and Midshipmen in training at Whiting, Corry, Saufley and Naval Air Station, is aired Monday through Friday by WSSB Pensacola, Fla. Show carries music, information on solo flights, check-ins and check-outs at fields, news on men making carrier qualifications and interviews with outside jobs that graduates. Program is sponsored by Bartle's Restaurant, Pensacola.

**Job Round-up**

AS public service, WXYZ Detroit undertakes new weekly series on employment, designed specifically for high school students. Program features cumulative job prospective, is given in regular and special reports. Program is given on station's 6:30 a.m. and 5 p.m. newscast. Station Manager James G. Riddell said purpose of programs is to give practical ideas to young Detroiters seeking employment. Among topics for discussion will be "Job Conditions in Detroit," "What Are The Jobs?", "What Youth Can Do To Prepare for Jobs." Cooperating with station are Detroit Teachers Assn. and local authorities. To participate in free job prospective are given for industry, commerce, retail trade, Civil service and small businesses.

**WKY Scoop**

ALERT Newman Joe Farris, special events and news reporter for WKY Detroit, W. Va. West Virginia, W. Va. news director, Station Manager James G. Riddell said purpose of programs is to give practical ideas to young Detroiters seeking employment. Among topics for discussion will be "Job Conditions in Detroit," "What Are The Jobs?", "What Youth Can Do To Prepare for Jobs." Cooperating with station are Detroit Teachers Assn. and local authorities. To participate in free job prospective are given for industry, commerce, retail trade, Civil service and small businesses.

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FM PROVES SELLING POWER
Over 5,000 Zenith Sets Sold by WLOW-FM Drive

By ROBERT E. WASDON
Vice President
WLOW Norfolk, Va.

FM RADIO is coming into its own in Norfolk, Va.

Soon after securing the broadcast rights for Norfolk Tar Baseball games, Bill Carpenter, WLOW station manager, completed his sales brochure and called on Radio Supply Co., Zenith distributor for this section of North Carolina and Virginia.

The campaign as outlined called for 140 Tar games during the 1949 season, on WLOW-FM. It was the first time baseball games were to be carried on FM. There was some fear that since a new AM station was scheduling Piedmont League games at night, the effectiveness of the FM games might be lost. It was a needless anxiety as later developments proved.

The first conference looking toward purchase of the games by Zenith was held in March. H. G. Bennett and Thomas Jenkins, partners who operate Radio Supply Co.; Bill MacGarvie, their advertising manager, and George Hodges, their sales manager, met with Mr. Carpenter to discuss the final agreement, merchandising, promotion and sportscasters.

Mark Scott, one of the South's outstanding baseball play-by-play announcers, and Erik Paige, selected as one of the top ten sportscasters in the nation in 1948, were selected to broadcast the games.

Three of the promotions should be mentioned here. The first one, and by far the most successful for all who participated, is the Norfolk Tar Knothole Club, organized by Mr. Scott, with 5,500 members. Both white and Negro boys were accepted into the club. A clinic was held for the members, in cooperation with Col. Dawson, club president, and team manager, Frank Novosel. Shirts were given the boys. They were admitted free to the park on Knothole nights.

Midway the season a contest was staged to pull mail on the baseball broadcast. WLOW arranged for transportation, New York Yankee game tickets, hotel accommodations and tickets to the exclusive Stadium Club at Yankee Stadium, to be given the winner of the contest. Over 4,000 pieces of mail were received from listeners who owned or had just bought FM sets.

The third promotion staged was the placement of Zenith scoreboards. Attractive boards showing teams playing and scores by innings, were placed in scores of taverns and other business places. These tuned in the Norfolk Tar games on WLOW-FM, and kept tab on the games. Many thousands of extra impressions were realized through the placement of these scoreboards. Fans loved it.

But the biggest promotion was the sale of Zenith radio sets. Everybody at WLOW, and most of the Zenith dealers participating on the Tar games, and the officers of Radio Supply Co., thought we'd sell quite a few FM sets because the Tar games were broadcast only on WLOW-FM. But the immediate response to the advertising messages on the baseball games caused a minor stampede to buy sets. The first Tar game sold several hundred FM radios. After the first week the sales figures had increased to over a thousand sets sold. Radio Supply has not released the final sales tabulation because of competitive reasons, but over 6,000 Zenith FM sets were sold; and you can bet there were hundreds of other models sold by other manufacturers!

That's a lot of FM sets. That's a big selling job. We do not recall a similar selling job by any media.

This selling job for Zenith has made FM radio become of age in Norfolk. It has also proved conclusively that FM radio can and will sell merchandise. It also corroborates what FM pioneer broadcasters have said all along: "If you have the program, whether it's on FM or AM, people will listen."

They did listen and they did buy as a direct result of these Norfolk Tar baseball games on WLOW-FM.

Motorola Sales
MOTOROLA Inc., Chicago, announced Oct. 28 that sales for the first nine months of 1949 totalled $51,795,564, a record high for the company, as compared with $50,845,775 during the same period last year. President Paul V. Galvin also revealed that the company's net profits for the period totalled $2,672,613.

Daven Type 11A Transmission Measuring Set

Daven Type 11A Transmission Measuring Set is fast proving itself a "must" for FM and AM station engineers. This instrument offers an ideal solution for making measurements required by FCC "proof of performance" regulations.

For an accurate versatile gain set, at a moderate price — specify The Daven Type 11A.

Write today for additional information. Dept. BD-3
Jamestown, Pa., and before station director.

WHAY New Orleans, La., as disc jockey and program manager.

BOSS-PRITCHARD, Philadelphia Eagles football halfback, conducts disc show, You Asked For It, on WBAL Baltimore, Mon.-Sat. from 6 to 9 a.m.

STEVE FILIPIAK, former disc jockey on Chicago Varieties show over ABC Chicago, joins WHRV Ann Arbor, Mich., as disc jockey. He also was associated with CBS Chicago, and acted on ABC's Sky King show.

JIM PATTERSON, formerly of WISE Asheville, N.C., joins WBT and WBTV (TV) Charlotte, N.C., as announcer.

FRED LYNDE, formerly of Radio Production Studios, Phoenix, Ariz., joins KAVE Carlsbad, N.M., as announcer.

DON WHITMAN, former producer for KGIN Portland, Ore., joins WJCK-TV Detroit as producer-director. He recently completed five month nationwide survey.

CLAUDE TREMAINE, formerly of Radio Production Studios, Phoenix, Ariz., joins KVSP Santa Fe, N.M., as continuity chief and women's director.

ARTHUR STANDER and ROBERT FISHER named writers for new NBC Fanny Brice Baby Snook show starting Nov. 8.

GEORGE TUNNELL, Negro vocalist, is new disc jockey on Bon Bon Show over WWDAS Philadelphia. He was with Jan Savitt on NBC and CBS networks.

Mr. Brooks

KIRBY BROOKS, formerly of WHIO Dayton, Ohio, joins WQAM Miami, Fla., as disc jockey on Bobbie Brooks show, Mon.-Sat.

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In Indianapolis continuity editor, joins WHAM in Union City, Ind., as announcer and news director. He was previously assistant to Bill Stern, NBC's director of sports. He entered radio in 1936 as director of sports and special events for WNYC New York; in 1938 was named to same post for WFAA White Plains, N.Y., where he remained until joining NBC in 1942.

JOHN VACC, former chief announcer and news director of KEDC Odeessa, Tex., and before that with NBC Central Division, Chicago, joins KOSA Odeessa as program manager and disc jockey.

ED MURPHY, former disc m.c. in the East, joins announcing staff at WGN Chicago. He conducts Parade of Dance Bands nightly, 11:10 p.m.-1 a.m.

JOE GERMAIN, formerly with KBUR Burlington, Iowa, and before that staff announcer with KXOK in Kansas City, joins KCBQ San Diego announcing and production staff.

BILALABAN promoted to director of remote's at WSBK (TV) Chicago

after working as assistant remote director. He has worked with station for year, and was formerly public and promotion assistant.

ALBERT DAIL, formerly of WFTM Danville, Va., as disc jockey and announcer, joins WGH New Market, Va., in same capacity.

WILLIAM A. FARREN, program director for WFTL Philadelphia, received public service award for Veterans of World War II for his efforts on behalf of veterans in Philadelphia area.

ART LEAVITT resigns as program director of KDAC Fort Bragg, Calif. Future plans have not been announced.

D. LEE CHESNUT, director of religious programs for WPTR Albany and WBCA-FM Schenectady, elected general chairman of inter-church evangelistic crusade, representing 13 denominations and ten other Christian organizations.

WILLIAM R. STONE, m.c. of NBC Chicago's Welcome Travelers, to write column, "Traveler of the Week." Column will begin within next two months and he offered on free-of-charge basis to newspapers.

LUCILE MANLEY, of KHI Los Angeles home economics department, named home economics editor of Farmers' Home, publication for house to house installment sales organizations.

JOE SOLITAIRE, disc-jockey with KRE Berkeley, is the other of a boy.

TOM MOORE, WIGB Philadelphia announcer, is in Valley Forge General Hospital recuperating from operation. He expects to return to his broadcasting duties in fortnight.

In spite of 

TRUMP in our time... its

against a VICE-PRESIDENT ever becoming

PRESIDENT

BUT THE ODDS ARE IN YOUR FAVOR when you pick Charley Stokey's "Town and Country" program on KXOK to sell fore products. Persuasive salesmen, Charley Stokey, is widely known in KXOK-land, with legsions of listeners from 6:00 to 7:30 a.m., Monday through Saturday, 10 to build sales in the vital-to-coverage of KXOK... phone, wire, write for availabilities today... or call your John Blair man.

630 KC 5,000 WATTS FULL TIME BASIC ABC in BIG ST. LOUIS
tunes. Picture and brief biography of Mr. McIntire are featured inside card. Back reads, in part, "Time on Time and Tempos is Time Well-Spent!"

**Sponsor Distribution**

ALMOST half-million copies of "Re-Port From Europe," 16-page booklet written by NBC Commentator Alex Drier during his recent news tour there, are being distributed throughout Midwest by Skelly Oil Co. dealers. Firm sponsors Mr. Drier's network newscast, five-a-week, 7 a.m., CST. booklet, being circulated by 5,000 dealers, was published by Henri, Hurst & McDonald, Chicago.

**TV Restaurant**

TO service children visiting Uncle Danny Webbi's Small Time, TV revue for kiddies over KPIX (TV) New York, Walter Bonne, maître of Wyndham Restaurant, opened "Kiddie Corner" Oct. 29. Early youngsters can grab a snack there before show and listen to kiddie records provided through cooperation of MGM Records. Uncle Danny also is assuming a new role as Laff Marshall of Six Guys Playhouse, six-days-a-week over WPIX at 5:30 p.m. and dropping Comics on Parade.

**Opening Promotion**

PAPER and cloth coasters, with high absorbent qualities, currently being distributed to hotels and cafes throughout Chester county. Face of coasters carries call letters of WCOJ, new AM station expected to take air in mid-November in Coatesville, Pa.

**Crosley Information**

MANILA folder sent to trade encloses numerous bulletins from Crosley Broadcasting Corp's stations, WLWT (TV) Cincinnati, WLWD (TV) Dayton and WLWC (TV) Columbus, all Ohio. Each station is represented by rate card, coverage map and sheet of market data. In addition, single sheet gives data concerning combined market of three stations. Other bulletins feature pictures of talent on NBC-TV shows carried by stations. One page contains entry blank for sponsor-slogan matching contest being conducted by stations.

**Congratulatory Folder**

FOLDER completely covered with reproduction of letters and editorials of congratulations sent out by WCCO Minneapolis to trade. Letters and articles were prompted by receipt of station's 25th anniversary booklet. Cover is highlighted by reproduction of cover of booklet.

**TV Lessons**

STAFF members of WFMY-TV Greensboro travel each week to schools, churches and civic organizations in North Carolina to make TV as well-known a by-word as "Tar Heel." Since station's formal opening Sept. 22, an estimated 30,000 cardboard eye glasses, carrying out idea of WFMY-TV as "Eyes and Ears" of Piedmont, have been distributed to North Carolina school children. Staff members explain how TV works to the youngsters.

**Personnel**

JOHN C. DRAKE appointed sales promotion manager at WLS Chicago after working as assistant manager. He also handled personnel. He succeeds DONALD E. FINLAYSON, who has resigned after five years.

DON BISHOP, for past two years staff writer and assistant magazine editor in NBC press department, named magazine editor, succeeding JACK SLOCOM, resigned. Mr. Bishop came to NBC in 1947 after serving as public relations officer for Benedning Infantery School and as reporter on Winston-Salem (N. C.) Journal and Sentinel. AURIEL MACFIE, former publicity director for Robert Holley Advertising Co., New York, appointed assistant magazine editor.

BOB MCCLELLAN, announcer-sports- colorer at KSTK San Angelo, Tex., named promotional manager. He was member of station's sales force at one time.

**WAMPE**

CROSLEY, promotion manager of WIL St. Louis, resigns Nov. 20. He has been with WIL for the past 11 years. He will visit Hawaii where he expects to re-enter radio.

**RUBENSTEIN, member of pro- motion department of WIL Philadel- phia, and HELEN CHAIKA, also promotion staffer at station, have an- nounced their marriage.
WDOD-FM EXPANDS
Ups Power, Operating Hours
WITH a boost in power and 8 a.m. to 12 midnight daily service, WDOD-FM Chattanooga may be considered "one of the most powerful in the South," according to Walt H. Stangman Jr., promotion manager. WDOD-FM's power has been increased from 12.6 kw to 43.6 kw. Station sent letters to all listeners in its coverage area underlining the importance of FM and WDOD-FM's added strength.

Earl W. Winger, WDOD Broadcasting Corp. president, said a series of special events in nature have been scheduled. First of these was an exclusive pickup of the Philadelphia Eagles-Washington Redskins professional football game played last month. Broadcast was fed to a standard broadcast erector in Decatur, Ga., from WDOD-FM. Other stations are expected to make similar arrange ments in the future, providing a new network service for the broadcasters in area communities, Mr. Winger said. For such a pickup, a nominal fee will be charged. WDOD-FM went on the air Aug. 15.

Muted Trumpet
WHEN Announcer Ralph Phillips, WFBR Baltimore, decided to have two of his teeth capped for the better hearing in which he had been training with the possible results. Happily he thanked his den tist and hurried to a local nightclub where he blows a trumpet. But he stood aghast when he put the instrument to his lips—the melodies refused to come forth. He rushed back to his dentist who went to work with a file. Mr. Phillips reported: "My dentist played the trumpet so he'd file a little, then he'd ... play a few bars and I'd try to blow my trumpet; he just didn't quite hear it. Before I finally blew a note—brother, I was sweating."

FACSIMILE
WHATEVER your association with broadcasting—call it pay you will well to know all the more about facsimile—the method of mass communica tion that prints and distributes a newspaper, it's faster than radio and more efficient than television.

Here's a pioneering book that draws upon practical experience in publishing service facsimile newspapers to explain what it is how it is used for sending airline, police school, railroad, bank, industrial and utility information—what you need to know about facsimile programming, make-up style, personnel requirements, etc.

Just Published!

FACSIMILE
By Lee Hills, Managing Editor, The Miami Herald and Timothy F. Sullivan, Associate Editor, The Miami Herald 319 pages, 6 x 9, $5.50

Every phase of facsimile is covered in this book, from its early experiment stage to its modern, practi cal use in sending pictures, documents, and transmitting 1,000,000 words per minute. It shows how facsimile is used to publish and distribute a newspaper, provides an explanation of FM broadcasting, microwave relay, and other radio adjuncts to facsimile. It offers you an insight into copy and photographic editing. Portraying facsimile in every facet, this book is a clear picture of how facsimile can be used in an easy, simple to-follow discussion of recording, the process whereby the copy is actually printed on paper.

Books for your Broadcasting Library

-Television Production Problems. By Louis M. Cottam. 572 pages, $5.50
-Television Writing. By William F. Brook. 175 pages, $5.50
-Television Primer of Production. By Louis M. Cottam. 277 pages, $3.50

Prospectin'?
Prospectin' for sales? Montana's got 'em. Wealth from copper, dairy cows, lumbering, farming, electric-power, sugar beets, meat packing. So major industries in all odd way to better than $100 million in retail sales (1948). Pan for wealth if you like. But for sales in a hurry, use the Mosby stations.

ABC wishes to extend its deepest sympathy to the families of two subscription radio announcers, who lost their lives while making recordings. The announcement was for the 101st anniversary of the American Radio Announcers Association, which was held in New York City.

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GIVES YOU:
- A comparison of facsimile with television broadcasting
- The rules and standards of facsimile broadcasting
- An outline of facsimile, a radio adjunct, and facsimile transmission operator's code
- A discussion of the way of describing the use of facsimile with facsimile, of broadcast and direct facsimile, of facsimile and its use with the various and different facsimile and facsimile service and selling air space.

November 7, 1949 • Page 71
October 28 Decisions

By Commission en Banc

Hearing Designated

Bexar Berg, Co., San Antonio, Tex.—Designated for hearing application for extension of completion date of CP which authorized new station on 990 kc & held Nov. 17, 1947. Commission’s action of Aug. 31 denying application was set aside.

Eastern Berg, Co., Inc., Easton, Md.—Set aside action taken Sept. 15 denying application for extension of completion date, and designated same for hearing Nov. 18 in Washington. Original CP authorized new station 1480 kc w.n.

Mod. CP Denied

Radio Station Des Moines Inc., Des Moines—Denied mod. CP for extension of completion date of new station originally authorized Nov. 13, 1947. Request for hearing may be filed within 20 days in which event denial will be reviewed by application designated for hearing.

Hearing Designated

T. M. and J. M. Gibbons, Phoenix, and Howard M. Loeb, Phoenix, Ariz.—Designated for consolidated hearing application of Gibbons and that of Loeb both requesting new stations 1250 kc 250 w.

Change in DA

KFEQ Co., Sacramento, Mo.—Granted CP change DA-D.

Hearing Designated

WGRD Grand Rapids, Mich.—Designated for hearing to change hours from D only to w.n., and install DA-M and make WGRD La Crosse, Wis. party to proceeding.

Modification of CP

KHS1, KCMJ, Kansas City, Mo.—Granted mod. CP to increase height of east tower in proposed site of FM antenna on tower, with cont. previously stated in CP that permits antenna in legitimate complaints of blanketing within the 250 m.w. contour, including cross-modulation.

CP-comstruction permit

Designated for consolidated hearing application and Howard Request for hearing may be made within hearing—Designated will be set aside October 28.

Financial Engineering 1121

KHSL Chico, CA

WGRD

T. M.

Individual of can

E.

to increase

CP

BY

for hearing application

BROADCASTING, TELECASTING, INC.

that both requesting new stations—Denied

20

Completion date

new

station

of
time —520.

To increase power from 10 kw to 5 kw, change from DA to DN.

Modification of CP

WHLD Niagara Falls, N. Y.—Mod. CP new FM station for extension of completion date.

WLOW-FM Pontiac, Mich.—Same.

WNJL-FM Newark, N. Y.—Same.

WIOC Washington, D. C.—Mod. CP new commercial TV station for extension of completion date to 1-30-50.

KMYT Omaha—Same to 2-5-50.

October 28 Applications

ACCEPTED FOR FILING

License for CP

KNOE Monroe, La.—License to cover CP new noncommercial educational FM station.

WBM1-FM Macon, Ga.—License to cover CP new noncommercial educational FM station.

WHPS High Point, N. C.—License to cover CP new noncommercial educational FM station.

SAA—1930 kc

KGA Spokane, Wash.—SAA to operate on 1000 kc with 50 kw w.n., DA-F for period ending May 3, 1951

AMENDED to change name of licensee from Louis Wagner to The Corp. of Gonzaga U. of Spokane.

Modification of License

WGTI, Kalamazoo, Mich.—Mod. CP license change hours from D to w.n.

CHOW TASTER, Mark Evans (t), WTOP (CBS) Washington commentator of Sunrise Salute, lunches at the enlisted men’s mess at South Point with Major Gen. Herman Feldman, Army Quarter- master General. Following the announce’s frequent references on his program to Army food as “mess,” the general invited Mr. Evans to taste actual Army fare. It was nothing new to Mr. Evans who was a sergeant in World War II. Paraphrasing the famous remark, WTOP’s Mark Evans concluded: “He who came to scoff remained to ask for second helpings.”

AMENDED to change name of applicant from Fred H. Whitley to Fred H. Whitley Inc.

Modification of CP

WPBF Brevard, N. C.—Mod. CP new AM station for extension of completion date.

WLAC-FM LaGrange, Ga.—Mod. CP new FM station for extension of completion date.

WCB-FM Pontiac, Mich.—Same.

WNJL-FM Newark, N. Y.—Same.

WIOC Washington, D. C.—Mod. CP new commercial TV station for extension of completion date to 1-30-50.

KMYT Omaha—Same to 2-5-50.

TENDERED FOR FILING

Modification of CP

WRID Essex, Md.—Mod. CP change from 1320 kc 1 kw D to 1500 kc 230 w.

October 31 Applications

ACCEPTED FOR FILING

KLOK San Jose, Calif.—CP change hours from D to w.n., install DA-D.

WKRM Dearborn, Mich.—CP increase D power from 5 kw to 5 kw, change from DA-D to DN.

AM—696 kc

KEPO El Paso, Tex.—CP increase D power from 5 kw to 10 kw, make changes in DA-D.

Modification of CP

WHLD Niagara Falls, N. Y.—Mod. CP change frequency etc., for extension of completion date.

KJCI-FM Sioux City, Iowa—Mod. CP new FM station for extension of completion date.

WROW-FM Albany, N. Y.—Same.

WHLD-FM Niagara Falls, N. Y.—Same.

TENDERED FOR FILING

AM—1320 kc

KCRA Sacramento, Calif.—CP increase power from 1 kw to 5 kw, make changes in DA-D.

(Continued on page 79)
<table>
<thead>
<tr>
<th>Company Name</th>
<th>Address</th>
<th>Telephone</th>
<th>Other Information</th>
</tr>
</thead>
<tbody>
<tr>
<td>JANSKY &amp; BAILEY</td>
<td>Executive Offices, National Press Building Offices and Laboratories, 1339 Wisconsin Ave., N. W., Washington, D. C., 2414</td>
<td></td>
<td>Member AFCCE*</td>
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<tr>
<td>A. D. RING &amp; CO.</td>
<td>26 Years' Experience in Radio Engineering</td>
<td></td>
<td>There is no substitute for experience.</td>
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<tr>
<td>RAYMOND M. WILMOTTE</td>
<td>1469 Church St., N. W., DE 1232, Washington 5, D. C.</td>
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<tr>
<td>RUSSELL P. MAY</td>
<td>1422 F St., N. W. Kellogg Bldg., Washington, D. C.</td>
<td>Republic 3984</td>
<td>Member AFCCE*</td>
</tr>
<tr>
<td>E. C. PAGE</td>
<td>Consulting Radio Engineers</td>
<td></td>
<td>Member AFCCE*</td>
</tr>
<tr>
<td>WILLIAM L. FOSS, Inc.</td>
<td>Formerly Colton &amp; Foss, Inc. 927 15th St., N. W. Republic 3883</td>
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<tr>
<td>Philip Merryman &amp; Associates</td>
<td>Heatherdell Road, ARDSLEY, N. Y. Dobie Ferry 3-2373</td>
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<tr>
<td>SILLMAN &amp; BARCLAY</td>
<td>Specializing in Antenna Problems 1011 New Hampshire Ave., RE 6646</td>
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<tr>
<td>WALTER F. KEAN</td>
<td>Consulting Radio Engineers, Executive offices: 40 East Ave., Laboratory: 114 Northgate Rd., Riverside, Ill. — Riverside 6652 (A Chicago suburb)</td>
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<tr>
<td>JOHN J. KEEL</td>
<td>Warner Bldg., Wash., D. C.</td>
<td>National 6513</td>
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<tr>
<td>JOHN C. GARRISON</td>
<td>Consulting Radio Engineers</td>
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<tr>
<td>CHAMBERS &amp; GARRISON</td>
<td>1519 Connecticut Avenue, Washington 6, D. C.</td>
<td>Michigan 2261</td>
<td>Member AFCCE*</td>
</tr>
<tr>
<td>J. V. ANDERSON</td>
<td>and Associates Consulting Radio Engineers 134 Clarence St., Phone 7-277 Lake Charles, La.</td>
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<td>WELDON &amp; CARR</td>
<td>Consulting Radio Engineers</td>
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<td>Member AFCCE*</td>
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<tr>
<td>A. EARL CULLUM, JR.</td>
<td>Consulting Radio Engineers</td>
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<tr>
<td>WILLIAM E. BENNS, Jr.</td>
<td>Consultants &amp; Associates 3738 Kanawha St., N. W.</td>
<td>Ordway 8071</td>
<td>Washington, D. C.</td>
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<tr>
<td>GEORGE P. ADAIR</td>
<td>Radio Engineering Consultant Executive 5851 1833 M STREET, N. W.</td>
<td>1230 WASHINGTON 6, D. C.</td>
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<tr>
<td>ROYAL V. HOWARD</td>
<td>1600 16th St., N. W., Wash., D. C.</td>
<td>North 6600</td>
<td>Laurentin Hotel Montreal, Que.</td>
</tr>
<tr>
<td>G. R. BITLER</td>
<td>Consulting Radio Engineers 4125 Monroe Street</td>
<td>Toledo 6, Ohio</td>
<td>Telephones—Kingswood 7631, 9541</td>
</tr>
<tr>
<td>LEE E. BAKER</td>
<td>Consulting Radio Engineer 826-28 Londers Bldg.</td>
<td>Phone 3621</td>
<td>Springfield, Missouri</td>
</tr>
<tr>
<td>George C. Davis</td>
<td>501-314 Munsey Bldg.—Sterling 9111</td>
<td>Washington 4, D. C.</td>
<td>Member AFCCE*</td>
</tr>
<tr>
<td>BROADCASTING &amp; TELECASTING</td>
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<td>November 7, 1949</td>
<td>Page 73</td>
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</table>
The Case of the Magic Mattress

This local merchant had quite a number of mattresses to sell. He was wishing for a magic carpet to bring buyers to his store.

Well, KDYL knows how to weave "magic carpets" for that purpose. Our merchant devoted one of the spots on his series on "The Emerson Smith Show" to his mattresses—sold every last one of them.

That's the kind of action KDYL is getting for advertisers. And KDYL-TV, too, is noted for results.

"Around Radio" Provokes Comment in Chicago

Saturday night at 6:15 is coming to be a regular tune-in time for a lot of Midwesterners who appreciate WLS Program Director Harold Safford's comments on radio, past and present, along with terse news items from day to day.

WLS programs. The new weekly feature is titled "Around Radio" and not only helps build audience but is a definite merchandising extra for WLS advertisers, too.

Other new features include Captain Stubby and the Buccaneers with Jack Stitwill every afternoon at four—a sure listener-builder backed by a potent WLS audience promotion. And a selling power in Chicago and its huge neighborhood, too.

On the special events front, coverage of "George Craig Daily" when Brazil, Indiana, saluted its new national commander of the American Legion, was a WLS high-light last Thursday. John Baker, who grew up in that same little Indiana town, made the unusual broadcast for WLS. And have you heard about Enoch Squires?

WLS
Chicago 7

Represented by John Blair & Company

Public Relations

Technical

EMIL TROJAK appointed chief engineer for KMBY Monterey, Calif., replacing BILL CRABBE Jr., who has resigned to enter sales and service side of radio.

ED WITHERSTONE of CBL and CJBC Toronto transferred to St. John's, Newfoundland, to be supervising engineer for Newfoundland region of Canadian Broadcasting Corp.

FRED TIMM named chief engineer of KVER Albuquerque, N. M.

ERIC HERUD, veteran WOR New York studio engineer, appointed theatre manager for WOR-TV. He has been with AM station for 15 years, and in his new capacity, will coordinate operations between production and engineering personnel.

JIM ALLREAD, formerly with WMRN Marion, Ohio, joins engineering staff of WHOK Lancaster, Ohio.

JOSEPH R. (DICK) TROXEL, former director for Southern Television Productions, Louisville, and producer of TV shows for WATV (TV) New York, N. J., appointed to technical staff of WTVJ (TV) Miami, Fla. He succeeds JAMES LOOMIS, resigned to enter advertising firm.

RUSH SAWYERS, chief engineer at WDVA Danville, Va., is the father of a girl.

FRANK MAKEPEACE, chief engineer of CFRN Edmonton, Alta., elected president of Jasper Place Community League at Edmonton. He has been with CFRN since 1934.

AUDIOGRAPH Co., San Carlos, Calif., announces new AudioGraph console tape recorder which combines tape economy and 66 minute recording time with audio response of 40 to 10,000 cycles 2 db operating at 74 inches per second. Fifteen-inch speed is available by instantaneous switchover to 15,000 cycles and permit split-word editing.

BLACKSTONE BIDS

For More Dealer Co-op

In an effort to reach a saturation point among its dealers in cooperative sponsorship of Blackstone's Magic Detective, quarter-hour radio series transcribed by Charles Michelson Inc., New York, the makers of Blackstone Waxing Machines have launched a contest and a new cost plan.

The Blackstone factory has announced all dealers using the series will be charged 22 3/4% of the costs and the factory will share the other 66 2/3% with wholesale distributors. A contest is being held among the factory's 15 direct sales representatives with the man responsible for the greatest number of radio contracts awarded a 17-jewel Longines wrist watch. Runner-up prizes are Wittnauer wrist watch and a Parker 51 pen and pencil set. Contest is scheduled to end Dec. 31.

FCBI EXPANDS

Latin American Agreement

FOOTE, CONE & BELDING International Corp. has completed a working arrangement with seven South American advertising agencies, Luis G. Dillon, executive vice president in charge of Latin American operations for the agency, has announced.

He said that FCBI thus has completed the first phase of the expansion of its activities in the Western Hemisphere. The agency now has a Latin American organization comprising the facilities of a chain of 12 associate agencies in addition to the services of its own FCBI regional directors, coordinators and public relations officers located at strategic points in the Western Hemisphere.

The seven South American organizations are:

Pueyrredon Propaganda of Argentina:
Pueyrredon, Rey Kelly, Behrens & CIA., S.R.L., of Chile; Publicidad de Peru; Propaganda, Ema Limitadas of Colombia; C.A. Publicidad Lafl of Venezuela; Publicidad Astra of Puerto Rico.

ILLINOIS AP UNIT

Waltman Named Chairman

LAVERNE WALTMAN, news director at WLPO LaSalle, Ill., has been appointed chairman of the Illinois Assn. of Associated Press Broadcasters, succeeding Harold Safford, WLS Chicago, who has been acting chairman.

Two new vice chairmen of the AP Illinois group are Charles Harison, WHBP Rock Island, and Robert La Mere, WLBB Mattoon.
WKJG-NABET
Uphold Union, NLRB Told

COMPLAINT by the National Assn. of Broadcast Engineers and Technicians that WKJG-AM-FM Fort Wayne, Ind., indulged in unfair labor practices should be upheld, according to an NLRB intermediate report filed Friday.

Station is licensed to Northeastern Indiana Broadcasting Co. The report was interlarded with "cease and desist" orders and a strong recommendation for "affirmative action" in compliance with the Labor Relations Act. It was issued by W. Gerard Ray, trial examiner. NLRB still must act.

The dispute arose from NABET's charge that WKJG, on and after June 14, 1948, refused to bargain collectively with employees; caused and prolonged a strike begun last Aug. 12; discharged and refused to rehire employees; and attempted to bargain individually from March through May 1948.

The licensee denied any unfair labor practices. It pointed out there was no evidence to support the complaint and that proof satisfactorily explained delay in bargaining sessions. When the union refused negotiations and the station was forced to hire permanent replacements, WKJG contended.

FIRE MAKERS
WTNS Adds Smoke to Drive

FIRE prevention was promoted to a blazing success by WTNS Co./shottan, Ohio, during National Fire Prevention Week. John R. Terry, WTVN announcer-director, reported to the National Representative—John E. Pearson Co.

Mr. Forsum


ERLING G. FOSSUM named general manager of radio and television division of Stewart-Warner Electric Co., Chicago, succeeding SAMUEL INSULL Jr., resigned to return to insurance business [Broadcasting, Oct. 14]. Mr. Forsum, Stewart-Warner employee since 1926, served as assistant to president during last year.

RICHARD GILBERT, recording director of Columbia Records' Masterworks Dept. for past year, appointed director of entire department. Before joining Columbia in 1949, he was recording director of RCA-Victor Red Seal records.

OXFORD-LOWE PRODUCTION 8, formed in Hollywood for production of radio and television packages. Principals are EDDIE OXFORD, KMC Hollywood commentator and motion picture editor, and SHERRIM L. LOWE, television and movie writer.

KENNETH M. PARKER joins SESAC Inc., New York, as field representative. He was previously with WBMB and WEDC Chicago. Gene T. Dyer interests in that city, KXRX San Jose and KMNS San Luis Obispo, Calif.

ROBERT SEELYE joins Coffin, Cooper & Clay Inc., Hollywood television research firm, as field director.

GENE DEITCH joins motion picture department of Jam Handy Organization, Detroit, as chief animator.

SYDNEY N. GOLDBERG, general sales manager of Decca Distributing Corp., New York, wholly owned subsidiary of Decca Records Inc., appointed vice president of distributing company. He will continue as general sales manager of firm, with which he has been associated for 15 years.

SAUL ABRAHAM, manager for 39 years of more than dozen New York legitimate theatres, appointed manager of DuMont TV Network's Adelphia Playhouse, New York.

Equipment

FRANK A. D. ANDREA, president of Andrea Radio Corp., Long Island City, N. Y., issues four-color illustrated booklet, "History and Manufacture of Television Receivers," available to public at all Andrea dealers.

CROSLEY Div. Avec Mfg. Corp., Cincinnati, opens regional sales office and distributing branch in St. Louis. Distributing branch is located at 3228 Locust, and headed by WILLIAM J. O'BRIEN, formerly regional representative in Providence, R. I. Regional office, headed by BRUCE MORE, formerly southern promotion manager in San Francisco office, is located at 317 North 11th St.


GENERAL ELECTRIC Co., Syracuse, N. Y., announces it will produce new wide-angle, 16-inch metal TV picture tube five inches shorter than conventional tubular size of this. Production begins in DoAce, Type 160P4, also will feature "filter-glass" face plate.


STEWART-WARNER Corp. has reported net earnings of $1,296,284, or $1.22 per share, for first nine months of 1949. Net earnings for same period last year were $2,609,725, or $2.02 per share. Sales for first nine months were down 38%, third quarter, down 30.7%.

KOEEK Kansas City's One and Only
50,000 watt station $1.00
Programmed for Mid-America Audiences

National Representative—John E. Pearson Co.

The Texas Rangers, stars of stage, screen, radio and television, early this summer made a personal appearance tour in the Midwest. They are pictured here in Oklahoma City, when they were commissioned honorary Colonels of the State of Oklahoma by Governor Roy J. Turner.

The Texas Rangers transcription, used on scores of stations from coast to coast, have achieved Hooperatings as high as 27.4. Advertisers and stations—ask about our new sales plan!
Classified Advertisements

PAYABLE IN ADVANCE—Checks and money orders only. Situation Wanted 10c per word—$1 minimum. Help Wanted 20c per word—$2 minimum. All other classifications 25c per word on minimum. No charge for first classified. One inch minimum 12.00 per column. Deadline two weeks preceding issue date. Send box replies to Broadcasting Magazine, 870 National Press Bldg., Washington, D. C.

Help Wanted

Manager

Experienced, competent manager for 1 kilowatt midday station. Has record of program management and sales. Must have well rounded experience, past and present. Prefer eastern background, experience, personnel. Application and resume confidential. Box 976D, BROADCASTING.

Salesman

Salesman for kilowatt daytime. Must be experienced and interested in permanent position. Send complete detail letter. Box 982D, BROADCASTING.

Local salesman for 5 kw Mutual affiliate in midwestern city. Must have minimum guarantee and commission with opportunity for advancement. In answering, please give full references and photograph. Box 983D, BROADCASTING.

Salesman for small independent in rural area. Good opportunity with salary and commission arrangement. Must have car. Mid Atlantic. Box 100D, BROADCASTING.

How tough can you get? Leading independent, in competitive midwest market. Make good money in the gold that's waiting there. Stamina and ability are both of you. Box 101D, BROADCASTING.

Salesman for independent in Evanston, wealthiest Chicago suburb. Must have proven sales ability and skill. Unlimited opportunity. Box 102D, BROADCASTING.

A really good local station in a good market with a good Conlon will pay a substantial draw and commission to a mature, thoroughly experienced salesman. Box 1100D, BROADCASTING.

Announcer

Experienced staff announcer for leading independent, 75,000 radio homes. Permanent to man any position. Must have good voice, ability to sell copy required. Disc, photo, resume, salary first. Box 110D, BROADCASTING.

Opening for staff announcer, 256 watt Mutual outlet in southeast. Rush audition, photo, resume, salary first. Box 1120D, BROADCASTING.

Manager

Major network affiliate in southeast has opening for general manager. Requires a thoroughly experienced announcer. Good voice, diction, versatility and ability to sell copy required. Give complete background, experience, past and expected earnings in first letter. Box 140D, BROADCASTING.

Staff announcer, must be experienced, able to handle spot advertising. Willing to grow with progressive station. Boer, dependable selling. Will work with others. Send complete information and salary requirements, including disc, to Radio Station KRMN, Hanibal, Mo.

Announcer

Experienced staff announcer with news, disc jockey and adlib ability. Helpful if able to handle regular spot advertising. $200 to $250 a month. Please send disc or tape with letter. KAOL, Studio 8D, S. Dak.

Situation Wanted

Manager

Well qualified, will accept salary plus commission. Must have good voice. 25D, BROADCASTING.

Man with twenty years all-round experience in radio. His personality, sales, production, programming, engineering, and management ability is without equal. Small market. Box 36D, BROADCASTING.

Manager, alert, versatile for 250 watt, 7 yrs. ann.; eng.; program, copy, sales. Will operate your station. Box 29, family, steady, economical and plain hard work for management opportunity. Money secondary, the opportunity the thing. Box 48D, BROADCASTING.

Combination—Can stand alone on ann.; program, and copy. Some sales, 1 yr. experience. Anywhere. Box 50, family, steady, conscientious, curious. Box 49D, BROADCASTING.

Assistant manager, 27, married desires second position with audience. Desires wider responsibilities. Experience four years in engineering, programming, copy and announcing. Box 51C, BROADCASTING.

Hand-well manager or commercial manager available November 1st. Boer, reliable, family man. Unusual qualifications in management, sales, production, programing. Excellent educational, newspaper background. Particular interest in handling all phases of your station. Must have good voice, good general business, personal qualities. Please give complete details in reply. Box 63, BROADCASTING.

Twelve solid years experience in commercial radio. Plenty of "savy" in small and large stations and a week of mountain, big-time experience. There are no limits to what is possible with a well-planned station operation. I think this all adds up to a man who can be an asset in a small or medium sized city. Personal references available. Box 86D, BROADCASTING.

Situations Wanted (Cont'd)

Recognition stations owners interested in southern New England. Applicants must be mature, professionally well quali fied to operate your radio station. Inquire of some of our principals with imaginative promotion and programming ideas. Fifteen years background in all phases of radio. Must be professional, general manager of 5,000 watt fulltime operation; radio station executive of large national advertising agency; network promotion, sales, and management with experience with one of nation's leading stations. Widely acquainted in radio and advertising circles. Have to base experience and experience to mold your staff and salary department. Lively, full of creative courage. Requirements for executive position easily explained. Your report back, base experience and references held confidential. Box 97D, BROADCASTING.

Manager, station or program, 12 years experience major and regional network key stations. Experienced. Box 117D, BROADCASTING.

WANTED—Experienced announcer for morning show. Send photo, letter of experience and reference to WFCN, 97D, Burlington, Vermont.

WANTED—Experienced announcer with ability to handle news and commercials intelligently. Needed immediately. Send disc, and data to WTIP, Charleston, W. Va.

Technical

Help wanted—Immediate vacancy for engineer. Must be well qualified professionally. Inquire and send all references to Dothan Times, Dothan, Ala.

WANTED—Excellent copywriter. Must be able to handle a very large volume of copy. Send complete information, photographs and sample copy to Radio Station KTR, Dallas, Ga.

WANTED—Commercial copywriter wanted to handle entire show on bay area station. Will operate your station. Box 20, family, steady, economical, and plain hard work for management opportunity. Money secondary, the opportunity the thing. Box 48D, BROADCASTING.

Manager, TV or AM sale manager. I have three years' broadcasting and managing experience, one year AM sales, good voice, personality, ambition. I understand the radio business. Box 120D, BROADCASTING.

WANTED—Commercial copywriter. Some experience. Forty plus, good working conditions. WNBO, Saranac Lake, N. Y.

Sports

Excellent references. Box 112D, BROADCASTING.

Experienced announcer—engineer, first phone. Familiar with all phases of broadcasting. Reliable, family man. Desires permanent assistant manager position in southwest station. Disc, data. Box 35D, BROADCASTING.

Salesmen

Salesman, seven years experience in newspaper selling. If you're looking for a real go-getter, drop me a line. I can prove it under any circumstances. Box 122D, BROADCASTING.

WANTED—Salesman, seven years experience in newspaper selling. If you're looking for a real go-getter, drop me a line. I can prove it under any circumstances. Box 122D, BROADCASTING.

WANTED—Commercial copywriter. Some experience. Forty plus, good working conditions. WNBO, Saranac Lake, N. Y.

Situation Wanted

Manager

Well qualified, willing to accept salary plus commission. Box 5D, BROADCASTING.

Man with twenty years all-round experience in radio. His personality, sales, production, programming, engineering, and management ability is without equal. Small market. Box 36D, BROADCASTING.

Manager, alert, versatile for 250 watt, 7 yrs. ann.; eng.; program, copy, sales. Will operate your station. Box 29, family, steady, economical and plain hard work for management opportunity. Money secondary, the opportunity the thing. Box 48D, BROADCASTING.

Cubation—Can stand alone on ann.; program, and copy. Some sales, 1 yr. experience. Anywhere. Presently employed, 29, family, steady, conscientious, curious. Box 49D, BROADCASTING.

Assistant manager, 27, married desires second position with audience. Desires wider responsibilities. Experience four years in engineering, programming, copy and announcing. Box 51C, BROADCASTING.

Hard-well manager or commercial manager available November 1st. Boer, reliable, family man. Unusual qualifications in management, sales, production, programming. Excellent educational, newspaper background. Particular interest in handling all phases of your station. Must have good voice, good general business, personal qualities. Please give complete details in reply. Box 63, BROADCASTING.

Twelve solid years experience in commercial radio. Plenty of "savy" in small and large stations and a week of mountain, big-time experience. There are no limits to what is possible with a well-planned station operation. I think this all adds up to a man who can be an asset in a small or medium sized city. Personal references available. Box 86D, BROADCASTING.

Attention station owners interested in southern New England. Applicants must be mature, professionally well qualified to operate your radio station. Inquire of some of our principals with imaginative promotion and programming ideas. Fifteen years background in all phases of radio. Must be professional, general manager of 5,000 watt fulltime operation; radio station executive of large national advertising agency; network promotion, sales, and management with experience with one of nation's leading stations. Widely acquainted in radio and advertising circles. Have to base experience and experience to mold your staff and salary department. Lively, full of creative courage. Requirements for executive position easily explained. Your report back, base experience and references held confidential. Box 97D, BROADCASTING.

Manager, station or program, 12 years experience major and regional network key stations. Experienced. Box 117D, BROADCASTING.

WANTED—Experienced announcer for morning show. Send photo, letter of experience and reference to WFCN, 97D, Burlington, Vermont.

WANTED—Commercial copywriter wanted to handle entire show on bay area station. Will operate your station. Box 20, family, steady, economical, and plain hard work for management opportunity. Money secondary, the opportunity the thing. Box 48D, BROADCASTING.

Manager, TV or AM sale manager. I have three years' broadcasting and managing experience, one year AM sales, good voice, personality, ambition. I understand the radio business. Box 120D, BROADCASTING.

WANTED—Commercial copywriter. Some experience. Forty plus, good working conditions. WNBO, Saranac Lake, N. Y.

Sports

Excellent references. Box 112D, BROADCASTING.

Experienced announcer—engineer, first phone. Familiar with all phases of broadcasting. Reliable, family man. Desires permanent assistant manager position in southwest station. Disc, data. Box 35D, BROADCASTING.

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WANTED—Commercial copywriter. Some experience. Forty plus, good working conditions. WNBO, Saranac Lake, N. Y.
Announcer, program director, newscaster.

Experienced engineer, studios, transmitters, production.

Production, Programming, others.

Production-Programming, others.

Announcer, program director, newscaster.

Experienced engineer, studios, transmitters, production.

Production-Programming, others.

Technical

TV engineer grad. 2 yrs. 10 yrs. CW.

Television producer-writer.

Equipment, etc.

For Sale

For Sale

Television

Managerial

Wanted to Buy

Stations

Situations Wanted (Cont'd)

Announcer, program director, newscaster.

Experienced engineer, studios, transmitters, production.

Situations Wanted (Cont'd)

First phone technician, four years experience, highly reliable. Phone 200 30" at once. Jeff Rice Jr., 708 West Central, Bentonville, Ark.

Production-Programming, others.

Assistant director, floor manager, radio.

Managerial

Wanted to Buy

Stations

For sale: One Presto model Y4 re- corder, new condition. One Ampex model 260 30" per second tape recorder. One Western Electric reproducer complete with chassis. Contact John E. McCormack, Chief Engineer, WHUM, Reading, Penna.

For sale: Two broadcast type microphone 250 ohm magnetic pick-ups. Complete with transmitter, connections and recordings, complete with two Gates three positions ortho- acoustical filters, also 2 spare pickup heads. Sacrifice all for $86.60. Contact John E. McCormack, Chief Engineer, WHUM, Reading, Penna.

For sale: Nine years radio—all phases. Eighteen years experience, newscaster. Will advise on TV future announcing, producing, directing. Box 857, BROADCASTING.

For sale: Nine kilowatt FM Federal 191-A, in excellent condition, complete with spare tubes. Going to higher power and need complete signals. Contact for particulars. Box 132D, BROADCASTING.

For Sale

For sale, New York City area AM station $125,000. Broker. Box 830, BROADCASTING.

For sale, New York City area AM station $125,000. Broker. Box 830, BROADCASTING.

For Sale

For sale, AM-FM-X 9 years with independent, own board work. Strong on on-the-air work, proficient in production work. Excellent references and disc available. Will work anywhere. Box 125D, BROADCASTING.

For sale, New York City area AM station $125,000. Broker. Box 830, BROADCASTING.

Situations Wanted (Cont'd)

Announcer, program director, newscaster.

Experienced engineer, studios, transmitters, production.

First phone technician, four years experience, highly reliable. Phone 200 30" at once. Jeff Rice Jr., 708 West Central, Bentonville, Ark.

Production-Programming, others.

New England Opportunity

An outstanding New England situation—fulltime 250 watt operation—exclusive market. Excellent potential. Capable manager needed. Station operating profitably. An unusual opportunity for 100% ownership for $75,000.00.

CONTACT THE NEAREST OFFICE OF THE EXCLUSIVE REPRESENTATIVES
BLACKBURN-HAMILTON COMPANY, INC.

MISCELLANEOUS

We offer, frequency measuring service, commercial quartz crystals, new, regrind or repairs. Frequency monitor service. "14 years experience." Eldor Electronic Co., Box 31, Temple, Texas. Phone 3001.

Employment Service

Wanted, now, tomorrow! Manager, PD, sales, announcer-designers, copy chiefs, TV-AM-FM technicians and combinations thereof. BRR-Radio TV Employment Bureau, Box 413, Philadelphia.

Situations Wanted

Announcer

ANNOUNCER
5000 WATT CBS STATION
Desires change to Chicago vicinity. Excellent radio background. Ad-lib, emcee work. BOX 91D, BROADCASTING

Television

NOW AVAILABLE
Screened AM-FM-TV engineers, technicians and licensed experienced operators. Contact: BOX 26D, BROADCASTING

School

EXPERIENCED BROADCAST PERSONNEL

RADIO BROADCAST ENGINEERS
TELEVISION STATION TECHNICIANS
RADIO - TELEVISION TECHNICIANS
AM-FM-TV INSTALLATION-SERVICE-MEN (FCC Licensed)
The Pierce School of Radio & Television is one of 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.

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SCHOOL OF RADIO & TELEVISION
13 Astor Place
New York 3, N.Y.

MISCELLANEOUS

BEGINNING ANNOUNCERS!
Having trouble getting started?
YOU SEND US: Your audition transcript, return postage and $5.00.
WE SEND YOU: A carefully detailed analysis of your work; we point out your strong and weak points, your faults of delivery, voice, pronunciation and style, and answer any of your questions about radio. Take advantage of our years of experience.
AUDITIONS, 188 E. 17th St., New York 3, N.Y.

IRE CONFERENCE

Dallas Meet Dec. 9-10
SECOND Southwestern Institute of Radio Engineers Conference, sponsored by the Dallas-Ft. Worth Section of IRE, will be held Dec. 9-10 at the Baker Hotel in Dallas.

It will feature technical papers on radio, television and geophysics problems; electronic equipment exhibits, and field trips to Dallas-Ft. Worth television stations and to geophysical laboratories and similar points of interest. A special program is being arranged for the wives of attending engineers.

R. A. Broding of the Magnolia Geophysical Experimental Lab, Dallas, is general chairman of the conference. Success of last December's session, officials said, prompted the decision to stage the conference again this year. "All engineers interested in the Southwest electronic industrial development are invited," conference planners reported.

RELIGIOUS RADIO

NCCM Cites Broadcasters

COOPERATION of American broadcasters with all religions in the United States was cited last week by Emmet A. Blaes, president of the National Council of Catholic Men, in recognition of the 29 years of radio's progress celebrated in National Radio and TV Week.

Mr. Blaes sent letters of congratulation to the heads of NBC, ABC and Mutual and their affiliates who carry programs produced by the NCCM (Catholic Hour on NBC; Hour of Faith on ABC; Faith in Our Time on MBS). He said the cooperation by broadcasters with the church "has been of untold value to the betterment of our American way of life." Emphasizing that Americans "can feel justly proud" of the accomplishments of broadcasting "in the relatively short period of existence," Mr. Blaes noted "this industry is an integral part of the American way of life."

New Transit Radio

Reports 128 New Sponsors

TRANSIT RADIO Inc., New York, reports an increase of 128 new sponsors on 14 of its stations, bringing to 933 the total of national and local advertisers on buses and street cars.

Newly acquired advertisers include Swift & Co., Vigo, Fanny Farmer Candy Shops and Ford Dealers Asan., through J. Walter Thompson Co., Musterdole through Erwin Wasey; Bond Stores through Neff-Rogow; Bristol-Myers for Ipana through Doherty, Clifford & Shenfeld; Pehr Baking Co., through Rathrauff & Ryan; Miles Labs through Wade Agency; Mrs. Flibert's Mayonnaise through SSC&B; Feltman & Curme Shops, direct.

In addition, Transit announced the following renewals: Swift & Co. for Jewel Shortening through J. Walter Thompson, Hyde Park Beer through McCann-Erickson for a 26-week contract; Baker Baker Co., through Arthur Cohn & Assoc. Household Finance Corp. through Levally Inc. has added additional Transit Radio markets.

No Hearsay

In WKRC Newsmen's Cast

UNDILUTED proof of gambling activity—minus hearsay or speculation—was given WKRC Cincinnati listeners in a news recap Oct. 19, by Newsmen Tom McCarthy who used several recorded telephone conversations to produce startling results.

On Mr. McCarthy's 5 p.m. newscast that day, he reported a gambling shut down had been ordered in Newport, Ky., a Cincinnati neighborhood community. This brought an anonymous call from a Kentucky listener advising him the crackdown was over. Deciding to see for himself, Mr. McCarthy went to work with his recording devices, calling six of the largest Newport gambling emporiums asking: "Are you going to have gambling tonight or is the lid really on?"

Since he did not identify himself, employes of all the clubs unhappily told him the tables would be operating as usual. Finishing his last transmission only a few minutes before the 6 p.m. news broadcast, Mr. McCarthy gave WKRC listeners his interview right off the original recordings complete with dial tones, wrong numbers and retorts.

Leo Bolley Dies

LEO BOLLEY, 45, sports commentator of WFTP Philadelphia, died on Oct. 26 after suffering a heart attack. He had recently returned from broadcasting a football game off the coast of Tex. He formerly played football for the Green Bay Packers' professional team.
FCC ROUNDDUP

New Grants, Transfers, Changes, Applications

Box Score

S U M M A R Y TO N O V E M B E R 3

Summary of Authorizations, Applications, New Station Requests, Ownership

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<td>*on air</td>
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Docket Actions

OPINIONS AND ORDERS


Lawrence Best, Jr., Lawrence, Kan.—Order denying motion for reconsideration and order denying petition for reconsideration of an order to change AM station; ordered that hearing hereafter be indefinitely pending upon petition be scheduled Nov. 3. Order Oct. 28.

WARK Penlac, Mich.—Adopted memorandum opinion and order denying request for waiver Sec. 323(c) of rules and permitting provisions of standards, for mod. current license to specify hours during the month of November as 7:15 a.m. to 5:15 p.m. in lieu present license for 7:30 a.m. to 5:15 p.m.; ordered application for mod. license dismissed. Order Oct. 28.

Non-Docket Actions

AM GRANTS

KAFY Bakerfields, Calif.—Granted change of freq. from 1450 kc to 1500 kc, directional, and其它 allowances. Granted Oct. 28.

KFFW Fort Smith, Ark.—Granted switch from 1400 kc to 1320 kc, operate as non-commercial, educational station. Granted Oct. 28.

WATO Oak Ridge, Tenn.—Granted change from 1400 kc to 1450 kc, operate as non-commercial, educational station. Granted Oct. 28.

WLAQ Rome, Ga.—Granted switch from directional to fulltime operation, install directional antenna. Operating 1070 kc, 1 kc Oct. 28.

WREC Elvis, Miss.—Granted power boost to 5 kw using different directional antennas on 1230 kc. Granted Oct. 28.

Clifton, Ariz.—SanaguoBest Co., —Granted license to operate as non-commercial educational station on 1230 kc, fulltime, in the Phoenix area. Granted Oct. 28.


KBKI Alice, Tex.—Granted change from directional to fulltime operation, install directional antenna. Operating 1230 kc, 250 w fulltime. Granted Oct. 28.

KGBF Beloit, Wis.—Albany, N. Y.—Granted license to operate as non-commercial, educational station on 1230 kc, fulltime. Granted Oct. 28.

KEY El Dorado, Ariz.—Granted for KELA, Phoenix, Ariz.—Granted license to operate as non-commercial, educational station on 1230 kc, fulltime. Granted Oct. 28.

KBRT Santa Rosa, Calif.—Granted license to change main studio location.

WPQ Stroudsburg, Pa.—Granted for WPQ, New York.—Granted license for operation on 1380 kc 1 kw D.

WMUN Northport, NY.—Granted license to change freq. from 1380 kc to 1320 kc.

WPVO Santa Rosa, Calif.—Granted license to acquire mod. CE for completion of date Oct. 18.

The Journal Co. Milwaukee—Granted license for new FM broadcast station on the 25.0 kc band at Oct. 28.

K-DY-FM Holyoke, Mass.—Granted license for new FM broadcast station Ch. 250 (91.4 mc) at Oct. 28.

KTTM Springfield, Mo.—Granted license to specify days of operation on a fulltime basis. Granted Oct. 28.

WMUN—Granted license for non-commercial, educational station on 1320 kc, fulltime; estimated cost $68,500. Granted Oct. 28.

KIAG—Licensed to operate as non-commercial, educational station WPUS, 1050 kc, fulltime. Granted Oct. 28.

FCC ROUNDSUP

November 3 Decisions

BY COMMISSION EN BANC

WASK La Fayette, Ind.—Granted authority to temporarily from Frankfort, Ky., to California, for period of 30 days.

By the Secretary

WDWP Dawson, Ga.—Granted request for voluntary acquittal of license. Corporation purchased of 100 th common stock by Fred Stevens, president. Granted Oct. 28.

WLK-FM Williamsburg, Pa.—Granted license covering changes in FM station Ch. 241 (106.1 mc), to operating, 2 kw, 980 ft.


MDM Corp. Miami Beach, Fla.—Granted license covering changes for period of 30 days as shown: K-Florida, 1480 kc, to 3491 WCBW-TV, 9.3 kw.

FM Broadcasting Los Angeles (94.7 Chan. mod. 1 WTCN -TV WMAZ following, shown: K-Miami Beach, 1490 kc, to 3990 KTTS -FM 880 Mc, The Miami Beach, fulltime.

On 80.9 kmc. The existing station, WMJ, will also be assigned license to operate temporarily as a non-commercial, education station.

In Portland, Oreg., to operation of a third FM station. The new station concession. After the construction is completed or recons. the concession become effective.

On 90.3 kmc, WJBF-WM DetroifT, Michigan, to 5-29-59, an existing station.

On 98.7 kmc, WOBS-AM, Detroit, Mich., to 5-28-59, an existing station.

KONY Newport, Am.—Granted license for non-commercial, educational station on 1320 kc, fulltime.

WPVO Stroudsburg, Pa.—Granted license for WPQ, New York.—Granted license to mount FM an. present AM tower.

WHER Eugene, Or.—Granted mod. CP for extension of completion date to Oct. 18.

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KIAG—Licensed to operate as non-commercial, educational station WPUS, 1050 kc, fulltime. Granted Oct. 28.

Shamrock Best Co., Houston, Tex.—Granted mod. CP KXK 1035 kc, to 1380 kc, directional and other allowances. Granted Oct. 28.

WLBR Clarksburg, W. Va.—Granted license install new vertical antenna, change freq. from 1500 to 1560 kc, fulltime.

WMCU Berlin, N. H.—Granted CP install new trans. and make changes in ground location.

WSDT Essex, Md.—Granted CP make changes in presently licensed vertical.

WEFC Cicero, III.—Granted mod. CP to install new trans. and change location.

KVGO Missoula, Mont.—Granted mod. CP change tower trans.

CONTINUITY WRITER

Good Opening

Southeastern Michigan

BOX 131D. BROADCASTING

ACTION ON MOTIONS

(By Commissioner Sterling)


KEMF Meadville, Pa.—Granted license for operation of radio station on 1490 kc, fulltime.

Lipari, Inc., Janesville, Wis.—Granted license to operate as a non-commercial, educational station on 1490 kc, fulltime. Granted Oct. 28.

THERM REACHES OUT

El Paso Southwest Market with strong power, and a good signal. This, plus the known pulling power of CBS, assures you more dollars per dollar on KROD. KROD is the Key Station of the Southwest Network, the far-west link of the Lone Star Chain. Better book time on KROD today.

Roderick Broadcasting Corp.

Dorance D. Roderick

President

Val Lawrence

Vice-Par. & Gen. Mgr.

Represented Nationally by Taylor-Borror & Company, Inc.

FCC Roundup
(Continued from page 79)
Transfer Grants Cont.

each; Edward and Walter Thomas, 19¢ each; John Foothill, 0.8¢; Herbert Whel, 0.5¢; Estate of Earl Groth, 4¢, and Earl Groth Jr., 0.5¢. Granted Oct. 28.

WORD-AM-FM Fremont, Ohio--Grant of permission to transfer license from Robert F. Wolfe and Margaret Wolfe, sole owners, to new firm in which they receive 10.3% remaining stock is granted. Granted to Robert F. Wolfe Co., permittee firm which also is in office equipment and paper business, also in Fremont; 780 Huse.

WAGL Norfolk, Neb.--Granted transfer of ownership to new firm in which it has 37% interest. Granted to WAGL Norfolk, Inc., also in Norfolk.

New Applications

TRANSFER REQUESTS
KELP El Paso, Tex.--Transfer of control of Paso Bestg. Co., Inc., license, from Ed V. Mead, Lewis O. Hamby, and J. T. Carroll, equal owners, to Richley Evangelistic Assn., for $40,000. Transfer of non-profit religious organization head ed by Richley, a layman, pastor, and president of Evangelical Temple Church, of which Richley is associ ated with Mr. Richley are Andrew J. Rich ley, P. F. Richley and Leonard Rich ley. KELP is assigned 1 kw on 780 Hertz.

WHCC Waynesville, N.C.--Assignment of license of Smoky Mountain Bestg. Inc., to WHCC, 10 kw, a new firm. The acquisition of Smoky Mountain Bestg., in deed to, is by agreement with First National Bank of Waynesville, is headed by Holt McPherson, 25% owner. WHOH Shelby, N. C., 92.7% owner. Others involved are: WHCJ manager; Carolyn F. Phillips, office manager, and Frank Wilber, engineer.

There's a New Look in Northeastern Ohio

IT'S A NEW LOOK because... It is a small, but a refreshing, result from today's more conservative ad exp enditures.

IT'S A BOLD LOOK because... The pattern no longer follows old-fashioned and outdated traditions in time-buying.

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

1. A station 58 miles from us increased its power and therefore a station 24 miles from us last month doubled its audience in the Canton Market.

2. Another station 58 miles from us last year increased its power and therefore lost several percentage points in the Akron market due to silence ratings.

3. WHIC increased its power to 3,000 watts... became an affiliate of ABC... and therefore increased its 24 miles from us last year, doubling its Canton Market audience.

RESULT:

WHIC in Canton is now the station that can completely cover the State of OHIO because WHIC has gained considerable audience, while listeners in all other stations have split seven ways.

Check This Out:

... Brand New Hooplaing...
... New listeners of less cost...
... Retail management that will hold firm...
... Local promotion that sells...

ASK WHBC CANTON about the NEW BOLD LOOK in NORTHEASTERN OHIO

WHIC is assigned 250 w on 1400 kc. Filed Oct. 19.

WREV Reidsville, N.C.--Assignment of permit of W. M. Oliver and C. B. Oliver, 7 kw, to The Reidsville Times, non-profit newspaper to new corporation of same name and same interest. No money involved. Filed Oct. 25.


WQNX Coquille, Ore--Assignment of license from William F. Walsh and Robert D. Clegg, 500 Hertz, to KWRO Bestg. Corp., same owners. No money involved. KWRO assigned 15 kw on 1420 Hertz.

In San Francisco--Assignment of permit for 56 kw on 1400 to CBS/KRCB San Francisco. KRCB to give up grant for 500 kw, on which KFSF is operating. See story Broadcasting Oct. 31. Filed Oct. 25.

KKRE Grand Junction, Colo.--Assignment of license from R. G. Howell and Charles Howell d/b as Western Slope Bestg. Co., to new corporation of same name and same interest. No money involved. KREK assigned 7 kw on 1520 Hertz.

STRIKE VOTE

Called by Chicago IBEW

STRIKE vote against four Chicago independent stations has been called by 40 broadcast engineers, members of Local 1220, International Brotherhood of Electrical Workers (AFIL). It is understood the strike date will be set if the outcome of the proposed meeting with management next week for higher wages, which has been approved unsatisfactory to the union.

Engineers at WJJD (Marshall Field), WIND (Daily News), WGES, through union labor relations consultant, David Dolnick, have been negotiating more than two years with NBC to try to get higher wages. Scale now is $92.50 weekly. Local 1220 seeks an "equitable" increase, but has asked no specific sum. Managers of the stations are understood to be represented in negotiations by WIND attorneys. They are reported to have offered $2.50 per week for men at WIND, WGES and WAFA, and $3.50 at WJJD, which is a 50 kw outlet. IBEW has engineers at 10 other Chicago stations. Ralph Atlass, manager of WIND, confirmed that a "strike order" had been made. He added that WIND has a higher scale for engineers than for any station peripheral, including NBC and WGES announcers. None of the stations was notified of the strike vote officially.

FCC Network Review
(Continued from page 28)

involve complaints filed by WING Dayton, WJW Cleveland, and KPRO-Oakland, Calif., charging the network with violating FCC network rules. In NBC's case, the "question" relates to a telegram sent by Administrative Vice President Sidney A. Strothkamp, NBC, to KHQ Spokane, during negotiations over a program to be broadcast in station (non-option) time. The。”

FCC told NBC that this "testimony [with respect to the telegram] would appear to present a substantial question as to whether the NBC has violated or attempted to induce or coerce its affiliate to violate certain of the Commission's Chain Broadcasting Regulations." The Don Lee case, in January 1947, involves charges--denied by the network--relating to affiliate relationships with respect to rules on option time, exclusive affiliations, territorial exclusivity, and rights of an affiliate to reject programs offered by a network.

The case, FCC said, is "presently pending before the Commission for decision."

It was considered unlikely, however, that any final action would be taken on it until Comr. Roseal H. Hyde returns permanently from the NABRA conference in Montreal. This seems unlikely before Thanksgiving at the earliest. Comr. Hyde presided in the Don Lee hearing and his colleagues presumably would want his views before reaching a final decision.

The Commission's letters to all three networks cited the tendency of the network to "speak for" stations' complaints. The ARS, contended, FCC pointed out, that network representation of affiliates in the sale of national spot advertising is—or should be—a violation of the network's rules.

If it is found not to be, the representatives organization asserted, then the network rules should be amended.

THE HASTE with which FCC dashed off its letters putting ABC, CBS, and NBC owned stations on temporary license (see story page 25) was self-evident. The three in the letters FCC referred to the National Assn. of Radio Station Representa tives only on the last time it did get the name right. The first two times the organization was called the National Assn. of Radio SPOT Repre sentatives.

RADIO AND AP

KANSAS GROUP COOPERATES

RADIO can make Associated Press a better service if stations give good service, Kansas AP Broadcasters were told at a recent meeting in Lawrence, Kan. Broadcasters were urged to get new stations in their territories to AP, thereby sharing an equal responsibility with newspapers in the exchange of news for AP members.

Featured speaker at the meeting of the year-old Kansas Assn. of AP Broadcasters was Dolph Simons, publisher of the Lawrence Journal-World, and chairman of the Kansas AP's continuing study committee.

A resolution pledging "ourselves collectively and individually to supply news of our territories" was adopted, as well as one expressing appreciation for AP bureau's work on behalf of radio.

Terri Minor, manager of KHK Hutchinson, was elected chairman of the state radio group and R. M. Seaton, KGGF Coffeyville, vice chairman.

In addition to Mr. Minor and Mr. Seaton, members of the AP News Bureau are: Bob Wells and Max Bicknell, KUWL Garden City; Dan Bellus, Claude Hughes and Hank Dau, KINW, McPherson; Tex Wilber spoon and Steve Maddern, KPBS Olath; Earl Melin, KAYS Kansas City; Olaf Seward, WIBW Topeka and KCKX Kansas City; George Alden, KINV Hutchinson; WIBW-FM, Kansas City; Thad M. Sanderson, KSEE Pittsburg; George Guow, KANS Wichita; Frank G. Gorrie, At Stine and Joe DeGeorge, Kansas City AP Bureau.

When it Changes, it's by Mollie

BLUEBIRD ON YOUR WINDOWSILL

In Kentucky:

Our Records:

Phil Reed--Dance-Tone 416; 101 Ranch Boys--Col. 20600; George Towne--Regent 153; Johnny Bond--MGM 10510; Kenny T. Walton--Cap. 57-40225; Ralph Flanagan--Bluebird 31-0001; Fred Martin--Vic. 20-3554; Doris Day--Col. 30611; Jim Murphey--KWWC 34037; Charlie Cavalleri--Dec. 14772; Wif Carter--Bluebird 58-0111.

On Transcriptions: Lawrence Welk--Standard.

Broadcast Music Inc. 550 Fifth Avenue New York 17, N.Y.

BROADCASTING & TELECASTING

Radio and AP

FCC Roundup

New Applications

Transfer Requests

There's a New Look in Northeastern Ohio

FCC Network Review

When It Changes, It's By Mollie

Bluebird On Your Windowsill

On Records:

Phil Reed--Dance-Tone 416; 101 Ranch Boys--Col. 20600; George Towne--Regent 153; Johnny Bond--MGM 10510; Kenny T. Walton--Cap. 57-40225; Ralph Flanagan--Bluebird 31-0001; Fred Martin--Vic. 20-3554; Doris Day--Col. 30611; Jim Murphey--KWWC 34037; Charlie Cavalleri--Dec. 14772; Wif Carter--Bluebird 58-0111.

On Transcriptions: Lawrence Welk--Standard.
JOLSON SIGNS

AL JOLSON, famed singer, and veteran of stage, screen and radio, has entered into an exclusive agreement with CBS for both radio and television appearances, the network announced last week. Mr. Jolson’s representative is the William Morris Agency.

The network said it had no plans as yet for a program starring Mr. Jolson. He will form the time being confine his CBS appearances to guest spots on radio and television shows, with his first engagement scheduled for November 5, November Bing Crosby program.

Salary terms of his contract with the network could not be learned.

The singer has not recently had his own program. He was starring on the Kraft show on NBC last year.

N. Y. Election

(Continued from page 24)

sens Committee For Lehman, $1,171; N. Y. State Democratic Committee For Dukes, $1,482; N. Y. Democratic State Committee For O’Dwyer, $1,979; Liberal Party, $405; Harlem Committee For Davis, $290.

Radio stations not releasing figures were WHOM New York, which claimed to have sold time for practically every candidate’s viewpoint, and WCBS New York.

Television stations reported the following advertising sales:

WJZ-TV — City-Wide Independent Citizens Committee for Lehman, $600 for a ten-minute program. Total, $600.

WBNW—Republican Fusion Party, 6 quarter hours, $3,500. Total, $3,500.

WPXM (TV) New York—Two one-minute announcements for Independent Citizens Committee For Lehman, $100 and one ten-minute program on behalf of Lehman totaled some $150.

WABD (AM) New York—One one-minute film and two one-minute announcements for Lehman totaled around $1,000.

ABC Stations—The Independent Citizens Committee For Dukes, $10,340; N. Y. State Republican Committee, $4,892; N. Y. State Democratic Committee, $4,106; AFL-CIO Joint Labor Committee, $1,928; N. Y. State Democratic Committee, $1,112; N. Y. State Democratic Committee, $1,104; AFL-CIO Joint Labor Committee, $1,306; National Congress of Parents and Teachers, $2,000; Democratic National Congress For Lehman, $1,740. Total: $21,144.

CBS State Network — Lehman, $9,950; Dukes, $6,670; State Democratic ticket, $850. Total, $17,470.

NBC State Network—Three programs, all purchased by Democratic Party on nine-station network. Total, $3,600.

MBS State Network—Month of October only. N. Y. State Republican Party, $3,594; Liberal Party, $1,669; N. Y. State Democratic State Committee For Lehman, $4,252; Independents Committee For Republicans, $2,116.

NBC Chicago and Central Div. Athletic Assn. have arranged series of six weekly classes in various phases of broadcasting for employes of employes free of charge. Classes are taught by top personnel in different divisions.

BROADCASTING • Telecasting

LORAIN ‘JOURNAL’ Government Suit Nears Hearing

THE PRECEDENT anti-trust suit by the Lorain, Ohio, Journal for alleging that WEOL Elyria-Lorain moved one step closer yesterday to the government filed its detailed Horvitz, Journal publisher, tendered an opposing affidavit.

No further steps ensue until hearing is held Nov. 16 in U. S. District Court at Cleveland on the Justice Dept’s request for an injunction in the suit, the first such entered on record. Under the law, time for practically all lettings of the company, the suit was begun last December when a newspaper and radio station were begun.

The company has charged, among other things, that the Journal is struggling to protect the Lorain Journal, for the protection of which it has been excluded from the Lorain market. The Journal’s entry into the Lorain market to the interest of local business houses. To accomplish this, the Journal was to build up the Lorain market by encouraging patronage in local advertising and by supporting local advertisers, by attempting to attract business away from the Lorain Journal, by withdrawing business from the Lorain Journal.

Based upon the belief that a strong healthy business and shopping district is important to the well-being and continued growth and development of the community and that anything that tends to impair the community’s business is detrimental to that well-being, it is the policy of the Lorain Journal to protect the Lorain market to the best of its ability by applying the competitive policy as follows:

1. No newspaper or other advertiser in the Lorain Journal will be subjected to any restraint or prohibition.

2. The Journal will be permitted to advertise in any newspaper or other medium, whether national or local, that is not violating the Lorain Journal’s policy.

3. The Journal will be permitted to withdraw business from any newspaper or other medium that is not violating the Lorain Journal’s policy.

4. The Journal will be permitted to withdraw business from any newspaper or other medium that is not violating the Lorain Journal’s policy.

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30. The Journal will be permitted to withdraw business from any newspaper or other medium that is not violating the Lorain Journal’s policy.

Indicating the Journal believes “it has an obligation not to use its entry into the homes of its readers to introduce advertisements that it considers offensive, in poor taste, false, misleading, or opposed to public policy or the best interest of the community,” Mr. Horvitz added he believed all employes have upheld the policy.

He said they have executed “to legitimate and ethical practices customarily engaged in by many newspapers in this vicinity and elsewhere to forward the local interest of the community and, consequently, the newspaper business.”

The government’s brief, answering the Journal’s opposition and supporting its initial suit and request for preliminary injunction to desist from the paper’s alleged advertising, asserted the case fell within Sherman Act jurisdiction since both newspaper publishing and radio broadcasting are interstate commerce. Other court decisions were cited as authority.

The brief further contended that Mr. Horvitz’ statements in themselves supported the government’s contentions of anti-trust law violation and that the publisher failed to answer many of the complaints offered by local merchants.

To Journal contentions that free speech was being tampered with, the brief replied: “That the First Amendment be applied to strike down a non-discriminatory regulation of commerce whose objective is the removal of restraints on the distribution of news, advertising and other information is . . . to belittle the great historic experience on which the framers based the safeguards of the First Amendment.” It continued, “So far as the concept of the freedom of the press is at all relevant here, it may fairly be said that the relief sought is in the interest of greater, and not less, freedom.

A trader engaged in private business has the right freely to exercise his own independent discretion as to parties with whom he will deal,” the government brief said, “but in any event, this right exists only when there is no purpose to create or maintain a monopoly.” The brief alleged the Journal “did go beyond the exercise of this right and combined to restrain and to monopolize interstate commerce.”

KING Appoints Blair

KING Seattle has appointed John Blair & Co. as its national representative, effective November 1, it was announced last week by Station Manager Hugh Feltis. KING, an independent, went to 50 kw on 1090 kc April 1. Mrs. Dorothy Bullitt of Seattle is principal stockholder, and Henry B. Owen is president.

November 7, 1949 • Page 81
FULLTIME GRANTED ‘TIMES-PICTUCYNE’ STATION

FOUR NEW AM stations and one noncommercial FM outlet granted by FCC Friday. WTPS New Orleans awarded power boost on 940 kc from 1 kw day only to 1 kw day, 500 w night directional. New station grants:

Jefferson City, Mo.—Missouri Central Best, granted 906 kc, 250 w day; estimated cost $14,000.

Co-partners in the application are transmitter engineer, and Robert F. Fox, ex-president of the St. Louis & San Diego Phone Co., 32nd St., St. Louis, Missouri, and ex-secretary-treasurer.

Plattsburg, N. Y.—Clinton County Best, Corp., granted 1340 kc, 250 w fulltime; estimated cost $16,943.

Oshkosh, Wis.—Wisconsin Continental Best, incorporated, H. Cheston, ex-president, Croquet, Minn.; 50 kw, $15,400.

Dallas, Texas—Texas Trade School, granted noncommercial educational FM Channel 203 (88.5 mc) with 10 w; estimated cost $4,915.

WBAP-TV PATENT CASE MAY SOLVE LEGAL PROBLEM

CLARIFICATION of Patent Office policy on registration of television service marks was foreseen Friday following formal application—reportedly first of its kind in TV—filed by WBAP-TV Ft. Worth. Application is for registration of “See-Saw-Zoo” as title of TV film series, and of its various characters.

In support of applications Harry P. Warner, of Washington law firm of Segal, Smith & Hennessey, submitted 50-page brief tracing history of trademark law and arguing for broad registration. Warner, 1946 Lanham Trade-Mark Act with respect to registrability in radio and television. He said Patent Office counsel is inclined “to adopt a restrictive definition of both service marks in general and radio marks in particular.”

Lanham Act, Mr. Warner noted, defines “service mark” as “a mark used in the sale or advertising of services to identify the services of one person and distinguish them from the services of others and includes without limitation the marks, names, symbols, titles, designations, slogans, characters, names, and distinctive features of radio or other advertising used in commerce.”

He contended radio and TV do render “service” within meaning of law, despite Patent Office denial on this regard, and do meet other registration requirements. Congress, he argued, intended law to permit registration of “distinctive” program names, theme music, identifying slogans and sound effects, call letters, singing commercials, and “all distinctive characters on radio and television programs who may employ distinctive voice, dialect, mannerisms or slogans.”

GETS AGENCY MEDIA POST

MIRIAM HURLEY, formerly with Newell-Emmett Co. and Pedlar & Ryan, New York, has joined Doyle Dane Bernbach Inc., also New York, as space and time buyer.

PILGRIM GROUP FAVORED AS WORL SUCCESSOR

WITH side blast at foreign-language programs as means of teaching English and fostering national unity, FCC Examiner Hugh B. Hutchison last Friday nominated Pilgrim Broadcasting Co., owned by 22 Boston area business and professional men, as successor to WORL Boston. WORL’s license renewal application was denied in 1947 for alleged concealment of ownership and station ceased operations last May 30th.

Examiner Hutchison’s initial decision, subject to review by FCC upon request, chose Pilgrim broadcasting over four other applicants for WORL’s frequency—550 kc—with 5 kw, day only. Choice was based on finding that Pilgrim possessed greater familiarity with local interests and broadcast needs.

In aittal of one applicant’s proposal to carry three hours of foreign language programs daily to encourage these groups to learn English, Mr. Hutchison said:

Cultural, such programs may tend to destroy all incentive to learn English, to anchor these groups to the traditions, customs and institutions of the countries from which they originate, to force them a consciousness of racial separation which will not conducive to assimilation into our national life or indeed conducive with our American ideal of national-wide unity of all groups and classes of citizens on an equal basis.

Chief stockholders of Pilgrim, with 10% each, are Boston attorneys Frederick W. Roche and Richard Maguire. Others (4% each) include Arthur H. Hallor, WMBS Boston time salesmen, who would manage new station, and following:


Applicants who would be denied under examiner’s decision are Beacon Broadcasting Co., which includes former broadcaster George H. Jaspert; Boston Radio Co, controlled (61% ) by former Alien Property Custodian James N. Neill, former manager of Dumont TV Network, as one-third owner; Joseph Solimene, who advanced foreign-language proposal; Bunker Hill Broadcasting Co. Sixth applicant, Continental Television Corp., did not appear at hearing held in 1947-48.

GETS KXXX CONTROL

KXXX Colby, Kan., granted acquisition of control Friday by FCC by John B. Hughes, owner of 300 of 650 total shares, through purchase of 50 shares ($100 par) held by Robert H. Nugent. Mr. Hughes becomes 55% owner.

KYW SCREENS 900

AFTER auditioning 900 candidates for feminine disc jockey post, KYW Philadelphia signed Marjorie Wieting, 26-year-old housewife of Pennsylvania, to mother of two children, for 13-month midweek night. Of 1300 girls who applied to station, 900 actually faced auditions with 60 semi-finalists competing for final elimination in which 12 competed.
Satisfied Sponsors Are Renewing "The KMBC-KFRM Team" Features

Best proof of any broadcaster's effectiveness in the market served is renewal of contracts by sponsors who are pleased with the results of their programs.

The KMBC-KFRM Team, serving Kansas City's vast Primary Trade area, has had numerous renewals by satisfied sponsors since KFRM went on the air December 7, 1947. Among these enthusiastic users of "The Team" are advertisers that sponsor several types of programs.

Farm Director Phil Evans presents the Grain, Produce and Poultry markets each week-day at 12:30 p.m., sponsored by Peppard Seed Company. Peppard has again renewed this important daily trade area program, this time for another year!

Western Mercantile Company recently renewed for a second year their Livestock Marketcasts with Bob Riley. Of vital importance to growers, feeders and all involved in livestock marketing, these Marketcasts are presented each week-day at 12:30 p.m. direct from the Kansas City Stockyards.

Brush Creek Follies, the Heart of America's biggest radio-stage hit, on the air for an hour and a quarter every Saturday night on KMBC (Sunday afternoons on KFRM) is a sell-out to advertisers and to the thousands who attend the show every Saturday night! Summer sponsors of the Follies include Franklin Ice Cream Company, Richmade Margarine and Rodeo Meat products. Newcomers to Brush Creek Follies are Spear Brand Feeds and Butter Nut Coffee, who snapped up the two remaining quarter hours of this great hit show!

General Electric Radio Dealers will again sponsor Sam Moen's play-by-play description of eleven "Big 7" Highlight Football games on The KMBC-KFRM Team this fall.

With The KMBC-KFRM Team's complete, economical and effective coverage of the vast Kansas City Primary Trade area, plus top listener preference, and with satisfied sponsors renewing "Team" features, it's no wonder we're proud of the fact that The Team's audience in Kansas City's Primary Trade area is outstandingly first!

OVER A MILLION RADIO FAMILIES IN "TEAM" PRIMARY COVERAGE AREA

In serving Kansas City's vast Primary Trade territory, The KMBC-KFRM Team provides a clear, strong signal to over Four Million potential listeners! Latest population figures reveal 3,970,100 people living within the primary half-millivolt coverage area of The Team. An estimated Quarter Million people outside the half-millivolt area can also hear KMBC or KFRM clearly!

The KMBC-KFRM Team transmitting stations were specially designed to provide radio service throughout Kansas City's Primary Trade area covering the states of Kansas, Missouri, Iowa, Nebraska and portions of adjoining states.

These same population figures reveal that there are 1,159,740 radio families within The Team's half-millivolt coverage area, living in 202 counties in the states named above.

In providing radio service direct from Kansas City, The Team reaches the $4,739,317,000 area market, which for years has regarded Kansas City as its trade capital. This much needed radio broadcasting service provided by "The Team" includes livestock and grain reports, plus other informational farm features, newscasts, women's programs, as well as outstanding educational and entertainment features. As an advertiser you're interested in this rich agricultural Heart of America. To get the most effective, complete and economical coverage, plus top listener affection, choose The KMBC-KFRM Team!
It's impossible*

You can't cover California's Bonanza Beeline without on-the-spot radio

Don't be out on the sidelines in the Beeline. Be sure you use on-the-spot radio. Because Beeliners -- living in inland California and western Nevada -- naturally prefer their own local stations to outside stations.

So to cover the Beeline -- where buying power tops $3 billion ... and total retail sales are twice as high as Baltimore's -- use those local stations that use the five BEELINE stations.

Each one is in a major Beeline shopping center. With all five, you blanket the whole Beeline. Individually, each does a top job in its own area. For example, KFBK -- the 50,000 watt station in Sacramento -- gives you solid coverage of the whole 19-county Sacramento market.

Sales Manager: ALTON SLOAN
Marketing Director: HERBERT M. TRANTE

KFBK
Sacramento (ABC)
50,000 watts 1530 kc.

KOH
Reno (NBC)
1000 watts 1530 kc.

KERN
Bakersfield (CBS)
1000 watts 1410 kc.

KWG
Stockton (ABC)
250 watts 1230 kc.

KMJ
Fresno (NBC)
5000 watts 1390 kc.