Real reasons
for listening
...and using

CHICAGO'S family
RADIO STATION

1. Enoch Squires, the Prairie Traveller, radio's most unusual program—daily on WLS.
2. Larry McDonald, whose Farm Bulletin Board is an outstanding early morning farm service.
3. Mrs. Josephine Weizler, whose School Time won NBC Citation and the DuPont Award.
4. Bob Atcher, whose genial personality and folk-ballad singing sells for two morning sponsors and highlights the Barn Dance.
5. Dolph Hewitt, newest RCA Victor Recording artist, a morning feature and a Barn Dance star.
6. Captain Stubby and Buccaneers—more music per man per minute. Daily on WLS plus Saturday nights WLS-ABC.

A Clear Channel Station

890 Kilocycles • 50,000 Watts • ABC Affiliate • Represented by John Blair & Co.

IN THIS ISSUE: STANDARD OIL OF CALIFORNIA'S PUBLIC SERVICE
Can polio be cured by radio? Yes! WHAS gave a good example of bare knuckle fighting when it picked up the pieces of the recent Kentuckiana emergency fund-raising campaign and sparked it to success with “Polio Dollar Day”. For over 24 hours—starting at 5 a.m., WHAS focused its entire facilities on polio fund raising. Spots and transcribed pleas by child patients were used, also a documentary. At regular sign-off time an all-night, live-talent show took over. Day’s result: total listener contributions of over $14,000.

Can tobacco be raised by radio? Yes! A year ago WHAS inaugurated a series of weekly “lessons” on raising tobacco, Kentucky’s largest single crop. (Value: $225,000,000.) Prepared in cooperation with the University of Kentucky College of Agriculture, each program is timed to the current phase of the year-round job of tobacco farming. Recordings in the field, talks by specialists, narration and question sessions are used. Result: greater coordination in producing the world’s finest and largest burley crop.

Can fire-prevention be “sold” by radio? Yes! Kentucky State Fire Marshal W. L. Martin asked WHAS for help in impressing Kentucky with the importance of fire safety in the schools. Result: a broadcast that was required listening in every one of Kentucky’s 5,665 schools. During the program, “A Chance to Live”, an alarm was broadcast signaling a state-wide fire drill of over 600,000 school children. It was one of the largest simultaneous fire drills ever conducted.
Last spring, Armour selected Omaha as one of the two first Test Markets for Dial Soap. Omaha was selected because of its strategic geographic location and as being reasonably representative as far as economic level was concerned. To carry the spot schedule Armour chose the BIG station KFAB. Within thirteen weeks Dial had become a leading seller in the market. Success stories are not new with KFAB advertisers. KFAB, the BIG station, is a “natural”, not only for a “test” but also for year-around selling. The BIG station is the choice of salesmen who want to reach the most people with one vehicle in KFAB’s Midwest Empire of which Omaha is the BIG vocal point.*

*Retail Sales—over 2 billion.
Population—over 4 million.
Greater use of radio by department stores, which remains a viable way for broadcasters, particularly during the past decade, may get its biggest boost in months ahead. Victor M. Ratner, erstwhile ace CBS advertising and promotion executive, who holds similar status at R. H. Macy & Co., world's largest department store, will launch basic study of radio-department store relationship Jan. 1. He's now undergoing basic training at Macy's, which he joined three weeks ago.

There will be radio "knowhow" on House Lobbying Committee staff, expected to get under way at next session of Congress. Indications are that Lucien Hilmer, former assistant general counsel of FCC in charge of broadcasting (1940-42), will be named chief of staff of Buchanan committee working under Floyd J. Mattice, Justice Dept. criminal division attorney, already named general counsel for the investigation. Mr. Hilmer, 41, has had wide experience both in legislative and private law practice in Washington.

General Electric Co., Lamp Division, through BBDO, New York, preparing spot announcement campaign in 32 markets across country to start Nov. 29 for 26 weeks.

Announcement of organization of sales department in new radio network unit at NBC expected from Harry O. Bopp, now vice president in charge of sales of radio unity, this week (see story page 25). Gordon Mills, former business manager of Kudner Agency, New York, reportedly will join newly-created NABC Radio Div. sales department.

Simmering anguish of top movie interests over television's boxoffice inroads likely to come up at joint dinner of NAB and Motion Picture Assn. boards, slated Tuesday evening. Eric Johnston's group and NAB have enjoyed friendly relations. Other topics at dinner—state TV censorship and radio commentator's comments.

Private preview of new All-Radio Presentation, due for release early next year, vouch it's probably best commercial film ever produced. Intensive campaign for comprehensive showings of film under station auspices will begin as soon as prints become available.

American Tobacco Co., New York (Lucky Strike cigarettes), ready to sign contracts for hour-long television show through BBDO, New York. This will mark first video network show for Lucky to be placed through BBDO. N. W. Ayer & Son handles other TV campaigns while BBDO handles radio.

Ford Motor Co., Dearborn, will try scientific commercials for Kay Kyser show, to start on NBC-TV Dec. 1. Dr. Roy K. Marshall, physicist and astronomer, understood signed to (Continued on page 86)

News Department Is Divided by NBC

News department of NBC split Friday as latest step in reorganization of network (see early story page 25). William F. Brooks, vice president in charge of news and special events, named vice president in charge of news and special events of radio network unit. Francis C. McCall, former director of news and special events, appointed director of news and special events for television organization. Adolph J. Schenck, former director of television news and special events, named manager of operations of television news and special events department.

Sylvester L. (Pat) Weaver Jr., vice president in charge of television, said NBC's overseas news staff as well as news personnel at owned and operated stations would provide service for both radio and television organizations.

TBA Asks Ideas on How Freeze Can Be Lifted

Television Broadcasters Assn. preparing questionnaire for all TV licensees, CP holders and applicants asking for suggestions on getting FCC to lift freeze on new TV stations, Jack R. Poppele, of WOR New York, TBA president, said following board meeting Thursday.

Questionnaire, now being drafted by Mr. Poppele and Will Balfin, TBA secretary-treasurer, asks whether TV broadcasters would like to hold one-day meeting to discuss freeze lifting, which TBA board believes major problem confronting TV today.

TBA board took no stand on color, holding it to be matter of more concern at this time to proponents of various proposed color systems than to video broadcasters. Annual TBA members meeting will be held in New York Feb. 8, postponed two months from usual December meeting time to avoid conflict with FCC hearings in Washington. Robert Coe, manager of WPIX (TV) New York, elected to TBA board succeeding G. Emerson Markham who resigned when he left WRGB (TV) Schenectady to become NAB director of video.

Business Briefly

$250,000 Drive • R. C. W. Enterprises, Los Angeles (rubber toy animals), to spend $250,000 in current five-week nationwide campaign on 60 stations in 30 markets, using 10- and 15-minute programs. Agency, Cowan & Whitmire, Los Angeles.

This Is Why

KRLD

Is Your Best Buy

The May through September '49

HOOPER Says:

KRLD is FIRST

3 out of 5

in DALLAS

—here's the score:

KRLD is FIRST in

1. Week Day Morning: (Monday Through Friday)
   8:00 AM - 12 Noon

2. Evening: (Sunday Through Saturday)
   6:00 PM - 10:30 PM

3. Saturday Daytime: 8:00 AM - 6:00 PM

KRLD-TV is almost here!

Just two or three weeks to wait!
Check Branham for the final opening date!

50,000 WATTS
DAY & NIGHT

BMB DAY 692,670
NIGHT 842,560

The TIMES HERALD Station
* CBS *

The Branham Company Exclusive Representatives
For an advertiser: selling books at $3.98
WIP produced last month... but good!
Prepared to spend up to $1.40 per
order, the sponsor sold plenty of books
at less than $60 per order. So of course
he quickly changed his four week con-
tract to twelve-six! What do you have
to sell?

Example

# 19

For an advertiser: selling books at $3.98
WIP produced last month... but good!
Prepared to spend up to $1.40 per
order, the sponsor sold plenty of books
at less than $60 per order. So of course
he quickly changed his four week con-
tract to twelve-six! What do you have
to sell?

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# 19

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order, the sponsor sold plenty of books
at less than $60 per order. So of course
he quickly changed his four week con-
tract to twelve-six! What do you have
to sell?
At a time when many cities in the country, including representative ones in the Southwest, are experiencing a "leveling-off" reaction in business, TULSA remains in the PLUS COLUMN, according to latest figures released by the U. S. Department of Commerce on total retail trade. Advertising dollars placed in Tulsa with the Southwest's most potent advertising medium — KVOO — is not an "expenditure" or an "experiment." It is a SOUND INVESTMENT!

Year In, Year Out, Advertisers Know They Can Always Count on KVOO!

TULSA — OIL CAPITAL OF THE WORLD

Total retail trade for the first eight months of 1949, as compared with the same period last year, shows TULSA to be the SUNNY SPOT IN THE SOUTHWEST! The following figures, percentage change in sales, were furnished by the United States Department of Commerce in its "Monthly Retail Trade Report," released September 27:

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<tr>
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<td>-3</td>
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</table>

RADIO STATION KVOO
EDWARD PETRY AND CO., INC. NATIONAL REPRESENTATIVES

50,000 WATTS
OKLAHOMA'S GREATEST STATION
TULSA, OKLA.
**What’s the big idea?**

Here’s a big idea that gets big listening. Take a spine-chilling Columbia Pacific mystery show. Give it the advantage of Columbia preparation and production. Then put it in a sequence of shows that defies competition.

That’s what we’ve done with *Jeff Regan* . . . a new Columbia Pacific thriller with enough polish and punch to rate a place in Columbia’s superlative Wednesday evening line-up.
Superlative? Yes! Dr. Christian, Groucho Marx, Bing Crosby, Burns & Allen and Jeff Regan are all on Columbia Pacific on Wednesday night.

A big show in big company is definitely a big idea.

What’s in it for you? This... Jeff Regan is for sale. This means that you can tell your sales story to one of the biggest audiences in radio... the audience that listens to Columbia Pacific on Wednesday night.

There's a Big Idea for you. Call us, or Radio Sales.

Columbia Pacific - the idea network
Prudential’s Radio Story

EDITOR, Broadcasting:
Everyone here—me especially—has been enormously pleased with the accuracy and thoroughness with which you covered the Prudential story in your Oct. 31 issue.

I understand that the folks at the Prudential are also pleased. . . .

Mike Carlock
Vice Pres. Benton & Bowles
New York

Open Mike

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

Open Mike

Dear Sirs,

I have always suspected that your past attempts to kick me downstairs were merely coy demonstrations of your affection.

But as a long-time opponent of extravagant advertising claims, I should be consistent even where I am the beneficiary. I am afraid that the true situation is more nearly as follows:

This Blue Book Boy has stopped blowing his horn.

The sheep follow Justin, TV’s full of corn.

But from the Blue Book Boy you could hear nary a peep.

He’s turned off his radio and gone sound to sleep.

But it’s cheering to learn from your pages complete,

Though the Commission’s less eager to bait or browbeat,

That the horn is not broken and that Harry and Ben,

And the rest of the lawyers, to your great chagrin,

Can still sound a note when the occasion arises

That causes alarm and even surprises.

To those who had hoped the Blue Book was all white,

And that Wayne and his fellows would all say goodnight,

and the folks at the Prudential are also pleased. . . .

Mike Carlock
Vice Pres. Benton & Bowles
New York

Blue Book Boy

EDITOR, Broadcasting:

Thanks very much for the wonderful ad contained in your editorial of Nov. 7, 1949. BBDO could not have done a better job. And I get it free! The Law Bureau dominates the Commission and I dominate the Law Bureau! What more

There’s peak prosperity among the 1,202-612 farm folks in WIBW-land. For the eighth consecutive year, barns, cribs, and granaries are overflowing. Guaranteed prices assure enviable profits. Wheat, for example, is 30% higher than its 10-year average.

Kansas and adjoining states offer you every-
thing you could hope for in a market. And, as always, WIBW is the most powerful, personalized selling influence you can possibly use to reach these eager-to-buy farm families.

Let us prove it by building increased distribution . . . brand preference . . . and MORE SALES FOR YOUR PRODUCT.

WIBW

SERVING AND SELLING

"THE MAGIC CIRCLE"

WIBW • TOPEKA, KANSAS • WIBW-FM

Rep: Capper Publications, Inc. • Ben Ludy, Gen. Mgr. • WIBW • KCEN

Nov. 7

Washington, D. C.

EDITOR’S NOTE: The above communication was inspired by the editorial "What Makes FIC Run?" (BROADCASTING, Nov. 7). It appears as far left in Open Mike as possible under makeup limitations. To uninformed readers (let it be known that Mr. Durr served on the FCC from 1941 until 1948, that he fostered many projects, which, to this editor, seemed geared toward government ownership and operation. * * *)

Thanks From NARSR

EDITOR, Broadcasting:
Please accept my sincere thanks and genuine appreciation for the generous space you devoted to the picture and story about the NARSR Spot Radio Estimator in the Monday, Oct. 31, issue of Broadcasting.

Believe me, every member of NARSR is aware of and equally appreciative of this support of the project.

Your support seems to me to be typical of the help and encouragement that you have given similar projects designed to improve the business of broadcasting and increase the use of broadcast advertising. All of the members of NARSR are conscious of this important role that Broadcasting plays in the everyday business of radio. What’s more, we have seen that role enlarged and increased as the years went by. And it makes us proud of you and Broadcasting.

Lewis H. Avery
Avery-Knobil Inc
New York

Questions FM to Cuba

EDITOR, Broadcasting:

Were it not for the seriousness of the Narba situation, those of us who have pioneered the development of FM broadcasting in this country would regard with much amazement the proposition set forth in your last issue (Nov. 7) under Closely Cynically, that Cuba turn to FM (as a solution of the U. S. A. M.'s interference problems) and that "something akin to lend lease be devised whereby our manufacturers would provide necessary transmitters and receivers for export."

For your information let me say that over six months ago a private "lend lease" offer of a 10 kw FM transmitter was made by me for use in Cuban broadcasting. To date the offer, although still open, has not been accepted.

With a relatively small part of the manufacturing industry in the United States engaged in filling the unlimited market for inexpensive (and genuine) FM receivers in this country, can anyone seriously believe that "lend lease" would pro-

(Continued on page 48)
Radio ratings until now have measured only the use of radio sets in the home. Everyone knows that there is considerable listening to the radio out of the home—in automobiles, at work, in bars and restaurants, and many other places.

For the first time all out-of-home listening in a community has been measured—PULSE has done it for New York!

For the first time PULSE has done it, using a common base so that out-of-home listening can be combined with at-home listening to obtain the TOTAL MEASURE OF THE RADIO AUDIENCE!

The size of the out-of-home audience ranges hourly from 3 percent to 58 percent of the at-home audience. Advertisers are going to find exciting, additional value in certain times, programs and stations.

On an over-all average, out-of-home listening adds 19 percent to the at-home audience each quarter-hour on weekdays, and 24 percent on Sundays. In effect, the radio stations in New York have been giving their advertisers a huge bonus.

Radio has always been fabulously low in cost in number of people reached at-home. The PULSE study of out-of-home listening reveals that radio's actual audience is considerably larger and, therefore, its cost is considerably lower. It is high time for radio to claim full credit for its total audience—out-of-home as well as at-home.

Write for your copy of the detailed findings of the first comprehensive measurement of the radio audience—"Report No. 1 TOTAL RADIO LISTENING IN THE NEW YORK AREA."

WNEW, 565 FIFTH AVENUE, NEW YORK 17, N. Y.
NOW MIAMI'S
One of Dixie's Key Markets

With Dade County's (Miami's immediate trading area) population in excess of 500,000...you can't look at Miami as you did in 1940. You gotta' view it as a fast growing market, with normal, year-round activity...plus a tremendous influx of tourists' and new home seekers. Yes! Miami's grown up...and takes its place among the Key Markets in the South!

To be sure of your quota of sales in this expanding, solid Key Market...get in it and stay in it! And, the deeper you dig into the facts and figures, the more sure you are to choose WIOD to air your wares and services. For detailed information, check with our Rep...

George P. Hollingbery Co.

* Tourist inquiries September '49 up more than 15% over 1948!

James M. LeGate, General Manager

5,000 WATTS - 610 KC - NBC

SOUTHWEST VIRGINIA'S PIONEER RADIO STATION

BUSINESS is GOOD!

*January through September, 1949, the Roanoke Market appeared among the Top Ten in the U. S. three times:

  5th in March
  8th in April
  6th in September

**Roanoke, same nine months, was a Virginia Preferred-City-of-the-Month every month. Business is UP 4½% over the same period in 1948!

WDBJ is a preferred medium in a year-round preferred market! Ask Free & Peters!

* Rand-McNally
** Sales Management

P.

DUFF & SONS Inc., Pittsburgh (read-to-bake mixes), appoints Ted Bates Inc. to handle advertising, effective Jan. 1. Firm now using radio spots in various areas.


MIDWEST STORES, Chicago cooperative of 500 independent food shops, sponsoring Shopping is Fun on WBBB (TV) Chicago Friday, 9:30 to 10 a.m. CST (started Nov. 11). Agency, Proksa, Pelliss & Proksa, producer, Service Unlimited, both Chicago.

WASHINGTON STATE ADV. COMMISSION re-appointed Mac Wilkins, Cole & Weber, Seattle, to handle account until January 1951 (BROADCASTING, June 26, Aug. 22). Lee Jacobii is account executive. Radio used on regional spot basis.


W. T. GRANT Co., Syracuse, N. Y. (department store), Nov. 11 began What's New at Grant's Fri. 8:46 p.m. on WHEN (TV) Syracuse. New products, fashion trends, store employees featured on show.

MINNEAPOLIS BREWING Co., through BBDO New York, will sponsor telecasts of 16 basketball games of the World Champion Minneapolis Lakers on behalf of Grain Belt Beer. Games will be telecast on WTCN-TV Minneapolis.

LOUIS MILANI GOODS Inc., Los Angeles, to introduce new seasoning product, Charcol-It, starts eight-week test campaign on four Los Angeles television stations: Two weekly film spots on KTT (TV), KECA-TV, KNBH (TV), and five participations weekly on KFI-TV. TV is in addition to 30 spots weekly on four a.m. stations: KNX KFWB KLAC KMPC. Agency: Jordon Co., Los Angeles.

UNITED FLOURITS TRADES Inc., representing 1,104 growers, 898 retailers and 52 wholesalers, conducting campaign on "take-home specials" of $1.50 to $2 bouquets and $1 to $1.50 corsages. Ruthrauff & Ryan, New York, group's agency in New York area, has scheduled announcements on half-dozen Manhattan stations.


JOSEPH SCHLITZ BREWING Co., Milwaukee, names International Division of Young & Rubicam, New York, to handle export advertising.

THROWSTERS GROUP of National Federation of Textiles names H. B. LeQuatte Inc., New York, to promote use of twisted nylon in women's hosiery. Mary Margaret McBride, used on WNBC New York and on WGN Chicago when she broadcasts from that station.

JUDD WATER HEATER Co., Oakland, launches campaign to plug its new Clothes Line radiator, aid for housewives. Radio will be used on national scale. Agency: Garfeld & Guild, San Francisco.

ROCHESTER GAS & ELECTRIC Co., Rochester, N. Y., signs for Sun. 6-6:20 p.m. Telenews-INS weekly news review on WHAM-TV Rochester effective Dec. 15.


MARS Inc., Chicago (candy), renews Monday segment of Howdy Doody (five a week, 4:30 p.m. CST) on NBC-TV for 26 weeks from Dec. 5 through Grant Adv. same city.

Adpeople

HARRY DEINES, former vice president of Fuller and Smith and Ross, Chicago, appointed advertising and sales promotion manager of Westinghouse Electric Corp.

Page 12 • November 14, 1949
Right here in America we have the world's greatest system of heavy-duty highways—steel highways that don't cost the taxpayer a dime.

These highways—the 383,000 miles of railroad track in the United States—are always at your service, in any season of the year, to carry you or your freight to any part of the continent.

To improve these highways—and to add new and better cars and locomotives to serve you still better—the railroads have spent, since the close of the war, more than \( \frac{31}{2} \) billion dollars.

And the more the ample capacity of these special steel highways is used to carry the commerce of the nation, the less the wear and damage on the public highways, the lower the cost of their repair and rebuilding—and the greater the safety and convenience with which you and your car can use them.
Yes, Spot Radio does cost less today! This new Free & Peters study tells how and why—gives analyses of radio values that you'll find deeply interesting. Write or phone for your copy, now!

FREE & PETERS, INC.
Pioneer Radio and Television Station Representatives
Since 1932

ATLANTA     DETROIT     FT. WORTH     HOLLYWOOD     SAN FRANCISCO
### EAST, SOUTHEAST

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### MIDWEST, SOUTHWEST

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### MOUNTAIN AND WEST

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<td>KIRO</td>
<td>Seattle</td>
<td>CBS</td>
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*KCP* indicates a different classification or power.
The cold facts are these: Colfax and 1058 other communities in WMTland (within our 2.5 mv line) add up to a potential market of 1,121,782 people in the heart of the richest farming area in the world. Iowa's 1948 per capita income increased more than that of any other state. WMT's 600 kc signal gets down to Colfax—and out to all of WMTland—with a wallop that makes listening easy.

The warm fact is that WMT's programming makes listening easy and desirable. Exclusive CBS outlet for the area, WMT offers a loyal audience and a rewarding audience to advertisers who want results from their radio dollars. The Katz man has full details.
Radio Sells...

Likewise, WGN has proven a result getter for its advertisers. Here's what one of them told us: "... We are happy to tell you that of all the stations we have used, WGN has consistently remained at the head of the list in turning in low cost, well-qualified leads." Another wrote: "WGN has always been one of the most outstanding stations on our schedule." "... I can truthfully say that dollar-for-dollar WGN has always pulled more than its share of orders."

These are just two among many testimonials to WGN's sales effectiveness. That's why we say...

Whether You Sell...

Lanolin lotions n' lingerie for lovely ladies n' lasses... Lamb loins for lean lunches... Looms for looming linen lace... Lariats for lassoing loping, lowing livestock... Leather luggage... Laminated lumber laths... Lilacs n' lilies for landscaping lawns...

Light lager for leisurely lapping... Loans for luckless laborers liable for liabilities... Liorice lozenges... Lulling lullabies for lulling loud, lusty-junged little-ones... Lemon for luscious lobster... Lithographed letterheads... Life lines for lake launches...

Luxurious limousines for lecturing, lobbying legislators... Lollipops for little lads' licking... Levers for lifting large loads... Literary library leaflets for lawyers launching lawsuits... Lenses for lessees looking at landlords' leases... Better buy radio...

Better Buy WGN!

WGN reaches more homes each week than any other Chicago station. — 1949 Nielsen Annual Report
Regulated Power Supply (Heavy-Duty) WP-338. Provides well-regulated d-c source of loads from 200 to 300 ma. Output is adjustable between 260 and 295 volts. Less than 0.5% variation between minimum and maximum load.

Regulated Power Supply, TY-25A. Provides well-regulated d-c source of loads from 200 to 300 ma. Output is adjustable between 260 and 295 volts. Less than 0.5% variation between minimum and maximum load.

Regulated Power Supply, 580-C. Output adjustable between 260 and 295 volts—d-c. Less than 0.25-volt variation between min. and max. load. Includes meter selector switch and meter jack.

Current Regulator, MI-26090. Maintains constant recording of Studio Camera TK-10A. Current can be adjusted over a range of 65 to 83 ma.

Power Relays MI-26761. Provides remote power switching in conjunction with Power Control Panel MI-26231. Includes 2 separate power relays.

Circuit Breaker, MI-26340. Designed as main switch breaker between power line and TV studio equipment. Accommodates up to 2 breakers (choice of breakers available, extra).

Video Jack Panel, MI-26345. For patching video and/or test signals. Includes 12 groups of coaxial jack assemblies (3 per group). Video jack plugs and cords, extra.

Sync Generator Phasing Control, MI-26249. Provides phasing of two local synchronizing generators with one remote synchronizing generator.

Stabilizing Amplifier Control, MI-26250. Includes three potentiometers. Controls: (1) picture gain, (2) picture clipper, (3) sync level in stabilizing amplifier.

Stabilizing Amplifier Control, MI-26248. Provides remote control of video gain, and focus of monoscope camera. Includes 2 potentiometers wired to terminal board.

Sync Generator Switch, MI-26255. Used to switch outputs of either two sync generators over to studio equipment. One selector for all 5 signals (horizontal, vertical, blanking, sync, and CRO sync).

Power Remote Control, MI-26231. Operates up to 5 power supplies through 120-volt relays. Has 5 "on-off" toggle switches and 3 tally lights.

Monoscope Camera Control, MI-26248. Provides remote control of video gain, and focus of monoscope camera. Includes 2 potentiometers wired to terminal board.

Stabilizing Amplifier Control, MI-26248. Provides remote control of video gain, and focus of monoscope camera. Includes 2 potentiometers wired to terminal board.

Sync Generator Switch, MI-26255. Used to switch outputs of either two sync generators over to studio equipment. One selector for all 5 signals (horizontal, vertical, blanking, sync, and CRO sync).

Elapsed Time Indicator, MI-26760. Provides constant record of "hours on" life of tubes, etc. Includes 5 individually-operated counter indicators driven by synchronous motors.

Photocell Relay Panel, MI-26285. Provides remote power switching in conjunction with Power Control Panel MI-26231. Includes 2 separate power relays.

Circuit Breaker, MI-26340. Designed as main switch breaker between power line and TV studio equipment. Accommodates up to 2 breakers (choice of breakers available, extra).

Video Jack Panel, MI-26345. For patching video and/or test signals. Includes 12 groups of coaxial jack assemblies (3 per group). Video jack plugs and cords, extra.

Broadcasting • Telecasting
Rack-mounted Units for TV stations

...control panels, amplifiers, projector changeover, switch panels, relay and indicator panels, power supplies, circuit breakers, jack panels

Here is your answer for ready-to-operate units that can be installed wherever you need them.

All units are identical in design and construction to those used in RCA's regular station-proved TV Broadcast Equipment—and are built with the same high-quality components. Units are built on recessed, or "bathtub" type chassis. Tubes and components are within handy reach. Controls are centralized and clearly marked.

Representing the most comprehensive line of rack-mounted TV equipment in the industry, these carefully engineered units can readily be mounted in enclosed-type racks or in standard open-type racks. Many types can be mounted conveniently in RCA console-type housings.

RCA rack-mounted units are being used in practically every television station in the country. For information about any one of them...or the entire line...simply ask your RCA Broadcast Sales Engineer. Or write Department 19KB, RCA Engineering Products, Camden, New Jersey.
For... complete coverage

Feature of the Week

WORK
YORK
PENNSYLVANIA

WDEL
WDEL -TV
WILMINGTON
DELWARE

WKBO
HARRISBURG
PENNSYLVANIA

WRAW
READING
PENNSYLVANIA

WGAL
WGAL- TV
LANCASTER
PENNSYLVANIA

PURITY BAKERIES Corp., Chicago, has launched its “biggest radio program promotion in years” with Bill Ring Time on its own four-station “Taystee Network.”

On behalf of Taystee Bread, Young & Rubicam, Chicago, worked with the client to hypo sales in the southwest quickly and secretly because of heavy competition in the broad business. Phil Bowman, agency radio director, and Otis (Continued on page 84)

On All Accounts

BEULAH ZACHARY, producer of Kukla, Fran & Ollie confesses having a split personality—a direct result of her continual swing-shift between two employers, J. Walter Thompson and N. W. Ayer agencies, Chicago.

Always a “disorganized character,” Beulah nevertheless displayed rationality in her hometown of Brevard, N. C. (pop. 2,500). Born and reared there (a summer-resort snuggled between the Blue Ridge and Smoky Mountains), she grew up as a “typical Southerner.”

Surrounded by mother, sister and brother, she romped through nearby wheat fields, public schools and childhood complications.

Other than wanting to play basketball and become high school valedictorian (she achieved both), her only goal was “not to be a school teacher.” This inclination clung through semesters at Salem College, Winston-Salem, N. C.

Four years later she received her A.B. degree in English and history. She returned home to ponder her future. It developed into five years of teaching seventh-grade. Her explanation: “I was drafted by the superintendent of schools, a friend of the family who lost that status!”

Rugged individualism glimmered through as she established a little theatre group. Designing and constructing props from orange crates, luring mill children to the footlights and beyond, and imbuing amateurs with a sense of drama encouraged her enrollment as a student at the Mohawk Drama Festival, conducted by Charles Coburn.

The festival was an annual summer feature at Union College, Schenectady, N. Y., and Beulah spent four summers there—two years as a student production assistant and two years as paid stage manager at the professional theatre, which brought stars like Cornelis Otis Skinner and Walter Hampden from Broadway.

Learning “old school theatre,” with its cardinal rule against persons coming late to rehearsal, Beulah transfers that preciseness and (Continued on page 67)

For... complete coverage

WHTN's .5 mv/m contour wraps up the rich Huntington market better than any other station, regardless of power. Cost is lower, too. Add to this an FM bonus on WHTN-FM, most powerful FM station in the Central Ohio Valley, and you’ve got a low-cost, high power medium for tapping the gold in these hills. Take a look at the Huntington Market...$300,000,000 in retail sales... then make up your mind to get your share by using WHTN and WHTN-FM.

THE POPULAR STATION

WHTN FM

HUNTINGTON, W. VA.

For availabilities rates and other information, wire, write or phone

Face-Wiles, Inc., Advertising
Huntington, West Virginia
National Representatives

BROADCASTING • Telecasting
The U.P. service that has brought WSAT sponsors for 73 newscasts includes 26 basic news programs a day, from full 15-minute roundups to cracking 30-second summaries...plus more than 20 regular news features devoted to sports, women's interests, farming, national and international affairs, science, business, humor and human interest...plus outstanding other features of special seasonal and topical attraction. Your nearest United Press bureau is ready to supply details.
COMPARE

COST PER THOUSAND HOMES
6:00 - 6:10 P.M. . . . MONDAY THRU FRIDAY
FOR ALL CLEVELAND REGIONAL NETWORK STATIONS

<table>
<thead>
<tr>
<th>6:00 - 6:10 P.M.</th>
<th>WHK</th>
<th>NET. B</th>
<th>NET. C</th>
</tr>
</thead>
<tbody>
<tr>
<td>HOOPERATING AVERAGE</td>
<td>5.3</td>
<td>6.2</td>
<td>5.1</td>
</tr>
<tr>
<td>HOMES Primary Area</td>
<td>952,244</td>
<td>874,385</td>
<td>705,393</td>
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<tr>
<td>HOMES Reached Daily</td>
<td>50,469</td>
<td>54,212</td>
<td>35,975</td>
</tr>
<tr>
<td>COST FOR 10-MINUTE PROGRAM (Max. Discount)</td>
<td>$60.75</td>
<td>$91.13</td>
<td>$72.04</td>
</tr>
<tr>
<td>COST PER THOUSAND HOMES</td>
<td>$1.18</td>
<td>$1.68</td>
<td>$2.00</td>
</tr>
</tbody>
</table>

AVAILABLE M.-W.-F. - SEE YOUR RAYMER REPRESENTATIVE ABOUT THE "6:00 P.M. NEWS"

(1) Hooper—Fall-Winter 48-49
     Winter-Spring 48-49
(2) Based on coverage patterns on file with the FCC; and Homes, Sales Management Survey of Buying Power, 1949
(3) Projected rating for primary area.
RADIO TAX THREAT

The legal gates were thrown wide open last week for a nationwide flood of city taxes on radio stations and their salesmen.

This action came in the form of a terse U. S. Supreme Court ruling which in effect upholds the Little Rock, Ark., $250 annual tax on generation of radio waves and its $50 tax on solicitors of local advertising. The court did not bother to issue an opinion.

Only a reversal of its own action by the court can halt cities everywhere from trying to levy business license and privilege taxes on broadcasters. Judicial guinea pigs in this critical battle are KGHI and KARK Little Rock.

S. C. Vinsonhaler, general manager of KGHI, told BROADCASTING the law firm of Bailey & Warren, Little Rock, representing the two stations in the case, would mail a petition for reconsideration to the Supreme Court today (Monday). Bruce T. Buillon, of the firm, is handling the case.

NAB will definitely take part in the rehearing either as amicus curiae (friend of the court) or by joining in preparation of the stations’ brief.

The case was described as perhaps the most important tax decision in the radio annals. Its implications may be felt by other industries. Of special importance to broadcasters is the possible effect on the Fisher’s Blend (KOMO Seattle) decision of the U. S. Supreme Court, bulwark of legal protection against efforts to break down radio’s interstate character.

See One Hope

One slight ray of hope appeared as attorneys studied the highest court’s dismissal of an appeal (Vinsonhaler, et al, appellants v. Beard) from a decision of the Arkansas Supreme Court [BROADCASTING, May 30], filed last summer. This hope centered in the lone supporting citation accompanying the one-sentence dismissal “because of a substantial Federal question.”

The court’s citation, curiously, was a 60-year-old decision, Crutch v. Kentucky, 141 U. S. 47, which the stations themselves had cited in a Supreme Court brief supporting their claim that the tax is unconstitutional. Attorneys who read this old decision, after the U. S. court cited it, noted that it held to be unconstitutional a tax on a company incorporated in another state and doing business in Kentucky because the company was an instrument of interstate commerce.

Suggestion was made that the highest court might have erred. Because of its crowded calendar, the court often dismisses appeals on the basis of briefs written by their clerks. The present action, it was presumed, was one of a long list of findings reached during a conference of the judges. With its pressure of business, and the court’s physical inability to hold hearings on all the important cases submitted to it, the expeditious procedure is required, increasing the chance of error.

Little Rock’s tax officials were on the alert, submitting tax bills Thursday morning. The bills were drawn up the day after the court handed down its decision. In the case of KGHI the bill was for $416.67 under the electromagnetic phase of the tax, applying to the period starting May 1, 1948, at the rate of $250 a year. The city also asked the station to submit a list of its salesmen, each of whom is taxed $50 a year for the privilege of soliciting intrastate radio advertising in Little Rock.

Scotsman Upholds Ark. Station Assessment

Expect NAB Interest

Mr. Vinsonhaler had said last summer he figured NAB would take more interest in the case, in view of its wide significance. He recalled that he had withdrawn from NAB some time ago “because it didn’t do enough legislative work.”

At the time the two Little Rock stations took their appeal to the Supreme Court, G. E. Zimmerman, KARK vice-president and general manager, had called the case an industrywide problem and had suggested the NAB board should take over the case even if member stations had to be assessed a small sum to cover an appeal.

Mr. Vinsonhaler said a number of Arkansas cities have similar tax ordinances already drafted. The Arkansas Broadcasters Assn. was told at its last meeting in August that Hot Springs, El Dorado and Russellville were among the cities poised to slap taxes on broadcasters.

Attorneys who have been following the case say that cities may use the Supreme Court decision as a basis for taxing railroad stations and other property not now subject to occupational levies.

One interesting angle arises in the $50 tax on solicitation of intrastate radio advertising within the city of Little Rock. The $50 tax is imposed on “every person, firm or corporation engaged in such business.”

Similar language is used in the paragraph covering the $250 electromagnetic tax, but Little Rock tax authorities submitted a bill Thursday morning applying only.

(Continued on page 24)

HOW’S BUSINESS?

By J. FRANK BEATTY

BUSINESS is good in the Atlantic states this year, judging by the comments of station executives. That goes for station time sales as well as general business and industry.

With the brighter picture in the steel and coal industries, broadcasters in the area ranging from Pennsylvania to South Carolina figure to meet the record 1948 time sales and in some cases to go even higher.

These observations are based on individual interviews with half-a-hundred broadcast executives contacted during and after the NAB District 3 and 4 meetings. The districts cover Pennsylvania, Delaware, Maryland, West Virginia, District of Columbia, Virginia, North and South Carolina.

No states have been hit harder by the steel and bituminous coal shutdowns than those in the two districts, yet they have been singularly free from panic. Business in general has suffered in the coal and steel centers, of course, especially retailing. Many broadcasters braced themselves for cancellation waves two months ago, but the cancellations have been surprisingly few considering the heavy unemployment in some areas.

Had the strikes continued many more weeks, collateral industries would have felt the shortages in materials. As it was, fabricators and light industries were unexpectedly active even after the strikes had been in progress over a month.

Even before the strikes started, coal miners were cutting their retail buying. They were accustomed to shutdowns and knew how to ride through them. Retail buying began to pick up last week as soon as word went around that soft coal mining would be resumed until Dec. 1. Similarly steel workers began to spend more money as important industry segments made peace with the unions.

Indirect effects of the strikes were felt in October and early November but nowhere was there any sign of panic. Had steel and bituminous shutdowns been drawn out to the year end, the situation might have been different for the brethren.

The steel pension plan brought a feeling of security to many steel workers after two lean months. After all, they lacked the strike experience of their coal brethren. With plants reopening they started taking money out of the sock.

Even with the strikes, broadcasters and other businessmen showed little concern over possibility of a depression, contrasted to the somewhat panicy fears of the 1948 autumn months. Some individual stations are having trouble because of overcrowding in particular areas or special problems but in general, managers are counting on 1949 gross sales matching those of last year.

Operating expenses have been heading upward at many stations. They have been partially offset by increased staff efficiency in allocating duties and responsibilities. Entrance of television has brought new problems in many cases and

(Continued on page 24)
Radio Tax Threat

(Continued from page 23)

to the stations themselves. They did not attempt to put a tax on each station employe.

In the case of salesmen, however, the tax officials asked the stations to submit lists of their sales staffs. This was construed as a $50 tax on each individual engaged in selling radio advertising. Presumably decision as to who pays the tax, the individual or station management, will be up to management.

Recalling past experience in levying of new taxes, attorneys suggested that the extra electromagnetic tax might be increased from time to time, stopping just short of the point where it would become a "burden" on interstate commerce. Similarly the tax on the sale of advertising might be increased.

Dismissal Denotes Decision

Dismissal of an appeal for review of a state court ruling has the effect of a formal decision according to attorneys. States and cities have been deterred in the past from taxing broadcast stations by the Fisher's Blend decision on the Supreme Court, based on broadcasting's interstate nature.

Legal observers had considered the Arkansas Supreme Court ruling would be reviewed by the U. S. Supreme Court because of what they felt were flaws in the state's reasoning and an unusually strong dissent by one of the state judges.

NAB is understood to have promised financial aid to the two Little Rock stations. A number of individual broadcasters who recognized the importance of the case did make cash contributions. NAB had planned to participate in Supreme Court hearing had the original petition been granted.

There appeared little doubt that cities all over the nation would pounce on this new form of money if the electromagnetic tax might be increased from time to time, stopping just short of the point where it would become a "burden" on interstate commerce. Similarly the tax on the sale of advertising might be increased.

First suggestion that a loophole might be found in the Fisher's Blend decision was made in 1940 by the municipal institute, of which Charles S. Rhyme is general counsel. Last Dec. 3 Mr. Gentry told the institute's convention in Washington that city authorities could get around broadcasting's interstate exemption by placing a license fee on the business of generating electromagnetic waves for radio broadcasting" and also on the business of soliciting intra-state radio advertising.

The institute has 570 city members, including just about every important municipality in the nation.

Mr. Rhyme told Broadcasting the revenue from such a tax, even if imposed by hundreds of cities, would be so small that he couldn't see where the levy would have any "real significance to broadcast stations.

"All other businesses pay this tax," he said, but broadcasters have enjoyed exemption because cities have feared the Fisher's Blend decision.

Some cities have flat business license taxes, he said, with others using a sliding scale based on gross receipts. The taxes range from $25 to $100, he said, but he doubted if any tax was as high as $1,000 a year.

Privilege Tax Common

Most cities impose this form of license or privilege tax, he said, and "radio has been lucky to avoid it." He suggested every business should pay its share of local operating costs.

"There is no way on earth cities can gauge radio stations," Mr. Rhyme said. "If they impose taxes inconsistent with the others of business, the courts will hold them an unreasonable burden on interstate commerce."

License and privilege taxes pay less than 10% of city tax income, according to Mr. Rhyme. Most income comes from real estate taxes except in a few cities where gross earnings or income taxes are levied.

The Little Rock Council enacted Ordinance No. 7873 April 5, 1946. The nine section law, in simple language, provided:

1. The business of (a) generating electromagnetic waves for radio broadcast purposes and/or (b) the business of interstate radio broadcasting in Little Rock is a privilege and every person, sole or entity, engaged therein shall pay to the city collector an annual license fee of $250 beginning on or before April 30, 1946.

2. The business of soliciting intra-state radio advertising in Little Rock is a privilege and every person, sole or entity, engaged therein shall pay to the city collector an annual license fee of $250 beginning on or before April 30, 1946.

3. The business of solicitating interstate radio advertising in Little Rock is a privilege and every person, sole or entity, engaged therein shall pay to the city collector an annual license fee of $250 beginning on or before April 30, 1946.
NBC REORGANIZES

By EDWIN H. JAMES

NBC LAST WEEK began the intricate job of reorganization that will eventually create a corporation composed of three self-contained operating units and a small, high-level management staff.

Although the network officially announced only the first step of the reorganization—the establishment of the television operations unit—BROADCASTING learned on highest authority that the execution of the over-all plan had proceeded far beyond that.

To date only one of the chiefs of the three operating units has been appointed. Sylvester L. (Pat) Weaver Jr. was announced as the vice president in charge of the television network organization.

The chiefs of the other two, radio network operations and owned-and-operated stations, have not been selected. Until they are, BROADCASTING learned, Charles R. Denny, executive vice president, will be in charge of both divisions [CLOSED CIRCUIT, NOV. 7].

Mr. Denny's assignment as operating chief of the two units was regarded as temporary until the units are organized and their permanent commanders picked, he will resume his duties as executive vice president, it was learned.

Corporate Outline

By the end of last week it was possible to forecast with certainty the outlines of the corporate structure that will emerge from NBC's reshaping.

At the bottom will be company management, a small group of executives concerned with company-wide administration and policy. Aside from Niles Trammell, chairman of the board; Joseph H. McConnell, president, and Mr. Denny, executive vice president, those executives destined for appointment to top staff level include John H. McDonald, administrative vice president in charge of finance; Gustave R. Mangraf, vice president and general attorney, and O. B. Hanson, vice president and chief engineer.

The precise redistribution of other executives who now occupy staff-level assignments has not been determined, it was learned. Among these are John F. Royai, veteran vice president, who has been acting as special consultant to management on program and talent matters, and William S. Hedges, vice president in charge of planning and development.

Both Messrs. Royal and Hedges will retain positions of responsibility, it was learned, but their exact assignments have not been named.

Beneath top management, the three operating divisions of the company will function as separate entities, with a full complement of operational subdivisions.

Almost all the principal existing departments and divisions of the network will be split, with parts of their present strength being distributed among the three new operating units.

In the announcement of the establishment of the television organization, Mr. McConnell said that already the following groups within its structure had been assigned: Controller, stations relations, engineering, film syndication, production services, all types of programming activity, time sales and program sales.

TV Executives Announced

Principal executives serving under Mr. Weaver in the newly constituted television organization were also announced (see picture TELECASTING, page 2).

Carleton D. Smith will continue as director of operations.

Frederic W. Wile Jr., who has been assistant to Mr. Weaver since both joined NBC several months ago, becomes director of production.

George H. Frey, former manager of eastern sales for both radio and television, becomes director of sales for television [CLOSED CIRCUIT, OCT. 31, NOV. 7].

At the same time it was announced that Norman Blackburn, former national program director of NBC television, was assigned to Hollywood to be chief of television network operations there.

Reporting to Mr. Smith, the director of operations, will be controller, headed by J. Robert Myers, former television business manager; film syndication, headed by Russell Johnston, no change; public relations, Leon L. Spear.

(Continued on page 15)

NARBA ACTION

THE THIRD NARBA Conference at Montreal, now in its third month, held a formal farewell dinner Thursday night but the date of adjournment is still an unknown factor.

Despite the delicate situation at the week's end, with the conference close to success or breakup, important progress was made during the week.

At the Thursday plenary meeting, Comdr. C. P. Edwards, of Canada, NARBA chairman who has been pushing for early adjournment, changed his stand and stated the conference will continue until an agreement is reached.

The plenary session adopted main engineering standards drawn up at a pre-NARBA engineering conference held at Havana in late 1947. These standards include 10 kc spacing of the 107 standard broadcast channels, including 540 kc, method of determining power, antenna efficiencies, and similar factors.

The United States has not yet adopted the Canadian proposal for sunset-sunrise operating hours, which is viewed by some observers as detrimental to obtaining daytime stations.

Cuban Disagreement

Cuba could not agree at the plenary session on titles of stations, such as IA, II, III etc., in line with her policy of desiring to call IA channels "national."

Canada has suggested the term "continental" for IA and "national" for IB. In addition Canada has suggested using ABCDEF designations instead of roman numerals.

The conference already has cost the participating nations $100,000 for international secretariat and related costs plus $20,000 for observers, advisors, per diem costs and similar items.

Cuban frequency assignments and border protection were main issues during the week. Cubans said that if the United States insists on the 650-mile rule, they have no alternative but to go home without a treaty such as they would regret such action.

Juridical and drafting groups are meeting delay because of a lag in work of the technical committees, still involved in classifying channels and the rights and privileges that go with them.

Cuba proposed that IA channels be protected at the border with a 25 to 30 db margin, the exact

(Continued on page 48)

Adjointment Date Unknown

UNITED STATES delegation at 1949 NARBA Conference at Windsor Hotel, Montreal, includes (1 to r): Seated—Louis G. Caldwell, Clear Channel Broadcasting Service; Mrs. Nellie Casey and Estelle Bunn, State Dept.; Ambassador Frederick但是他; Standing—Edgar F. Vandivere, FCC; Elyce H. Wolfe, Longfellow, FCC; Raymond L. Harrell, U.S. Embassy in Havana; Donald R. MacQuivey, James Keel, State Dept.; Joseph M. M. Hedges, of NBC's television staff; Ralph J. Renton, FCC; Raymond F. Guy, NBC; Neal McNaughten, NAB; Oscar W. B. Reed Jr., Janesky & Bailey; Harrison T. Slaughter, Pierson & Ball; John H. DeWitt Jr., CCBS. Group is now in its third month of work at the conference.

[Image of the Montreal delegation at the 1949 NARBA Conference at Windsor Hotel.]

Underwood Graham, Bruce S. Longfellow, FCC; Raymond L. Harrell, U.S. Embassy in Havana; Donald R. MacQuivey, James Keel, State Dept.; Joseph M. Kittner, FCC; James D. Parker, CBS; James E. Barr, FCC; Andrew G. Wolfe, ABC; Ralph J. Renton, FCC; Raymond F. Guy, NBC; Neal McNaughten, NAB; Oscar W. B. Reed Jr., Janesky & Bailey; Harrison T. Slaughter, Pierson & Ball; John H. DeWitt Jr., CCBS. Group is now in its third month of work at the conference.

[Image of the Montreal delegation at the 1949 NARBA Conference at Windsor Hotel.]

BROADCASTING • Telecasting

November 14, 1949 • Page 25
A Public Servant Through Radio...

By GEORGE VOIGT

BACK in 1926 the San Francisco Symphony Assn. found itself, in mid-season, with a sizeable deficit that threatened to cut its fall concert series embarrassingly short. The deficit was covered, however, and the season saved by a donation from Standard Oil Co. of California.

And that philanthropic gesture by Standard launched radio's oldest hour of music and marked the beginning of one of the West's brightest radio success stories. For Standard Oil has been an active radio user ever since. The company is the oldest continuous user of radio and one of the largest time buyers in the Western United States.

On Oct. 24 the company observed its 23rd anniversary of radio activity with the largest schedule in its history:

The Standard Hour of classical music is carried by the 23 station Western Network of NBC plus one independent Oregon station which was added this season.

The Standard School Broadcast, public service educational series of music and history, is on the same NBC network plus 35 other stations added this season. The new stations include independents and affiliates of other networks throughout the seven western states.

Let George Do It, popular detective-mystery series, is aired over the 45 station Don Lee Network. Farmer's Digest and Standard Farm Highlights, early morning

NINETY hours per week on varied networks in the West is the pace currently set by Standard Oil of California, a 23-year radio veteran. All along the line, from Standard officials to BBD&O executives, the same enthusiasm prevails for the role radio has played in creating goodwill for the sponsor. J. G. Motheral supervises the account for BBD&O working along with four other account executives. Both Standard Hour and Standard School Broadcast are produced by the sponsor's public relations department, headed by G. Stuart Brown assisted by Joy C. Smith. Let George Do It is produced by the agency with M. A. (Tony) Mattos, advertising manager of Standard, who also directs other company radio.

In its 23 year radio history Standard Oil's usage has followed a variety of forms. Programs of various sorts have been tried for advertising effect, spots and singing commercials have been used. But the two oldest programs which have always formed the company's basic radio schedule have remained through the years. The Standard Hour and Standard School Broadcast have, as a matter of fact, held a place of special privilege in the offices of Standard Oil in San Francisco's financial district. The programs are handled by a special department outside of the advertising department, which handles all other radio programs. And the otherwise hard-headed business directors of the company maintain a hands-off policy.

They appropriate the money necessary for production and air time and never ask for proof of results. The program directors buy the best talent in the nation for each weekly performance and the company directors never carp about the expense. They realize that the programs long ago ceased to be Standard Oil programs. They belong to the radio listeners of the West and company officials treat them accordingly.

And that, of course, is the secret of the success of the programs. The commercial success as well as the success measured in terms of a large and loyal listening audience.

The Standard Hour was not meant to be a commercial advertising venture by Standard Oil when it first went on the air Oct. 24, 1926. In that year the San Francisco Symphony was the only top-flight musical organization in the West and many people up and down the coast, just then beginning to realize the potential
THE acclamation that followed the first radio presentation gave birth to The Standard Hour.

Not only the listeners applauded. But organized groups of music lovers and music associations passed resolutions of gratitude to Standard Oil. The company was praised and thanked for its generous financial donation, which amounted to several thousand dollars, the Symphony Assn. gave Standard Oil permission to do so if it cared to. The company did. On that October evening it picked up, through the facilities of KPO (now KNBC), the Symphony's performance of Beethoven's "Eroica" and piped it to a hastily-assembled network of stations in Los Angeles, Portland and Seattle.

Because the money paid the Symphony Assn. by Standard Oil was a donation and not a payment for radio rights the company used no commercials on the program. And in the 23 years since there has never been a commercial message broadcast in conjunction with the program.

The theme of the program today as always is that it belongs to the listeners. The only sponsor identification is heard in the opening and closing announcements:

"This hour is yours. Presented by the Standard Oil Co. of California."

But no one doubts that through the years the program has built a store of goodwill among western radio listeners that could not have been purchased or developed through any other form of advertising. It's the kind of goodwill too that sells gasoline and oil.

As one longtime listener to the program said: "I feel so indebted to the company for the program—I've been a listener since I was a youngster in school—that I'd feel guilty buying any other kind of gas and oil."

The company has never made any attempt to test the sales effect of the program and, for that matter, has never attempted even to measure its listener audience through surveys. The only surveys conducted for the program are to find out if the program fits the listening desire of its audience. The largest of these was conducted five years back through the company's chain of service stations. Attendants merely passed out printed post cards to their customers asking for suggestions and criticisms of the program.

On the basis of this survey and unsolicited mail from listeners the program format has undergone some minor changes through the years. Today the program, presented 52-weeks a year, observes three distinct musical seasons—symphony, "pop" concert, and opera.

Today the program leaves San Francisco frequently for performances in Los Angeles, Seattle, and Portland, where it uses the symphony orchestras of those cities, and other cities where it brings in its own Standard School Orchestra, composed of musicians from the above named organizations.

During the opera season, just ending, the program uses the San Francisco opera orchestra with stars of the Metropolitan and San Francisco opera companies and European stars as guest soloists.

Wherever the program is performed, it plays to packed studio audiences, whether it be the Hollywood Bowl or the huge San Francisco War Memorial Opera House.

The Standard School Broadcast is an outgrowth of The Standard Hour. It began over the same Standard-organized network of stations on Oct. 18, 1928, designed as a course in music appreciation for school youngsters. At first it consisted of recorded passages from Standard Hour broadcasts and lectures on the music and composers presented.

This program too has undergone changes during its 21 years on the air. For suggestions and criticism of this program the company depends on school teachers and principals and on continuous surveys conducted by two full time researchers in the field throughout the school year.

The lecture type presentation was abandoned soon after the program was started. Today the program illustrates historical events and legends through story and song that entertains while it educates. Also the type of music presented has changed. At first predominantly European music was played. Today American music predominates. This season the program is reviewing the history of America through story and music by the "Jack of All Trades" and other newly established characters of the program. Today the program has its own Standard School Broadcast Orchestra of 20 to 40 instruments and conducted by Carmen Dragon. The network of stations organized by Standard Oil for these early broadcasts later formed the nucleus for NBC's Western Network. And as NBC increased its number of affiliated stations the company increased its schedule of stations. The two programs have been on the full NBC Western Network from its inception except for a brief period early in the war when they were switched temporarily to the Don Lee Network.

The Standard School Broadcast, which was picked up as a regular music appreciation course by 60 schools along the coast in its first year on the air, is now being used by hundreds of schools in every area of the West. It also commands a large adult audience as well in the areas of the 58 stations now carrying the program.

Standard Oil's next venture in radio came at the beginning of the 30's, when it briefly sponsored a series of mystery programs based on true detective experiences. This was the company's first use of radio for commercial advertising.

In 1935 it began a series of historical sketches on stations in the Salt Lake and Phoenix areas. These programs were dropped after a two year run. In 1943 it put on its first Standard News time broadcast with (Continued on page 50)
By BRUCE ROBERTSON
ASSN. of National Advertisers and the American Assn. of Advertising Agencies, two of the three organizations governing Broadcast Measurement Bureau, last Thursday went on record as strongly endorsing the need for BMB and urging the continuation of the type of audience information which BMB supplies.

The NAB, third member of the tripartite research organization, representing the broadcasters who by subscribing to the BMB surveys have provided BMB with its full financial support, made no attempt to match the statements made by the organizations representing the major buyers of radio time on the national level.

NAB's conclusions as to BMB's value and its recommendations as to BMB's future are expected to evolve from an extensive discussion at this week's NAB board meeting (Nov. 15-17 in Washington) and to be made public at the conclusion of that meeting.

The AAAA and ANA statements were released Thursday, following a meeting of the BMB executive committee at BMB headquarters in New York. Dr. Kenneth Baker, research director of NAB and acting president of BMB, reported that the second nationwide study of station and network audiences is progressing satisfactorily. A substantial portion of the ballots mailed in March have been returned and processed and the study should be in the hands of subscribers early in December, he said.

Concludes Dec. 31

Except for servicing operations on this study, BMB will conclude its operations on Dec. 31, according to present plans. The three member associations have been working on plans for a successor organization which will form the major topic of consideration at BMB's regular board meeting on Friday (Nov. 18).

Last spring, BMB asked that each of its three member organizations "carefully analyze and describe those of its research needs that can best be served by a tripartite, cooperative organization." The statements released Thursday by the ANA and AAAA in answer to that request show both of these organizations to be firm in the belief that their members want and need the type of information which BMB provides.

The AAAA representatives on the BMB board, speaking for that organization "with the entire approval" of the AAAA board, issued a formal statement which said, in part:

"First, we believe firmly in order to make adequate and/or effective use of radio and television facilities for our clients—the advertisers—and in so doing to make the medium profitable for the broadcasters, we need standardized, authenticated, comparable, continuing audience measurements of the broadcasting medium. This information becomes more useful and acceptable when it is validated by a body representing all three elements in the broadcasting-advertising industry.

"That is why we have favored, and continue to favor and participate in, the BMB. We have devoted many hours of conscientious work toward this enterprise. We strongly believe that radio interests would suffer if such an organization did not continue.

"We believe that Study 1 was a good start in BMB's service to the industry. We believe that Study 2 and future studies will be even more comprehensive and useful, though we regret strongly that larger number of broadcasting stations have not yet subscribed to the service.

"We believe further that this audience information is the minimum which is needed for the good of both advertisers and broadcasters. The BMB measurement gives a basic type of information for use in conjunction with other data on radio listening. No other study or combination of studies duplicates BMB or can be substituted for it. It approximates the information we now have available through ABC and T.A.B in the publication and outdoor fields."

Other Sources Seen

The agency members of the BMB Board feel that they think it "highly possible and desirable that additional research information could be made available" through BMB, they believe that a larger number of stations should be an evolutionary development, depending upon the requirements, the development of techniques and the necessary financing.

"We do not feel this additional information or service should be specified or spelled out at this time," the statement concluded. "It must come, if and when it comes, as a natural growth and to fill a definite need."

The 212 members of the ANA radio and television group who were
NEWS TRAINING

SHARP criticism of broadcasters who entrust their news departments to staffs with no news training was voiced last week by Sig Mickelson, of WCCO Minneapolis, in his president's report at the National Assn. of Radio News Directors annual convention at the Commodore Hotel, New York.

He declared a "vast majority" of stations use personnel in such departments with no news training and no understanding of community impact of news. He lamented, too, that news personnel has too little prestige with competitive pressures today.

"Considering the far reaching importance of radio as an advertising and public relations medium," he went on, "there is the greatest responsibility on broadcasters and the radio industry to provide the basic facts that are essential to the successful operation and use of the medium. This can only be done on the tripartite principal whereby all parties can have the fullest confidence in the reliability of the data provided. It is unthinkable that for lack of bold and constructive action now radio might be allowed to slip back into chaos."

The whole future of industry audience measurement was to be taken up last Saturday at a meeting of the NAB Audience Measurement Committee in Washington.

in the station itself. Newmen seeking to progress in radio often have to transfer to other activities, he said.

"That's not a pretty picture but it's true, and will be until the news director is regarded as a person of equal stature with the program manager, the sales manager, and the chief engineer," he said.

He also charged that too many stations failed to recognize the impact of radio news on listeners. He urged them to carry on aggressive local newsgathering activities instead of merely reading wire reports. He assured news directors in radio that their position was secure despite the growth of television.

"There is nothing new on the horizon which indicates to me that television can in any way compete with AM broadcasting in the presentation of sharp, hard-hitting factual broadcasts presented swiftly and concisely with no waste of time between the event and the broadcast," he said.

He cited a report of NARND's television news committee as revealing the "sad status of television news," with only 16.7% of video stations on the air employing competent news personnel to report, write and produce their news broadcasts.

He also summarized the progress made by NARND in the past year.

The work of its standards committee stimulated members to obtain passage of newmen's "privileged" bills in four states, he reported further, adding that he expected legislation in a dozen more states would soon follow. He believed, too, the growth in number of station news departments was due to NARND's efforts.

He considered the organization's financial position to be sound and that it was in a position to do a more important job.

Membership, he said, increased from 76 to 179—a growth of over 155% in one year. He observed, however, that with 2,000 stations on the air, membership was as yet far too low.

Gimbel's Spot Sales

RADIO spot announcements, highlighting an advertising campaign, paid off for Gimbel Brothers, Philadelphia, on Nov. 2. An entire stock of 3,000 women's 1950 winter coats ($150,000 worth of merchandise) selling at $36 per coat, was disposed of in a gigantic one-day sale, with 3,000 women enclosing the block-long department store in a line that began forming three hours before the doors opened.
BARNES

CREDITORS of Transcription Broadcasting System Inc. and Kermit-Raymond Corp., show packagers, were notified last week that a corporation held by Howard G. Barnes, vice president in charge of radio and television at Dorland Inc., intends to buy the two companies, consummation of the sale to take place tomorrow (Nov. 15).

Creditor also were sent a copy of the agreement which the buyer, Howard G. Barnes Inc., a de facto corporation, will enter into with TBS and Kermit-Raymond.

That agreement recites that the sellers are in "financial difficulties" but that the buyer will, as a consideration of the sale, pay all claims; wages before Oct. 7; administration expenses; and creditors of the sellers a sum equal to 60% of their respective claims, or 40%, if paid within nine months, in accordance with plans which are then detailed at length.

A schedule of liabilities accompanying the agreement shows TBS owing $32,684.63 and Kermit-Raymond $82,880.46—a total of $115,565.09.

The agreement also specifically protects interests of Ray Bloch, orchestra leader, who claims a priority interest in Hollywood's Open House, one of the TBS programs, and also claims a royalty of 10% of the proceeds from other programs. When he receives 60% of the payments due him he promises to release his priority and royalty interests. Failure of certain terms of the agreement to be carried out, however, permits him to press his full claims.

Mr. Barnes, with an excellent record in show production, has made it known he expects to put the business on a firm basis as quickly as possible. It is his belief that among the TBS and Kermit-Raymond shows are top products and that they need only good business administration to overcome the present unfavorable financial position.

Mr. Barnes obtained station experience at WJR Detroit, WIP Philadelphia, WHN New York and WOR New York; network experience as a producer at CBS, and has been an executive producer at Mutual as well as an agent radio and TV head. He also served in the Navy as a lieutenant.

WIP'S GRAY

Elected to Petry Board

GORDON GRAY, vice president and sales director of WIP Philadelphia, has been unaniomously elected to the board of directors of Edward Petry & Co., station representative organization. He becomes the fourth member of the Petry board.

Mr. Gray, secretary and treasurer; Edward Voyney, manager of the firm's Chicago operation.

Election of Mr. Gray has no bearing on the court proceeding between Messrs. Petry and Christal over the right of Mr. Petry to enlarge the board beyond its traditional four members.

Attempt by Mr. Petry to enlarge the board led to a restraining action by Mr. Christal which was approved by the New York Supreme Court but enjoined by the appellate division of that court to which Mr. Petry appealed.

An appeal by Mr. Christal is now pending before the New York State Court of Appeals which is expected to hear the case in December or January, with a decision due shortly after the hearing. Until that time, no enlargement of the Petry board is anticipated, although the action of the appellate division removed the injunction prohibiting the appointment of additional directors.

Norito Names Cohen

NORITO CO., Chicago (Norito Powder), has appointed Harry B. Cohen Adv., New York, to handle its advertising for its new effervescent and regular powders. Plans for a television campaign are under way.
TIMEBUYERS WANT BMB

By JAMES O. LUCE

JAMES O. LUCE, timebuyer with J. Walter Thompson, New York, has been with the agency for the past four years. He joined the advertising research department in May 1945—his first job. In July of the same year he moved to the radio-media department as assistant to Linnea Nelson, chief timebuyer. In December 1946 he was named timebuyer for the agency. He handles the spot campaigns of three major radio advertisers, Ford Dealers, Atlantic Sales Corp., and J. B. Williams Co. During the war, he was in the Army as a staff sergeant in the infantry station in the South Pacific.

Luce Cites Data Needs

A. D. WILLARD

Former NAB Executive Is WGAC Head

A. D. (JESS) WILLARD Jr., former executive vice president of NAB, today (Nov. 14) joins WGAC Augusta, Ga., as president and general manager.

He succeeds F. Frederick Kennedy, part owner of the ABC outlet, as president. J. B. Fuqua, former manager, resigned several months ago upon acquisition of control of WJBF, Augusta local (formerly WTNT).

Mr. Willard retired from the NAB executive vice presidency Aug. 1, after four years of stewardship. At the time he joined the trade association in 1945, it was with the understanding that he would return to private radio after President Justin Miller had been indoctrinated in management and operating principles.

The arrangement with WGAC is

fortunate the client doesn't have an immediate problem for which he has called on spot radio to do a rush job. Having a fair amount of time he can make use of every bit of data on hand. However, there will be about two dozen more districts to be worked on. A check of the October 1949 Standard Rate & Data Service has disclosed there are 66 stations located within the district under consideration which is an actual one selected at random and covers per four states.

We'd have no problem if the budget was such that a full schedule could be placed on every station but, of course, that is never the case, and our job becomes one of determining how best to cover each county and city at a reasonable cost. Taking the 1946 BMB Area and Individual Station Audience Reprints we discover that of the 66 stations only 26 were subscribers.

The Interim Study for the spring of 1948 shows two new station subscribers and brings the total up to 28. It is now apparent that we are faced with a serious situation. Why is this so? To best answer that let us investigate and find out exactly what has happened since 1946 in only this particular sales district.

According to the SRDS issue of January 1946 there were at that time 34 stations—now there are 66. This is an increase of 95%! Of the 32 new stations, 16 new cities are represented. In one case, a station which had a single station there now are four.

What of the original 34 stations? Of these there have been:

1. One change in affiliation.
2. Five changes from a dual to a single affiliation.
3. Five changes in power.
4. Two changes in frequency.

So only 23 of the original 34 stations remain unchanged—that is, if one considers them operating in a vacuum and not influenced by changes in programming, the local interstation competition, audience data from other stations, etc.

Other Sources Checked

Reluctantly—and very reluctantly—we must set aside BMB and step back into the years preceding BMB in 1946 and attempt to make order out of the chaos of individual (and more often than not, conflicting) station claims. City program rating reports are a help in checking relative station popularity within the city but these are very few in number and the majority are available for only the larger markets. Even then these tell us nothing of the station's acceptance outside the city limits, and there is nothing available to tell us what these limits are.

A thorough check of the station data files we maintain (and which I presume are as complete as those of any other advertising agency) is of pitiful little help. Of the 38 non-BMB subscribers in this district only 10 have submitted anything in the way of audience surveys or coverage information. And none of these is the same—most

Mr. LUCE

are engineering studies or mail tabulations—all out of date. The majority of the remaining 28 stations have sent nothing worth while. Some of the file material is kept to be as follows (and these are actual examples):

1. A letter from a new station stating they are on the air and ready to receive orders.
2. A brochure showing the new studies, pictures of the announcing staff, of the receptionist on duty.
3. A blue map of the state with the home county simply colored yellow.
4. A map in the form of a star with the points reaching out to five neighboring cities—all of which investigation reveals have their own local stations.
5. A direct mail piece with a picture of the antennas sitting in the middle of the state with bolts of

(Continued on page 19)

THOMPSON MEMO

Seeks Audience Data

MEMO underlying the need of additional audience information by counties from individual stations is stapled to every contract the J. Walter Thompson Co., advertising agency, is sending out for actual broadcasting schedules.

The plea to the station reads: "We urgently need station audience information by counties in audience area. Need total figures, not percentage ratings. When will we have your new BMB data?"

First sent out Oct. 24, the memos will continue to be attached to contracts mailed out until the end of this year. In explaining this approach, the agency says, "Of course we would like BMB information because it is based on a uniform method. However, lacking that, we need some kind of audience information. Total radio homes in a county as a potential circulation is fine—but if 100% of the people do not listen regularly to a given station, it doesn't help much."

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A CHARGE that FCC is undertaking "a bold sally into the field of censorship and even thought control" in the G. A. Richards case was levied in a petition and brief filed last week by counsel for Mr. Richards.

"It is clear," the brief asserted, "that the Commission is seeking in this proceeding to create previous restraints which will throttle free speech of all broadcasters and which will serve to intimidate and harass all broadcasters and thwart their right to hold and express their honest views upon economic, social and political subjects. . . ." Mr. Richards has been accused by the Radio News Club of Hollywood of instructing members of the staff of his KMPC Hollywood to slant news against members of the late President Roosevelt's family, Communists, and other minority groups. [Broadcasting, March 8, 28, 1948].

The petition asked FCC to delete all issues relating to these charges from its scheduled hearings on Mr. Richards' trusteeship proposal for his three stations—KMPC, WJAR Cleveland, and WJR Detroit [Broadcasting, Aug. 1]. The issues also should be deleted from the stations' renewal hearings or, alternatively, the renewal hearings should be separated from the trusteeship proceeding and postponed indefinitely, FCC was told. Filed by the Washington law firms of Wheeler & Wheeler; Kirkland, Fleming, Green, Martin & Ellis; and Dow, Lohnes & Albertson, the petition and brief maintained:

The issues which we here challenge are predicates upon an assumption that the Commission has power over the program content of radio broadcast stations. Specifically, the Commission is not empowered to consider or determine whether any speech that is transmitted, or any political cause, group, or candidate; nor is the Commission empowered to determine the private, political, social and economic views of any licensee, or, if ascertained, to consider whether such matters are or are not favorably in any broadcast material transmitted. And the Commission is not empowered to inquire into internal management affairs of the licensee, including such matters as instructions from management to officers or employees, their response to such instructions, or any disciplinary action. Any assertion of such authority is contrary to Sec. 325 of the (Communications) Act and to the First Amendment of the Constitution.

In support of this contention the brief cited Supreme Court decisions, legal interpretations, Con (Continued on page 84)

Ohio Meet Tells How

"Radio is no longer a baby in the media family," Mr. Dailey said, "and it will have to act grown up now in its business dealings."

He asserted that in the future radio must sell on a scientific, factual basis if it is to survive. Mr. Dailey outlined the station's selling tools as follows: Station information (as to coverage, size of audience, etc.); program information; personal contact with advertiser, and cooperation with the advertiser once he is sold. Frank Kolb, president of the Sales Executives Club of Cleveland, and assistant sales manager of the Cleveland Electric Illuminating Co., said America must now produce professional salesmen if our economy is to survive. Speaking on the "Best Job in the World," Mr. Kolb said the 50% of Americans' income that does not go for food, shelter, and clothing is the "postponable expenditures" which salesmen can influence. He explained that since the sales department is the most important part of their business, executives should pick salesmen with care.

IN THIS group at the 8th District CBS Affiliates meeting in Houston are (l to r): Kenyon Brown, president and general manager, KWFT Wichita Falls; B. F. Orr, president, KTRH Houston; Frank Stanton, president of CBS, and Jesse Jones, former RFC head and owner of KTRH Houston.

INFORMAL get-together is enjoyed by these five executives during the 8th District CBS Affiliates session in Houston. They are (l to r): Joe Bernard, KOMA Oklahoma City; Henry Clay, KWKH Shreveport, La.; Herb Ackerberg, CBS vice president in charge of station relations; Clyde Rembert, KRLD Dallas, and John Eassu, KTUL Tulsa. Meeting was held Nov. 4-5.

HELPING give feminine touch to the 8th District CBS Affiliate meeting in Houston are (l to r) Mrs. Frank Stanton, wife of the CBS president; Mrs. Jesse Jones, whose husband owns KTRH, and Mrs. B. F. Orr, wife of the KTRH president.
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
LORDS' PLANS
May Use N. Y. Radio-TV

Possibility by next February of a radio and television schedule in the New York market to augment introductory campaign for the new Lords Cigarettes was foreseen last week by the agency, Kiesewetter, Wetterau & Baker Inc., New York.

The campaign, now conducted via newspapers in the New York area, has been supplemented in 16 other cities by radio schedules, and in Buffalo, by TV. According to the agency, station most likely to be scheduled first is WQXR New York, whose listeners, the agency feels, are more apt to afford the 90-cent cigarettes. The agency also feels that video set owners fall into the same category, and said that the Buffalo TV venture was highly successful. Cigarettes are manufactured by Lane Ltd., New York.

When Taystee announced its sponsorship of Bill Ring Time at the Dallas meeting of plant and sales managers, these executives were present (1 to r): Harold Hough, director, WBAP-AM-TV Fort Worth-Dallas; Phil Bowman, radio director, Young & Rubicam, Chicago; D. W. Elliott, executive vice president, Taystee Bakeries; Bill Ring, star of the show; J. W. Evans, Free & Peters Fort Worth mgr.; Horace W. Burr, Texas district supervisor for Taystee in Dallas.

The LARGEST portion of Eastern Oklahoma's over $1,000,000,000 "buying income" market is covered effectively by 

You don't need more. Why take less? 

Tulsa's Exclusive Radio Center
Avery-KnodeL, Inc.
Radio Station Representatives
John ESAU, Vice Pres. & Gen. Mgr.

Feature of the Week
(Continued from page 20)

Beeman, Y&R account executive, decided to use sure-fire programming—the Bill Ring Time quarter-hour strip. Mr. Ring, former program director of KWTO Springfield, Mo., had been selling successfully fully Taystee's "hot-wrap" brev for two years while singing an ad libbing with a piano-organ-bass background at KWTO.

To get penetration, the agency asked cooperation of Free & Peters, Chicago, and its account executive, Art Bassi, in lining up time on three stations without revealing the client. Taystee's own "network"—on which full rates are paid—includes feeds from KXYZ Houston to WBAP Fort Worth-Dallas and KFDM Beaumont, P&P stations, and KFDX Wichita Falls, represented by Taylor-Boroff.

One week of intensive promotion preceded the debut Oct. 17. Mr. Ring, called "the friendliest man in Texas," appeared at sales meetings in all of Purity's five plants in that area, autographed hundreds of pictures and gave off-the-record performances. A barrage of printed promotion included 24-page posters which were placed in most markets, space in principal daily newspapers, and store tie-ins and displays. Taystee drivers distributed bread rack cards, counter and post cards, window streamers and hand-outs.

26 Weeks at Least

The show, running five-a-week from 11:45 to 12 p.m., will be aired 26 weeks and may go on indefinitely. Purity is supplementing its radio advertising with the Art Finger disc show on KXYZ Houston for Grennan Cakes. It also is a quarter-hour strip.

Purity executives working with Y&R and F&P were Don W. Elliott, executive vice president, and Larry H. Nieman, promotion director; Joseph W. Evans, Free & Peters Fort Worth manager, also helped in promotional planning.

Cribb Elected
Heads Missouri Broadcasters

Wayne W. Cribb, KHMO Hannibal, was elected president of the Missouri Broadcasting Assn. at its annual business meeting, held at the Hotel President in Kansas City, Mo.

Other officer selections were Mahlon R. Aldridge Jr., KFRU Columbia, vice president, and Harry Renfro, KXOK St. Louis, secretary-treasurer. Six directors also were elected, including E. K. Hartenbowski, KCMO Kansas City; G. Pearson Ward, KTTS Springfield, and Glenn R. Griswold, KPEQ St. Joseph. Messrs. Cribb, Aldridge and Renfro also were named directors at the meeting, held Oct. 31.
In Baltimore, the sports station is WITH

“All Baltimore trembled with excitement as the dramatic gridiron battle came over W-I-T-H,” wrote Roger H. Pippen, Sports Editor of the Baltimore News-Post. He was writing about a recent professional football game between the Baltimore Colts and the Buffalo Bills.


W-I-T-H runs a show called “Sports Special” for two hours every afternoon. And this is followed up every night at 11 by “Sports Final,” with all the late results.

W-I-T-H is indeed the sports station in Baltimore. W-I-T-H gives advertisers this big PLUS audience of sport fans every day in the week. For low-cost results in Baltimore get the W-I-T-H story from your Headley-Reed man.
It is inevitable that Lang-Worth will continue to lead with a program service pledged to increased profits for broadcasters!

Lang-Worth was FIRST with a transcribed library of all Non-ASCAP music—which spearheaded the copyright victory and saved the industry millions of dollars. FIRST to separate, on individual discs, ASCAP from Non-ASCAP for "per program" operation. FIRST to stop waste and confusion in the program department by ditching the elusive index card for "Talendex". FIRST to furnish voice tracks of name artists..., authentic program themes, mood music and production aids in abundance.

...and Lang-Worth was FIRST to build "Network Calibre Programs at Local Station Cost". FIRST to publicize these programs with Agencies and Advertisers. In the past ten months over 2000 individual advertisers sponsored 141,856 quarter-hours of these "Network Calibre Programs". Lang-Worth is the most widely sponsored library service in the world!

MIKE MYSTERIES
On 392 stations. Musical show incorporating 2-minute mystery gimmick, written for Lang-Worth by Hollywood's John Evans ("Halo for Satan", "Halo in Blood", etc.). From Bill Laurie, KBEJ, Jacksonville, Tex. ... My Sales Manager says... easiest-to-sell show ever offered. Twelve minutes with first prospect and order signed for entire 52-week series! 15 minutes, 5 weekly

THE CAVALCADE OF MUSIC
Now on 446 stations! Features the glamorous Cavalcade Orchestra and Chorus (53 members conducted by O'Aiaga, with top-name guests. Started by V.P. and Director of Programs, WNEW, New York... best-selling show we know. Tied for first place in January at New York Stations when cooperated on WNEW. 30 minutes, 1 weekly

THE CONCERT HOUR
An immeasurable Lang-Worth regular! Continuous use by more than 300 stations! Universal appeal of immortal classics enhanced by the splendid interpretations of the celebrated Lang-Worth Symphony and Concert orchestra—conducted by such outstanding conductors as Howard Buffoff, Ezio Pinza and O'Aiaga. Enormous guest solos—interesting and informative program notes. 30 minutes, 1 weekly
Always FIRST in the past, Lang-Worth is...
FIRST IN THE FUTURE... with
"The NEW Lang-Worth Transcription"
offering these 15 ADDITIONAL POINTS OF SUPERIORITY!

1. GREATER TONAL FIDELITY: A newly developed cutter, important refinements in processing, and a revolutionary patented process of manufacturing combine to produce a plastic reproduction with the highest degree of tonal fidelity ever achieved!

2. LATERAL CUT: Reproduces perfectly with the same sound system you are presently using for phonograph records and commercial transcriptions.

3. ANY STANDARD STYLUS: Not microgroove! Tapered like the letter "V", the groove accommodates standard coarse-line stylus of 2 1/2 or 2 mil radius, down to 1 mil.

4. UNIFORM LEVEL: Reproduction of every disc is uniform in overall level.

5. MINIMUM SURFACE: Superior processing and a special plastic result in surface noise that is nil!

6. SUPERIOR DURABILITY: Laboratory tests prove no wear or loss of high frequency response until after the 200th playing.

7. SIZE AND WEIGHT: 8 inches against 16...2 ounces against 12...1/4 the diameter, 3/4 the area, less than 1/4 the weight!

8. SHIPMENTS PREPAID: ALL shipments and releases (including basic library and cabinet) sent PREPAID to subscribers.

9. FREE REPLACEMENTS: Increased 50%. Additional above quota furnished at 60¢ each, transportation PREPAID.


11. CABINETS AND FILING: One Globe-Wernicke steel cabinet (22x25x32) with roller-bearing suspension, houses the entire basic library (5000 tunes) and 3 years of subsequent releases.

12. ASCAP and Non-ASCAP: ASCAP music never on same disc with Non-ASCAP. Separate discs—distinctively colored labels—vital to "per program" operation.

13. SPECIAL THEMATIC MUSIC: All "special" and program themes, mood music, production aids on separate discs.

14. INSTRUMENTALS AND VOCALS: On separate discs, so labeled. Indispensable in building "all instrumental" or "all vocal" programs.

15. EASIER HANDLING: Minimum weight, size, tougher surface. guarantee easier handling. 1 hour of recorded music weighs 8 ounces!

Samples of the NEW Lang-Worth Transcription—covering every category of good radio programming—are available to you. Use coupon below or your letterhead.

It is INEVITABLE! Why delay?

LANG-WORTH FEATURE PROGRAMS, Inc.
113 WEST 57th STREET, NEW YORK 19, N.Y.
Network Calibre Programs at Local Station Cost
TELEVISION is frozen stiff and will remain so for the foreseeable future. TV's upbrinng is so confused that even the FCC, as the freeze-or, probably couldn't recount all the reasons.

This much is evident: The issue no longer is technical, economic or competitive. It is mostly political. No one wants to be the fall guy.

The FCC cannot be blamed if it seeks to ferret out all available data. The pressures from the Hill haven't been on it. It's the color that Congress wants to know about, then the FCC is determined to produce all of the information there is on all shades of color.

But the FCC, in our judgment, should not attempt to spoon-feed and plan the whole future economy of TV. It wasn't done in AM and the result was the best aural broadcast service extant—and the healthiest. It was attempted in FM, and while the FCC probabably can't be held entirely culpable for what some view as FM's stunted growth, the Commission did attempt to interfere with normal economic processes.

Another analogy. The automobile industry didn't wait for Kettering to perfect the self-starter. Highways were built to accommodate vehicles of greater size and displacement. Designers made vehicles to conform.

The same, it seems to us, should govern the orderly development of TV—whether it be monochrome or color or both. Let the FCC establish the standards—the width and mini mum fidelity of the TV channels—based on present scientific knowledge. Then let science and industry conform. That has always been the American way.

ACTION of the Ford Motor Co. in underwriting the regular CBS telecasts of United Nations proceedings is one that not even the most exacerbatred critics of commercial broadcasting can greet with less than acclaim.

Since it was formed, the UN has been ac corded prolific coverage by radio and press. But only television really shows the UN in action to large numbers of Americans. To see and hear the nations grappling with the trying problems of our times is to clarify the purposes of the organization.

Ford's willingness to sponsor the telecasts and to forgo all product advertising in them is commendable. It enables CBS to transmit UN proceedings, something that would be financially impossible without a sponsor.

We hope that Ford's UN audiences are large and grateful.

The Door-Bells Toll

STUDY this reproduction. It doesn't look much. It was plucked from the Census Bureau's 1950 decennial census questionnaire now coming off the presses. But its value to those who toll in radio will be incalculable.

The tabulated answers to these simple questions will show the hold of radio upon the American commonweal. They will depict the progress of television in the few short years since it came of age. They will provide the new statistical bases of the mass radio media which have become an indispensable part of the American living standard.

This Census of Radio and TV (for that's what it is) didn't just happen. It is the result of 18 months of planning and campaigning. It overcame obstacles that seemed insurmountable. The story:

A year-and-a-half ago, the editors of BROADCASTING concluded it would be in the best interests of radio (and TV), and the entire business world, if the decennial census included a count of set ownership. The Census Bureau, plagued by Government economy moves, at first brushed aside our overtures. Moreover, a top-level industry advisory committee informed the bureau (1) that there was "saturation" in set ownership; (2) that there was lack of interest; (3) that the need for economy in this age of statistics was surely against any radio questions which, incidentally, would induce demands from other industries.

The campaign started. Endorsements came from state broadcasters associations, from distribution and research groups, from Government agencies, from the NAB district meetings in formal resolutions, from Broadcast Measurement Bureau. The Census Bureau slowly was being convinced.

Thus, next spring an army of enumerators will begin ringing the door-bells of the nation. The radio and TV questions will be asked. The Census Bureau soon will invite stations and networks to help condition the people for the census-taker's call.

It's now a mutual enterprise. The better the census, the better its statistics.

THOMAS CHURCH DILLON

I T isn't exactly necessary to fall on your face before an agency convention to become a vice president. But it didn't seem to hurt the chances of Thomas Church Dillon who did just that following his first speech before a BBDO agency session, shortly after he had joined the firm.

The jovial Mr. Dillon has continued to prove himself effective in the agency, and today, three years later, he beams out from behind an executive desk at BBDO, Los Angeles, as vice president and account executive on the Rexall Drug Co. account.

This impressive agency career was preceded by three other careers—in radio, photography and newswrap, Mr. Dillon started in radio in 1923 at the age of eight as sound effects man and general fill-in at WLAG Minneapolis (now WCCO) when the Dillon family lived in the hotel where the station had its studio. There he will be remembered as the man who once "brought broadcasting in Minneapolis to a standstill single-handed" by transmitting chicken pox to the station's two engineers. The station was closed for two days before temporary relief could be mustered.

Photography became his meat when he was still in high school. He and a fellow student filmed experiments done by the physics department and sold them to hospitals. Unfortunately, their thriving business never made any money, says Mr. Dillon, because they were always toasting the profits back into new equipment.

His newspaper career occurred during summers between high school and college sessions when he worked as police reporter on the old Minneapolis Tribune where his father, Thomas J. Dillon was managing editor. According to young Dillon his father was anxious to have him work on the paper so that it would discourage his wanting to be a newspaper man. And it would appear to have been successful.

In 1938 the diplomatic corps lost a recruit when Tom Dillon, fresh from a three year education in government at Harvard, joined BBDO in Minneapolis as a copywriter. Waxing poetic over Spam and Cream of Wheat seems to have had a strange effect on him, for later that year he turned in his pencil and left to see the world. For the next year and a half he wandered over the face of the globe spending six months of that time at Tahiti.

BBDO took him back at the end of his spree and he once again settled down to extoll the merits of Minneapolis Brewing (Grain Belt Beers) in addition to Spam and Cream of Wheat. During this time his previous photography experience was put to good use when (Continued on page 40)
1. **ORMOND PLANTATION**, up-river 17 miles from New Orleans. Built before 1800 by Pierre Trepagnier, and recently restored, Ormond House stands as a magnificent monument to the colorful days of the old South.

2. **THE WORLD'S LARGEST STRAWBERRY AND SHRIMP FREEZING PLANT**, located on seven square blocks at Ponchatoula, La. The main building can accommodate more than 15 million pounds of frozen food at one time. The expanding food industries in this area are another reason why WWL-land exceeds national average in increased income, buying power, and general prosperity.

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

**WWL-LAND**
The greatest selling power in the South's greatest city
50,000 WATTS  CLEAR CHANNEL  CBS AFFILIATE

*BMB Maps of WWL-coverage and other data available from the Katz Agency, Inc., our National Representatives.*
Mr. McKenzie MEI MURRAY, Ohio State U. radio-speech graduate, appointed station manager of WFOB Fostoria, Ohio.

HAROLD E. MILLER succeeds WAL-TER O. MILLER as station manager of WGAL Lancaster, Pa.

LLOYD MOFFAT, former operator of CKBI Prince Albert, named managing director CKY Winnipeg, Man.

WILLARD C. SCHRIVER, former manager of municipally-owned WCAM Camden, N.J., sworn in as assistant director of Public Safety of Camden.

WCAU CHANGES

Kelly, Pryor Are Named

JOHN J. (Chick) KELLY, WCAU and WCAU-TV Philadelphia publicity director for the past 18 years, has been appointed commercial representative for the TV station, it was announced by Donald W. Thornburgh, president of the stations.

Mr. Kelly will report directly to Alex Rosenman, WCAU vice president in charge of sales.

Mr. Thornburgh also announced that Robert N. Pryor, WCAU promotion director, will take on the additional duties of directing publicity and will work under the title of director of promotion and publicity. Mr. Pryor will coordinate all sales and audience promotion and trade and newspaper publicity. Robert L. Klaus has joined the WCAU promotion and publicity department. He will specialize in publicity. Robert Ives will handle promotion work.

NAMES PHILLIPS

Head of New Booth Outlet

ROBERT W. PHILLIPS has been named general manager of WSGW Saginaw, Mich., new Booth station scheduled to begin regular operations next spring, John L. Booth, president of Booth Radio Stations Inc., announced.

Mr. Phillips has been affiliated with WSAM Saginaw since 1940. A well known Saginaw station executive, he also is a member of the Exchange Club, Saginaw Elks and several civic organizations. He has been associated with radio in southeastern Michigan since 1939.
AND YOU CAN LAY TO THIS, mates: sale-ing is mighty smooth when you keep a weather eye on BMB. It proves that ABC delivers the big city markets AS WELL AS the towns outside. Long Beach is one good example; 73% of its radio families are ABC listeners, says BMB.

CRUISING UP THE COAST to Vancouver, Washington, we find that 70% of the radio families in this busy port tune-in ABC regularly according to BMB. Proof again that ABC's big-time programs build big audiences in smaller centers—and deliver the big cities, too.

On the coast you can't get away from ABC

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

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

Whether you're on a coast network or intend to be—talk to ABC
How's Business?

(Continued from page 33)

the FM picture hasn't brightened in the past year in the Atlantic area aside from a few special cases.

The following comments were obtained from station executives selected purely on a geographical basis without regard to size or type of stations. Most of the interviews took place at the NAB District 3 and 4 meetings at Skytop, Pa., and Pinehurst, N. C.

Gordon Gray, WIP Philadelphia, said an exceptionally hot summer had hit retail business in Eastern Pennsylvania. Since the strikes started, he added, some unemployment has appeared in railroads and factories affected by material shortages. Mr. Gray said WIP is ahead of last year, especially in local and national classes.

Prior to the strike period, Philadelphia and other eastern areas were having a good year, according to Dolly Banks, WPHAT Philadelphia. Retail business has been better than 1948. The station's gross is up, especially in national and local classes. Labor costs, too, have risen. Miss Banks said business at the Banks' WINX Washington, acquired June 16, has increased "enormously" and the station is now in the black.

The news from Northeastern Pennsylvania is mostly good news, with anthracite working hard after a brief shutdown. George D. Coleman, WGBI Scranton, NAB District 2 director, said radio business is exceptionally good in that corner of the state. In Scranton the lace and textile plants are running at last year's high levels. Overall retailing is off just a fraction, he said. WGBI is having a good year.

Roy E. Morgan, WLK Wilkes-Barre, said a slight falling off in local business at the station had been offset by better national sales. The temporary anthracite shutdown in early autumn had affected general business in the area.

Also in the anthracite belt, Shamokin is riding along with boom production in coal, textiles, clothing and other small industries, according to Charles R. Petril, of WISL. The station is up 20% from 1948, mainly due to local business.

Lancaster is having a good year, with the well-balanced industrial and agricultural groups at peak levels, according to Clair R. McCollough, WAGL, an NAB director-at-large for small stations. WAGL business is at the 1948 level, with costs rising. The station's TV gross is rising steadily, Mr. McCollough said. WAGL-TV took the air last June 1.

At Harrisburg, general business is better than a year ago, according to Herbert Kendrick, WHGB. The station's gross is up slightly last year, he said, but noted that merchants were getting worried about the strikes.

The north central part of Pennsylvania has had a good business year, according to William K. Ulerich, WCPA Clearfield and WMAS State College. Clearfield was worried about the steel strike because of its big firebrick industry. Both stations are having record sales this year.

Heavy Industry Off

In the southwestern area of the state, farming and light industry are moving nicely but heavy industry is off slightly, according to John S. Booth, WCHA Chambersburg. Station business is ahead of last year, he said, though costs are rising.

Western Pennsylvania, with an economy centered around steel and coal, has been doing surprisingly well the last two months despite the strikes. With payrolls hit brutally, retailers have been suffering. Cancellations, fortunately, have been few and already signs of a pickup have appeared.

Leonard Kapner, WCAE Pittsburgh, said 1949 has been a good radio year in the area. WCAE is a little ahead of last year despite the strike although automotive business has been down. In the southwestern corner of the state the strikes caused temporary dislocation, according to A. Boyd Siegel, WJPA Washington, Pa., but small steel mills have continued operating and the glass industry is active. Station business is about the same as last year.

Off the northwestern fringe of the Pittsburgh area, WBVP Beaver Falls is having a good year, according to Frank R. Smith. In its 1 1/2 years on the air WBVP has been in the black, he said, with the steady upward climb having leveled off somewhat. The station has not been hurt much by strikes.

Northwestern Pennsylvania has had some plants down, according to David Potter, WWVA Warren, but fabricators have generally remained in operation. Retail business has not been badly hurt. WWNAE has enjoyed a normal increase," he said, though costs are higher.

With diversified industry and agriculture, Maryland didn't feel the strikes to any crippling extent. Shipping was off at Baltimore, and Bethlehem Steel was down quite a while, but the stations as a whole are doing well. WITH Baltimore sales were described as "excellent," but with increasing costs.

L. Waters Milbourne, WCAO Baltimore, said all industries but steel have been busy this autumn after a slow summer. The station had no cancellations during the strikes, he said, and indicated department stores are showing more interest in radio.

Delaware Has Good Year

It's a good year in Delaware, with all business and industry humming, according to J. Gorman Walsh, WDEL Wilmington. WDEL- TV has been on the air four months and sales are steadily increasing, he said, with AM holding 1948 levels. duPont, Hercules and Atlas are active and construction is at a peak.

Washington, D. C., is riding along with government pay increases. Business is up at network stations after the first normal postwar summer. Late summer and autumn have many more than offset's effects of record July heat. WNBW, NBC's TV outlet, has just had a record month and all four TV stations are increasing their schedules, he said, with AM holding 1948 levels. duPont, Hercules and Atlas are active and construction is at a peak.

Government spending has offset the slack retail summer, with overall radio business good, according to B. Barron, WAM Washington. AM is holding its level and WWDC spot sales are up. Transit radio is progressing. WWDC feeds local transit with daytime FM programming, according to an AM-FM duplication at night.

In the Tidewater area of Virginia, station officials report general business is at a higher level. Barron Howard, WRAV and WTVR (TV) Richmond, said station business and costs are both rising, along with the general economic trend in the area.

Business in the Norfolk metropolitan area is about the same as 1948, according to John W. New, WHTA Norfolk. Resort business was excellent last summer. National and network sales at WTAG are better.

In the southwestern part of the

(Continued on page 44)
In your advertising travels, Brother,
When "More Sales" is your goal...
Keep your eye upon the doughnut
As well as on... Fort Wayne!*

Yes, there's a whole lot more to WOWO-land than prosperous Fort Wayne! Here in the heart of the rich Midwest market, WOWO gives you dominant coverage in a 59-county BMB area. Net effective income is $1.5 billion... four times the income of Fort Wayne itself. And WOWO's consistent leadership in Hooper ratings means a tremendous audience at any hour, from the breakfast doughnut to the midnight snack! For availabilities, check WOWO or Free & Peters.

* Of course you're familiar with Mayflower Donuts, whose intriguing rhyme is paraphrased above. As you'll remember, it goes like this:
As you ramble on thru Life, Brother,
Whatever be your Goal,
Keep your Eye upon the Doughnut
And not upon the Hole!
How's Business?

(Continued from page 42)

state business has been very good, according to James H. Moore, WSLS Roanoke, though coal and steel strikes are leaving their impact. Local and national spot are up at the station, with some Roanoke firms turning to the medium for the first time. Roanoke is a railroad town and therefore sensitive to the coal and steel situation.

Nearby in Martinsville, John W. Schultz, WMVA, reports nylon and furniture industries buzzing after a temporary setback. Station business is better than last year, he said.

West Virginia is a coal-oil-gas and steel state. As such it was hit by the strikes, an effect that was felt even before the work stoppages. In the northern half, WHAR Clarksburg, a postwar station, is running 18% ahead of last year, according to Glacius Merrill. Up to the strikes, a boom year was underway and prosperity is expected as soon as the strikes are ended.

Wheeling Strikes Strike

The Wheeling radio picture is healthy, according to William E. Rice, WWVA. Though most business has been hit, it is running the strike storm quite well, he said. Retail sales were good prior to the strikes, with the exception of department stores where a slight drop was noted. WWVA, a Fort Industry outlet, is ahead of last year.

The coal strike left its imprint in the southwestern end of West Virginia but stations are ready for a post-strike boom. Railroad employment has suffered with the coal downturn. In Huntington, Marshall Rose of WSAZ, says AM sales ran running at the 1948 level prior to September. Flen J. Evans, of WPLH Huntington, has had a similar experience, with operating expenses higher. WPLH offers sponsors a three-way package deal—AM, FM and transit.

Alicia Shein, WBTH Williamson, in the coal section of West Virginia, said station sales are about the same as a year ago. Costs are higher but leveling off, she said. Business locally is better and an upsurge in retail sales is expected. Raleigh, N. C., businessmen are doing well and look forward confidently to 1950, according to Richard H. Mason, WPTF. The station's business was off early in the year but autumn is running ahead of 1948 and the annual totals will be about the same. George T. Case, WNAO Raleigh, noted a steady upward trend since March 1948.

Jack Younts, WEEB Southern Pines, secretary-treasurer of the state broadcasters association, visited all North Carolina stations and found business generally good, with many managers able to cut costs. Department store sales in Southern Pines are up and the station's revenue will be better than a year ago.

Business is looking up in Winston-Salem, according to Harold Essex, WSJS. E. J. Gluck and R. S. Morris, WSOC-AM-FM Charlotte, report the city is growing rapidly as a distribution center, with the area expecting a good winter. At Burlington, E. Z. Jones, WBBB, reports many new local accounts for AM and FM, though operating costs are rising. Businessmen look for an active winter. At Greensboro, Gains Kelly, WFMY (FM) and WFMY-TV, said the FM outlet income has increased in the past year, with special emphasis on sports. The TV outlet took the air Sept. 22. G. M. Hutcheson, WBIG Greensboro, expects a good fourth quarter. A new long-term lease for the station is due to end of the year. No sign of recession in the area, he said.

First up third in years was noted in New Bern, Eastern Carolina, by Louis N. Howard, WHIT. In nearby Clinton, George S. Walston, WRKZ, said the agri-business is keeping costs down, business is good and keeping general business at a high level. Lester L. Gould, WJNC Jackson, said local business is better. J. Frank Jarman, WDNC Durham, said national spots are up back, with local and national network business rising. Merchants look for a better winter than a year ago.

Tourist Business Better

Asheville is having a good year, according to Don H. Elias, WPLH Asheville, and Harold H. Thoms, WISE. Tourist business has been better and textiles are improved, though some western North Carolina industries are off 5%. Industrial depression fears are apparent in the city and 1949 looks like a good year. Mr. Elias said WWNC is in a better position this year than a year ago, with spot and network gains more than overcoming a local dip. Mr. Thoms said improved staff efficiency is keeping costs down at his group of stations, with grosses better for the year. He reminded that North Carolina is now the leading furniture state. Pickup in government spending has helped to WEAM Arlington, Va., in the Washington metropolitan area.

There's optimism in South Carolina this fall, said Walter J. Brown, WORD Spartanburg, calls attention to the way business has bounced back after a summer that had its slack moments. Department store timebuying is on the upgrade at WORD, along with insurance and groceries. National business is holding its own, he said.

At Greenville, S. C., Paul H. Chapman, of the WFBC sales staff, reported area business better than last year, with a pickup in auto sales. Retail business improved for the first time, but the textile industry is strong again in this textile center. Charleston, S. C., is one of South Carolina's brightest spots, according to John M. Rivers, WCSC president, with the city leading the Richmond federal reserve district in retail sales and several new industries entering the picture. Businessmen see no immediate danger of a depression, he said. WCSC is running slightly ahead of last year, with costs down just a shade as AM and FM operations cost less than AM only a few years ago.

MBS CAMPAIGN

Advertising Drive Set

NEW trade character, "Mister Plus," will dramatize the major MBS advertising campaign to be launched next week.

The drive, with full-scale plans announced by Robert A. Schmid, Mutual vice president, will open with a continuing series of two-page spreads throughout the business press, designed to promote the entire medium of network radio and certain "plus differences" of Mutual.

One basis for the campaign stems from new home-per-dollar findings by A. C. Nielsen Co., Chicago. These findings, Mr. Schmid says, represent "first, a big step toward the goal of complete precise cost data for the entire medium, second, a realistic reason-why for buying Mutual time."

"Mister Plus," representing an animated plus-mark with microphone head, will appear, in appropriate costume and action in each of the ads, with the campaign theme lettered across it: "The Difference Is Mutual!"

Among the differences to be highlighted in the campaign, according to the network, are: Lower time costs; more homes delivered per dollar; 500 stations, 300 of which are "the only network voice in town"; maximum hook-up flexibility; free "where-to-buy-it" cut-in announcements.

Talking over plans for MBS' drive are (1 to r) Mr. Schmid; "Mister Plus," campaign character, and James Tyler, MBS director of advertising.

* * *

Ever need "sudden service" on SPOTS?

Sometimes you've just got to get your spots recorded and pressed in a hurry. Yet you must have quality too. That's where RCA skill and RCA equipment make all the difference. As they do in every recording and pressing requirement at RCA Victor you get the benefit of:

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

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

Send your masters to your nearest RCA Victor Custom Record Sales Studio:
114 East 33rd Street
New York 10, New York
Murray Hill 9-0500
445 North Lake Shore Drive
Chicago 11, Illinois
Whitehall 4-2900
1016 North Sycamore Avenue
Hollywood 38, California
Hillside 5171

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

First in the field!

RCA VICTOR DIVISION
CUSTOM RECORD SALES

Page 44 • November 14, 1949

Broadcasting • Teletasking
NBC Reorganizes
(Continued from page 26)
production services, headed by Fred
Shawn, former manager of televi-
sion operations; stations relations,
headed by Sheldon K. Hinkov Jr.,
former manager of the NBC sta-
tions relations department; and
technical operations, headed by
Robert E. Shelby, director of TV en-
ing operations.
Under Mr. Wile, will be new pro-
gram development, headed by Fred
Coe, no change; talent, headed by
Carl Stanton, former manager of
talent and program procurement;
program production with producers
Richard Berger, William Garden,
George Maloney, Victor McLenn,
Roger Muir and Ernest Walling; and
continuity acceptance, to which
no one has been assigned.
Under Mr. Frey will be Edward
Hitz, former assistant director of
network sales, as eastern sales
manager; Eugene Hoge, formerly
on the network's Chicago sales
staff, as midwestern sales man-
ger; and Robert W. Sarnoff,
former national manager of pro-
gram production, as head of pro-
gram sales.

To Develop Shows
Mr. Blackburn's reassignment to
the Hollidaysburg station was reportedly
a move to develop some present
shows now on NBC radio into tele-
vision properties. Among them are said to be the Bob Hope, Phil
Harris and Alice Faye, Fibber
McGee & Molly and Eddie Cantor
shows.

Messes. Smith, Wile and Frey
will be the operating executive
echelon directly under the tele-
vision chief, Mr. Weaver, the an-
nouncement said.

Still other reassignments will be
created within the television or-
nization, it was learned. All will be
assigned in relation to the total
separation of television and radio
into the three operating units.

At week's end, it was reported,
the following NBC departments
had been advised they would be
split with part of their staffs go-
ing to television and part to radio:
News, advertising and promotion,
and sports.

No final reassignments of per-
sonnel in those departments had
been made late last week, but it
was authoritatively speculated that
William F. Bolen, vice president
in charge of news and special
events, would become chief of radio
news and that Francis C. McCall,
now director of television news and special
events, would become chief of tele-
vision news and special events with
Adolph J. Schneider, now director of
television news and special events
as his lieutenant; that
Charles P. Hammond, now vice
president and assistant to Mr.
Trammell with principal responsi-
bilities for advertising and promo-
tion, would become chief of radio
advertising and promotion. Other
reassignments within the three de-
partments whose distribution among
the three new operating units was
immediately scheduled could not be learned.

Another department, research,
will also be affected, it was learned.
It was understood that each of
the three operating units would include
its own research group. How
the reassignments would be accom-
plished was also unknown.

Aside from the temporary
assignment of Mr. Denny to head
the new radio and owned and operat-
ed television stations, the only high-level
appointment to be positively made
in that area was that of Harry C.
Kopf, as vice president in charge
of operations of the radio unit, it was
learned [CLOSED CIRCUIT, Nov. 7].
Mr. Kopf is now the network's ad-
mnistrative vice president in
charge of sales and stations.

Press Department Intact
One department will remain in-
 tact under present plans, with its
television and radio activities in-
tegrated. That is the press depart-
ment under Vice President Sydney
H. Eiges.

As the reorganization began to
take shape, it became known that
Mr. McConnell was not following
exactly the plan proposed by Booz,
Allen & Hamilton, the management
consultant firm hired to survey the
present company structure and
suggest its redesign.

Mr. McConnell's reconstruction
of the network, however, sweeping,
will by no means be as rigorous as
that proposed by the consultants, it
was ascertained.

For example, it was learned, the
Booz, Allen & Hamilton report sug-
gested a considerable reduction in
the number of vice presidents. Mr.
McConnell, however, has deter-
mined that no incumbent vice
president will lose his officeship in
the company, because of reassign-
ment, it was reported.

One principal purpose of the
reorganization as seen by Mr. Mc-
Connell, it was understood, is to
remove as many people as possible
from the top staff level and place
them in lower operational jobs.

One staff level executive, Henry
Ladner, who since March 1948
has been assistant to Administrative
Vice President MacDonald, re-
signed last week to enter the pri-
vate practice of law.

Mr. Ladner will open his own
offices in the Bar Bldg., 36 West
44 St., New York. He had served
in NBC since 1936, first as assistant
general counsel, and finally as assis-
tant to Mr. MacDonald.

No large reduction in personnel
is expected in the reorganization,
it was said, although several
staffers last week were reportedly
advised their jobs would be elimi-
nated.

The three executives who were
appointed last week by Mr. Weaver
as his chief operating lieutenants
are radio and television executives.

Mr. Smith, who has been in radio
more than 20 years, was general
manager of NBC's Washington
station, WRC, before he became
the network's director of television
operations in February 1948.

Mr. Frey entered radio in 1924
on the staff of WEF New York,
now NBC's key outlet, WORBC.
He became sales service manager
of the network in 1940 and man-
ger of eastern sales in July 1946.

Mr. Wile was operations super-
visor of the radio-television depart-
ment of Young & Rubicam, where
he served with Mr. Weaver, who
was vice president of radio and
television, until joining NBC with
Mr. Weaver last July. Mr. Wile had
been with Y & R since 1934.

That Mr. McConnell had vir-
tually made up his mind on the re-
disposition of his staff was evident
in the fact that he had summoned
managers of NBC owned and op-
 erated stations to New York for
conferences today (Nov. 14).

It was understood he intended to
outline to them the shape the new
owned and operated stations unit
of the company would take, and
advise them of procedural changes
involved in the reorganization.

BROTHERHOOD WEEK
Radio Plans 1950 Program
RADIO's plans for the 1950 ob-
servance of Brotherhood Week
were discussed at the National
Conference of Christians & Jews
Armistice Day luncheon meeting
held Friday at the Mayflower
Hotel, Washington.

President Truman was present
at the luncheon along with other
dignitaries from government, in-
dustry and the church. Meeting
followed the general session Thurs-
day at the Willard Hotel. Pre-
ceding the luncheon, Brotherhood
Week leaders heard radio, news-
paper and advertising executives
speak. Featured on this panel was
John Hayes, general manager of
WTOP-CBS Washington.

Frank Stanton, CBS president,
chairmaned the Committee for Ra-
dio, and participated in a discus-
sion with leaders planning Broth-
erhood Week, including W. E.
B. of Bristol & Myers and the Ad-
vertising Council, chairman of the
Committee for Advertising, and
Erwin I. Canham, of the Ameri-
can Science Monitor and past presi-
dent of the American Society of
 Newspaper Editors, head of the Com-
mittee for Newspapers.

Business is good in
Norwich, Conn.
T WENTY-ONE new local and na-
tional accounts signed in Oc-
tober. All of these on long term
contracts. We will be pleased to
send you the names of these new
advertisers on . . .

WICH
FULL TIME 250 W 1400 KC
Norwich, Conn.
JOHN DUME, GEN. MGR.
Radio-TV Blanket Elections

SOME $40,000 worth of time and facilities was devoted by radio and television stations to coverage of New York's elections last Tuesday. While some New York stations sold spot time throughout the evening, most of the stations continued coverage until at least midnight, with 24-hour stations adding bulletins throughout the night.

Concession of defeat at 10:22 p.m. was made by Republican-Liberal-Fusion candidate for New York City mayor, Newbold Morris, in a pooled broadcast from his headquarters, followed shortly after by victory statements from Herbert H. Lehman, Democratic candidate for N. Y. State Senator, and William O'Dwyer, New York's incumbent mayor, Vito Marcantonio, defeated American Labor Party candidate for mayor, waited until after 12:30 a.m. for his statement.

WCBS was the only dual New York operation which sold both its radio and video coverage of the election. Through BBDO, New York, F. & M. Schaefer Brewing Co., Brooklyn, for its ale and beer, sponsored returns on WCBS. Results were aired from the CBS network's main newsroom, and from headquarters of the four leading candidates in the city and state races.

United Fruit Co., through Wenda P. Colton Agency, both New York, picked up the tab for the WCBS-TV operation.

While WNBC carried its coverage sustaining, using only the 11:30 p.m. to 12 midnight spot for steady returns and breaking into regular programs with bulletins, WNBTV (TV) sold its tallying operation also to Schaefer through BBDO. Television program ran from 11 p.m. to 12:15 a.m.

WOR New York did not obtain a sponsor for its coverage, package-wise, but it did sell 15 one-minute spots to MGM for the movie, "Battleground." The spots were spread over a three-hour period.

The station had remotes from six major campaign headquarters, and in the Times Square area.

Botany Mills, Passaic, N. J., for its fabrics, bought 11 one-minute spots on WJZ during election night coverage which started at 7 p.m. on WCBS and on video at 8 p.m.

While the WJZ AM operation was much like other stations, with remotes from campaign headquarters, WJZ-TV utilized a novel technique by superimposing election vote totals on the screen during its 9:30-10 p.m. telecast of On Trial.

Overall operation of radio and TV was supervised by Thomas Volletta, ABC vice president, and directed by John T. Madigan, ABC news director.

WFDR (FM) aired returns of all New York state elections from 7:15 p.m. until midnight, with the aid of the telephone. Newsmen at WCBS, WOR, and WMCA telephoned to such up-state New York stations as WGR Buffalo, WSYR Syracuse, WHCU Ithaca and WPTF Albany for latest returns, and broadcast the voices of those stations' newsmen as they read and, in the same manner, WFDR handled its reports from local campaign headquarters.

Quentin Reynolds, reporter and author of "More Than A Media" employed by WNEW in its coverage which started at 8:15 p.m., and continued through the night. It also carried portions of the election broadcasts of WNYC, the municipal station, when WNYC had to sign off at 10 p.m.

WOMEN'S SHOWS

Income Producers, AWB is Told

WOMEN'S programs are the most important type of participation shows in radio, Lloyd George Venard, head of Edward D. Petry & Co., New York, told members of District 2, Assn. of Women Broadcasters, at the group's annual conference, held Nov. 5 and 6 at New York's Hotel Astor.

Elavating the women's fears about video's effect on their importance as AM broadcasters, Mr. Venard said they would have to strive for more than newspaper covers are being sold today at more money than ever before, and that more phonograph records are being sold at higher prices than ever before, in spite of pessimistic predictions 25 years ago that radio would spell their demise. He assured that just as a newspaper is no better than its woman's page, so the best radio stations are those with the best women's shows.

Stressing the importance of women's show listeners, Mr. Venard stated that as a buying group they spend 95% of the women's show's income, and are responsible for four out of five of the dollars spent on news and entertainment.

Earlier in the day, Linnea Nelson, timebuyer for J. Walter Thompson Co., New York, told the women that their shows pull more for a lower cost than anything else she had bought in radio. One reason for this, she explained, is that listeners to women's broadcasts do not necessarily seek entertainment—primarily they listen to learn.

Maurice B. Mitchell, BAB director, speaking at the morning session, urged women broadcasters to concentrate some of their efforts on learning about their sponsors' problems and the questions asked at depressions, and on helping move merchandise. He pointed out that the woman broadcaster is in reality a commercial announcer who can deliver personal a lot of goods to one person who would deliver it to another.

Following luncheon, the AWB members attended a panel discussion on "Tomorrow's Pot of Gold—TV." Participating were Frances Buss and Dorothy Doan, both of CBS-TV, and both associated with the network's daytime show, Vanity Fair; J. R. Popelle, vice president in charge of engineering, WOR-AM-TV New York; Eliza-

It's a Great Combination

ABC WEAV 1000 W 960 kc

PLATTSBURGH, NEW YORK
Joseph Hershey McGIllivra, Nat. Rep.

Monday through Sunday, morning, afternoon and evening, WEAV-WENT SELLS more for less in these two rich markets.

CBS WENT 250 W 1340 kc

GLOVERSVILLE-JOHNSTOWN
Joseph Hershey McGIIlvra, Nat. Rep.
TECHNICAL HIGHLIGHTS OF THE AMPEX 300

FREQUENCY RESPONSE:
At 15 inches + 2 db. 50–15,000 cycles.
At 7.5 inches + 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 3% total harmonic distortion at 400 cycles.

FLUTTER AND WOW:
At 15 inches per second, well under 0.1% r.m.s., measuring all flutter components from 0 to 300 cycles, using a tone of 3000 cycles. At 7.5 inches, under .3%.

STARTING TIME:
Instantaneous. (When starting in the Normal Play mode of operation, the tape is up to full speed in less than .1 second.)

Graybar brings you broadcasting's best:

Amplifiers (1,20) (See key to numbers at right)
Antenna Equipment (1)
Cabinets (5)
Consoles (1)
Loudspeakers and Accessories (1,20)
Microphones, Stands, and Accessories (1,3,4,7,8,17)
Monitors (1,4)
Recorders and Accessories (9,19)
Speech Input Equipment (1)
Test Equipment (4,10)
Towers (Vertical Radiators) (11)
Tower Lighting Equipment (1,2,12)
Transmission Line and Accessories (13)
Transmitters, AM and FM (1)
Tubes (1,2,18)
Turntables, Reproducers, and Accessories (1)
Wiring Supplies and Devices (2,8,14,15,16,17)

Manufactured by:
(1) Western Electric
(2) General Electric
(3) Whitney Blake
(4) General Radio
(5) Karp Metal
(6) Hugh Lyons
(7) Meletron
(8) Hubbell
(9) Presto
(10) Western
(11) Blaw-Knox
(12) Crouse-Hinds
(13) Communication Products
(14) General Cable
(15) National Electric Products
(16) Triangle
(17) Bryant
(18) Machlett
(19) Ampex
(20) Altec Lansing

Graybar recommends Ampex magnetic tape recording equipment.

Broadcasters, recording studios, and advertising agencies know the name Ampex means the finest in tape recorders. Both the Ampex Series 200 and 300 are used extensively for big-name recorded broadcasts because of its quality, design, and performance. The new Series 300 models are compact, attractive and especially flexible in application—interchangeable for rack, console, or portable use. AND . . . they are priced within the range of other types of recording equipment—at a level which represents a practical investment for even a small studio.

Graybar has everything you need in broadcast equipment . . . PLUS everything for wiring, ventilating, signaling, and lighting for your entire station and grounds! Whatever your requirements—to get the most suitable items most quickly, call your nearest Graybar Broadcast Equipment Representative. Graybar Electric Company, Inc. Executive offices: Graybar Building, New York 17, N. Y.
value to be determined by bilateral agreement between the countries concerned. The present value is 25 u/m with no station nearer than 450 miles, with minor exceptions. The plenary session eliminated IIIA and IIIB stations, with all now are classified as III.

Delegates to the conference perused two collateral documents—a letter from Carlos Maristany, Cuban undersecretary of communications, to Eduardo Hector Alonso, president of the Cuban Federation of Broadcasters, and the translated version of a radio speech by Goar Mestre, CMQ Havana director, as reported in the Nov. 1 issue of Diario de la Marina, Havana.

Senor Maristany, upon returning to Havana from Montreal, viciously attacked Broadcasting for "attacks against my humble self" and charged the magazine forgets his "defense of a complete order in high frequency broadcasting throughout the world" during the Mexico City conference last winter.

"Whether the magazine Broadcasting likes it or not," he wrote, Cuba's delegates are "guided by the same spirit, the straightforward determination, of not returning to Cuba unless it be with the gallant posture with which they have always returned from all of their missions."

He said the Cuba of 1949 is a lot different from the Cuba of 1937, when the first NARBA was drawn up and when it had an infant broadcasting industry "with very limited investments and without any fighting spirit." He added that "as long as the American industry lords do not awake from their 1875 dream and consider Cuba should be considered according to her rank and as a result of her indefatigable efforts, the solution to their problems will not appear on any horizon."

Senor Mestre directed pointed criticism at NAB District 4 (D.C., Va., W. Va., N. C., S. C.) broadcasters for their Oct. 18 resolution calling on the government to impose economic and financial sanctions against Cuba and Mexico to stop interference [Broadcasting, Oct. 24]. He suggested the district broadcasters "should have waited to present their demands reasonably before the Montreal conference" so they could be discussed "serenely in the light of purely technical considerations and in a spirit of international cooperation and mutual respect."

He conceded Cuba could not deny that "certain irregularities have occurred" but blamed them on "an initial agreement which was abusive." Senor Mestre quoted out of context comments in the Oct. 24 Broadcasting in which couples a poll of the Montreal delegation were announced.

Others attending the meeting included:

Open Mike
(Continued from page 10)
duke action by the rest of the industry on the scale necessary to solve the problem in the time available?
Edwin H. Armstronng
Professor, Dept. of Elect. Engineering
Columbia U., New York
KSD-TV Corrects
EDITOR, BROADCASTING:
Referring to the Telastatus Report No. 82, on page 46 of the Oct. 24 issue of Broadcasting, there was a serious error in your tabulations referring to KSD-TV.
You gave KSD-TV a total of only 49 September advertisers, whereas the correct figure is 69, which is arrived at by adding the figures you quoted...
...Correct figure shows that KSD-TV had a gain of 12 accounts over the 57 accounts the stations had for the month of August...
George M. Burbach
General Manager
KSD St. Louis

[EDITOR'S NOTE: Statistics used in the Telastatus report were furnished by N. C. Raymond. The geographical error referred to is regretted by that company and by Broadcasting.]
Mitchell-Faust Joins
Schwimmer & Scott

MITCHELL-FAUST Advertising Co., 45-year-old Chicago agency, has merged into Schwimmer & Scott, with the exception of two accounts. Most of the executive personnel also was shifted.

Paul E. Faust, who helped found the American Assn. of Advertising Agencies and who was M-F president from 1914, and Treasurer Lyman L. Weld will devote their time to handling the Feature Foods Radio Shows. They were operated previously as a Mitchell-Faust affiliate. The package was considered the firm's biggest money-maker.

Mr. Faust joined the firm of Mallory & Mitchell, in 1914, when the firm name was changed to Mallory, Mitchell & Faust. In 1921, when Mallory withdrew, the company became Mitchell-Faust. It held membership in AAAA, the Audit Bureau of Circulation and the National Outdoor Bureau.

Holman Faust, vice president and radio director; R. A. L. Herweg, secretary, and Earl E. Sproul, account executive, will do account work at Schwimmer and Scott. Among transfer clients are Nu-Enamel Corp. (paints); W. F. Strawb and Co. (honey and prune juice); Nicolay-Dancey Co. (New Era Potato Chips), Chicago advertising only; Hixon Puddings (package puddings); Worcester Salt Co. (Ivy Salt); Sanford Ink (inks, mucilage, paste); and Rap-In-Wax Co. (paper).

Two accounts went to Aubrey, Moore and Wallace — Moorman

Florida

Hits FCC Delays

SHARP criticism of FCC for "its policy of delay and procrastination" in considering applications for improved facilities, with "unreasonable and paralyzing hardship on Florida stations," was voiced by the Florida Assn. of Broadcasters, meeting Nov. 4-5 at Sarasota. Growing interference from Cuban and Mexican stations led to request for action on long-delayed clear channel case.

William G. McBride, WDFO Orlando, past FAB president, was given a plaque for his services by W. Wright Esch, WMFJ Daytona Beach, president. U. S. Senators Claude Pepper and Spessard Holland addressed group. Other speakers included: Kenneth Ballinger, FAB legislative representative; Dorsey Oswinge, BMI; W. Walter Tison, WALT Tampa.

Pillsbury

House Party Moving to CBS

PILLSBURY MILLS Inc. Jan. 3 will move its House Party from ABC to CBS, William C. Gittinger, CBS vice president in charge of sales, announced last week.

The Gary Moore Show, now heard on CBS Mon.-Fri. 3:30-4:30 p.m., will be heard 4-5 p.m. across the board, to make room for the Pillsbury show, scheduled for 3:30-3:45 p.m., Mon.-Fri. Agency for Pillsbury is Leo Burnett Co., Chicago.

Timebuyers

(Continued from page 31)

lightening dashing off in all directions, etc.

If they are included, any radio home or population figures often does not specify the source. Hardly anything ever bears a printed date but, fortunately, people always stamp the date on any promotion received.

What would you do?

Here is what we do—to the best of our ability we piece together what appears to be an adequate number of stations and market to do an effective job. We cannot—

and will not—recommend the addition of stations without evidence that such an addition is necessary. Often common sense and experience elsewhere indicate the inside, local station has the audience but too many times the station being considered has supplied us with no information to back up our thinking.

At times, the timebuyers have been forced to fall back upon such vital and significant facts as is the station affiliated with a network and, if so, with what network?; how far is the city from other cities?; at what level did the 1946 BMB Area Report show outside stations getting into the home county of a local station?, and right down to whether the station has a representative and who is it; how good are the other stations he represents?

Selling Too Late

But after a recommendation has been approved, a final budget figure determined and buying commenced, then how alert and solicitous to our needs some stations can become. In come the telegrams, the long distance calls, the got-to-come-over-and-see-you-in-mediates. But by then it is ordinarily too late to review any meagre material they can hastily pull together. The buyer needs work while the recommendation before buying commences. And, incidentally, most of the Johnny-come-latelys don't have any data we can really use; it is too often just a strong, personal sell.

Granted BMB is not a perfect tool (but what medium has that?). It is at least uniform and we need it badly. If we buy wisely and effectively for a client it will mean more business for all of us. Timebuyers least of all think our 1946 BMB method should remain unchanged; more than anyone else we want to see it include more information. I am told agencies wanted more information in the first study. But only by sticking with BMB and working it out together can we arrive at such a goal.

For some interesting information on radio in Iowa, please see page 33 of this issue

THE LONG ISLAND STORY

BUSINESS IS GOOD IN HEMPSTEAD!

Retail sales in Hempstead are 7% higher now than they were a year ago!

Hempstead continues to be the leading New York State preferred City-of-the-Month!

Data Source:
Sales Management's Retail Sales Forecast for November 1949

AM WHLI FM

HEMPSTEAD, LONG ISLAND, N.Y.

ELIAS J. GODOFSKY, President

GATES RADIO COMPANY

QUINCY, ILLINOIS, U.S.A.
Standard Oil
(Continued from page 27)

Lowell Thomas and continued it through the fall of 1945.

In that same year, 1943, it began its first radio schedule in Alaska with Standard Neutron broadcasts in Fairbanks and Juneau. The schedule was expanded to include Ketchikan in 1946 and Anchorage in 1948. These broadcasts are on the air today.

In 1935 the company put a series of Western dramas, All Star Western Theatre, on stations throughout Arizona for one season.

On Aug. 20, 1945, Farmer's Digest, a daily 45-minute program, went on the air over KNBC and the following year, on May 20, it's Southern California companion program, Standard Farm Highlights, went on over KF1. These programs still are on.

The current mystery series, Let George Do It, went on the Don Lee Network Sept. 20, 1946.

Behind the successful Standard programming are the men of both agency and company representatives, who cooperatively handle the accounts and produce the shows. BBDO has been Standard's agency since 1941. J. G. Motheral is account supervisor and has four account executives working with him.

Both Standard Hour and Standard School Broadcast are placed by BBDO but the shows production is handled by Standard's public relations department headed by G. Stuart Brown, assisted by Jay C. Smith, Adrian Michaelis, Standard Oil employee, produces both shows.

Let George Do It, highest cooperation show on the Don Lee Network, is produced by BBDO in close cooperation with M. A. (Tony) Mattes, advertising manager of Standard, who also directs other company radio participation such as the Alaskan newscasts.

BBDO places these as well.

ABC OCT. STOCK
Kintner Reduces Holdings

ROBERT E. KINTNER, executive vice president of ABC, disposed of 2,100 shares of his directly-held ABC stock during October, records of the New York Stock Exchange disclosed last week.

The sales reduced Mr. Kintner's total ABC stock holdings to 10,600 shares. A month ago it was reported Mr. Kintner had sold 1,400 other shares in September. He held 16,000 shares at the beginning of this year.

General Mills Buys

GENERAL MILLS Inc., Minneapolis, on behalf of its Gold Medal Kitchen Tested Flour, will sponsor the first quarter-hour of ABC's five-weeks weekly Modern Romances on 126 of the network stations. Signed through Dancer-Fitzgerald-Sample Inc., New York, the 62 week contract covers the 11-11:15 a.m. portion of the program, which is aired 11-11:30 Mon.-Fri.

NILES TRAMMELL (fl), chairman of the board of NBC, is presented with a scroll by Paul Comly French, executive director of CARE, in appreciation of the network's service to the CARE Swan campaign which provided soup for needy children overseas.

All of these shows are commercial, using varied types of commercial messages to sell Standard's wide line of products. In addition to the program sponsorships, the company has utilized a heavy schedule of spot announcements to supplement and strengthen its advertising campaigns in various areas of the West as needed. A close check on the commercial effect of these programs is maintained by the company's advertising department. But to assure factual and honest reports from listeners surveyed on the various programs the company does not identify itself in these surveys. It fears that the great goodwill it enjoys as a result of The Standard Hour and Standard School Broadcast would influence listeners to a more favorable evaluation of its other programs than they would otherwise receive.

So a special department, entitled merely "Radio Research Department," and with a San Francisco box number not connected with the company's other mailing addresses, is maintained to conduct the surveys.

Further, the surveys never ask specifically about Standard Oil programs. They ask, instead, about farm programs generally, newspaper programs or comedy and mystery shows. And from the answers to these general categories they draw conclusions regarding their own shows.

Company directors and advertising heads are thoroughly satisfied with the job radio has done for the company during the 53 years, even though they can't and won't attempt to tell nor even estimate returns on dollars spent. As a matter of fact the company has never tried to make an accounting of all the money it has spent in radio since that first donation to the San Francisco Symphony Assn. The money comes from both the advertising and public relations budgets and the heads of these departments cannot say where the cost of their programs' leave off and other expenses begin for instance, The Standard Hour and The Standard School Broadcast are supported by the public relations department; but the advertising department foots the bill for newspaper advertising plugging these programs.

 Officials of the company say they have no doubt the radio schedule will continue to increase as it has in recent years. Nor, they say, is there any doubt the company will soon place a schedule on television.

Just when the move into TV will take place, however, they don't know. There's no pressing need to utilize the new medium now, they say, and the company is in no hurry about rushing into TV.

KGH1 and KARK immediately started an action against Roy Beard, city collector, seeking to enjoin him from collecting the fees on the ground that the ordinance was unconstitutional as a burden on interstate commerce in violation of the Commerce Clause, that it abridged free speech rights. The Pulaski Chancery Court issued a temporary injunction restraining collection of the tax and this injunction was made permanent after a hearing, the court holding the ordinance unconstitutional as a burden on interstate commerce.

Little Port City authorities took an appeal to the Supreme Court of Arkansas, which handed down an opinion May 23, reversing the chancery court. Associate Justice George Ross Smith wrote the decision. In a powerful dissent, Associate Justice J. S. Holt cited a line of Supreme Court and state decisions in holding "there could be no doubt but that the taxes imposed here are unconstitutional."

Radio TAX Threat
(Continued from page 24)

is a privilege and every person, etc., engaged therein shall pay to the city collectors an annual license fee of $200 beginning on or before April 30, 1948.

4—A penalty of from $15 to $100 per day for each day's failure to pay the tax is provided.

Mrs. Helen Kaplan
MRS. HELEN KAPLAN, 69, Philadelphia, died on Nov. 8. Mrs. Kaplan was the widow of Charles M. Kaplan, who was an executive of WIP Philadelphia. Mrs. Kaplan is survived by two daughters, Mrs. Robert Levy, wife of Isaac D. Levy, former chairman of the board of WCAU Philadelphia, and Mrs. Julia Reich, wife of Dan Reich, of New York.

IF YOU HAVE A STRO PROBLEM
CONTACT OUR NEAREST OFFICE
Joseph Hershey McGilvra, Inc.
RADIO AM-FM-TV REPRESENTATIVES
Executive Offices–356 Madison Avenue, New York 17, Murray Hill 2-8755
NEW YORK • CHICAGO • LOS ANGELES
SAN FRANCISCO • ATLANTA

Mr. William Poley Columbia Broadcasting System New York City

Dear Billy:

That idea of yours ter git all th' best talent on CBS must be howtin'. TK boys here at WCHS ts a dada'. tk same thing on th' big fall show. TK big Fall City Dance Pary came over a few weeks ago, on that show, in my opinion, another big local on tk board on Charlott's Number One Station His th' Don Evans show, th' best est disc jockey show ther now. Y'see, Billy, Don becomin' a charles- ton radio fat for five yers, an' now that he's on WCHS he'll be listed to show some timee more pruful than ever before. Yest, must be something TK CBS and its on tk dramas th' big does here 'ca'nall. Y'Ver,

WCHS
Charleston, W. Va.

Page 50 • November 14, 1949
WOR-tv
channel 9
one of America's great television stations
in New York
COLOR HEARINGS PROGRESS

DIRECT TESTIMONY in the first phase of FCC's color television hearings was completed last Thursday after a week — the seventh in a proceeding originally expected to last three—which produced these developments, inside and outside the hearing rooms:

- Sen. Edward C. Johnson (D-Col.), who has persistently prodded the Commission on color, suggested in an interview that FCC set up color standards that will permit the public to decide which system it prefers (story on TELECASTING 15).

- Along similar lines Ulysses A. Sanabria, president of American Television Inc, Chicago, recommended "limited commercialization" of color to try out the various systems; additionally he suggested that higher fidelity be achieved by channel widths up to 24 mc and said he thought that, with channel sharing, four channels could serve the nation and improve programming.

- Dr. Lee De Forest, vacuum tube inventor who now is research director for American Television, said his own 6 mc color system is probably a year away from the demonstration stage; he recommended FCC and the RCA and CBS systems need "wide development," and that present-day TV is sacrificing quality of picture for quantity of channels.

- Field tests and thorough consideration of the use of FM instead of AM for picture transmissions in the UHF, and of Polycasting (clusters of low-power transmitters) to achieve wide-area coverage were recommended by Raymond M. Wilmitte, Washington radio consulting engineer; meanwhile, a report on the FCC staff's own work on FM video was put into the record.

- Dr. Allen B. DuMont of DuMont Labs, winding up his presentation from the week before, reiterated his view that color should not be standardized at this stage of the art, while Dr. T. T. Goldsmith, his research director, presented for an RMA committee a list of 30 field tests which the committee deemed essential.

- On the let the public decide theme, Arco Electronics of New York, electronics components distributors, asked FCC to require sponsors of the various systems to broadcast at least a year so that "fans," with home-built sets, could aid in "trial and error" testing of the various techniques.

FCC meanwhile announced postponement of its first comparative demonstration of the rival color systems from this week to next Monday and Tuesday (BROADCASTING, Nov. 7).

Upon completion of these tests —in which RCA and CBS will show their color systems and DuMont will provide black-and-white transmissions—the hearing will be recessed until Feb. 6. At that time Color Televisions Inc. will officially demonstrate its system. A second comparative showing, with CTI participating, is slated for Feb. 8, with cross-examination due to start about Feb. 13.

Dr. DeForest Appears

Final witness in last week's session, Dr. De Forest, appeared voluntarily after FCC hinted it might use its subpoena powers. He had sent word through his attorney that he had not seen the CBS system and therefore would like to reserve comment. But Assistant General Counsel Harry M. Plotkin noted that Dr. De Forest had published material about a color system of his own, and insisted he therefore should appear for Commission questioning.

On the stand, Dr. De Forest said considerable progress had been made in his system, which employs a mosaic filter, but that it probably would not be ready for demonstration for at least 12 months. Its disadvantages, he said, are lack of compatibility with the present black-and-white system, and its use of what he termed a "subtractive" color process.

"System Comparable"

He reiterated his view that the color system ultimately chosen should be compatible. His own, he said, is mechanically better than Columbia's because it could be applied to receivers of any size, but at present is inferior to RCA's because of the "subtractive" process.

Neither the CBS nor RCA system would be suitable for commercial use as they now stand, Dr. De Forest said, though he conceded they have "certain features of merit." Under questioning by Comr. Robert F. Jones, he said he would not criticize the CBS system if it used "additive" color.

Dr. DeForest agreed with his president, Mr. Sanabria, that the various systems should be tested on "semi-commercial" operation for a year or more and that wider channels should be employed in the interests of higher fidelity. But he did not agree with Mr. Sanabria's feeling that the channel should be 24 mc as compared with the present 6 mc—a bandwidth of 12 mc, he thought, would be sufficient.

Mr. Sanabria, explaining his "limited commercial" plan, said he would authorize the sponsor of each color system to operate semi-commercially in a "good market" but would require each to have the basic patent rights and manufacture color sets for use in that area. Thus, he said, a color audience could be built up and the developers of each system could retrieve some of the money they have spent on color.

Contending that the number of black-and-white channels should be limited in any event, he suggested that the 24-mc channel for higher-fidelity color—approximately 1,100 lines as against the present standard of 525—he obtained by deleting channels 10 through 13 from monochrome service.

Channel Recommendation

He raised a lot of eyebrows with his assertion that four channels—enough for two in each community—would be sufficient for a nation-wide service. FCC has consistently contended the present 12 channels are far from enough.

Mr. Sanabria maintained that several could be shifted from time to the same channel and, since each would program only a portion of the broadcast day, improvement in programming and reduction in each "station's" operating expenses would result.

When he belittled some of present-day TV's programming, he was told by Chairman Wayne Coy that "you must look at the wrong time" because some "fine" programs are being aired.

Mr. Wilmitte, in support of his appeal for consideration of possible use of FM for video picture transmissions in the UHF, con

(Continued on Telecasting 14)

Top TV Echelon at NBC Named

Mr. Weaver Mr. Blackburn Mr. Smith Mr. Frey Mr. Wile TOP assignments for television at NBC, under Sylvester L. (Pete) Weaver, was announced last week as the first step in the eventual reorganization of the network [see story, this issue BROADCASTING, page 23]. Heading video are Mr. Weaver, vice president in charge of television; Carleton Smith, who continues as director of operations; Frederick W. Wile Jr., assistant to Mr. Weaver since joining the network several months ago and who now becomes director of production; George H. Frey, former manager of eastern sales for both radio and television who becomes director of sales for television; Norman Blackburn, former national program director of NBC television who is assigned to Hollywood as chief of television operations there.

IN THIS TELECASTING

Color TV Hearings Progress

- Top TV Echelon Named at NBC
- Ad Men Explain TV on KEXP-TV
- ABC Cuts WJTV Hours
- British Firm Enters U. S. Market
- FCC Names New Director
- Hope Seen for ASCAP Agreement
- Defense Dept. Starts Series
- Sen. Johnson Reaffirms Color Stand

DEPARTMENTS

Film Report: II Teletext: 4 Teletype: 8

BROADCASTING • Page 52
MEET THE AD MEN

IT TAKES creative thinking and sound business sense to be a good industry cook. And when the ingredients of advertiser, agency and the public are mixed with the right recipe, the result is a video show—Advertising and Televison over KSTP-TV St. Paul-Minneapolis.

The station has set out to explain to the public the magnetism of TV as a new advertising medium and to show the public how it can benefit. With these ideas in mind, KSTP-TV aired its first show Oct. 12 when advertising agencies explained graphically how TV has affected their businesses—for example, the addition of personnel and/or changes in thinking.

Joe Cook, KSTP-TV promotions-publicity director, summarizes what the program does: “It proves to the consumer that television is the closest thing to shopping in the store yet devised. They can do everything except sample the merchandise.”

With the aid of their own commercials, the advertisers explain television production in advertising. They tell the consumer that television is the best medium because of its ability to demonstrate products.

When the first show was telecast, a wire from Miller C. Robertson, KSTP-TV commercial manager, was sent to all advertising agencies in the area. It announced the program and asked for comments and thought of your early participation in this feature.”

The Oct. 12 program introduced to the public some of the biggest local advertisers, those already setting aside a budget for TV.

Some selected comments taken from the first night’s script:

“We at the agency feel that TV is so important that we have added three new men to form a TV department under the direction of Melba Sanders of David Inc. Later—Now we would like the TV audience to meet some of the David agency clients who have purchased TV to sell their merchandise.

In this manner, agency men and their advertiser accounts, were shown to the audience. Some of the comments from the advertisers were:

“…—Ray Steiner, of Chicago & Northwestern Railroad, spot purchaser.

Similar expressions were voiced by representatives of The Land-O-Print Company, spot buyer; Weyand’s Furniture Store, sponsor of weather forecast spots; and Raymer Hardware Store, spot advertiser.

And so the program went, with each participant injecting his faith in TV and in their sponsors’ wares. The station is presenting this unique quarter-hour feature each Wednesday at 9:30 p.m. For future telecasts, KSTP-TV already has lined up such agencies as Melamed-Hobbs, Bozell & Jacobs and Campbell-Mithun.

ABC CUTBACK

COMPLETING the TV cutbacks began a fortnight ago [Broadcasting, Oct. 31, Nov. 7], ABC last week curtailed the broadcast week of WJZ-TV New York from seven to five days by eliminating all Monday and Tuesday programs from its schedule.

Major evening programs even on those nights are being shifted to other evenings. The only commercial programs cancelled are the Tuesday and Thursday broadcasts. The participation shows Market Melodies (3:45 p.m.) and TV Telephone Game (4:45 p.m.) Both of these programs are now telecast Wednesday, Thursday and Friday at those times and Saturday from 10 a.m. to 12:30 p.m.

ABC's TV network program service is not seriously affected, as the network's Chicago video staff will continue to originate two Monday evening shows: Mr. Black (9-9:30 p.m.) and ABC Burston Dance (9:30-10 p.m.) and the Tuesday evening fights (10 p.m. to conclusion). These will go out to the ABC-TV affiliates as before but will not, of course, be carried by WJZ-TV.

There is no plan to duplicate the WJZ-TV curtailment in other cities where ABC owns video stations, it is understood. Those stations—WXYZ-TV Detroit, WNET-TV Chicago, KECA-TV Los Angeles, KGO-TV San Francisco—are considered to be securing a satisfactory number of spot and local video advertisers and will continue or expand their present operating hours.

Weekly on KSTP-TV

David Agency television man makes a thorough inspection of a camera. They are (l to r) Dick Slade, Toby Annenberg and Dick Eick.

WJZ-TV HOURS CURTAILED

In New York, where costs of labor and other operating expenses are appreciably higher than elsewhere, the savings to be derived from eliminating telecasts on Monday and Tuesday exceed the revenue produced by that operation, a situation which led to the decision to put through the curtailment.

The relatively poor antenna location of WJZ-TV (on the Fire House Hotel) is blamed with much of the station's troubles and ABC is planning to move to the city's highest point at the top of the Empire State Bldg., where WJZ-TV would share this choice transmitting site with WNBV (TV), key station of NBC's TV network.

It is believed that the dropping of two days from the WJZ-TV schedule completes the network's video curtailment plan, which is designed to reduce ABC's TV operating costs by some 20% and restore the overall ABC operation to a black-ink balance. ABC reported a net loss of more than $40,000 for the first half of 1949.

KMTV (TV) ACTIVITY

Expands in Omaha Market

A SEVEN-DAY week schedule now is in force at KMTV (TV) Omaha, station reports. After two months on the air, operating on Channel 3, the outlet says set sales in the viewing area are increasing an estimated 1,100 or more a month. KMTV now averages three hours of programming per day.

Station's staff has grown with two additional engineers, one announces and two persons for traffic and film editing. KMTV now carries Omaha hockey games direct from Akeson Sports Coliseum, has produced local studio shows and has received new programs from its three network affiliations, CBS, ABC and DuMont. Among other shows are Fred Waring, This Is Show Business, Lone Ranger and Paul Whiteman's Musical Revue.
WBKB (TV) — INDUSTRY'S TRAINING LAB — BECOMES SUCCESSFUL VIDEO BUSINESS

WBKB (TV) CHICAGO, Balaban and Katz pioneer Midwest station, has progressed successfully from a laboratory to a business after years of TV experimentation. The long experiment—since the first audio signal was transmitted in October 1940—has been expensive. Four million dollars is the latest estimate.

Renowned as a training ground for TV personnel all over the country, WBKB operated alone in Chicago from 1940 until the spring of 1948, when WGN-TV (Chicago Tribune) took the air. When two other TV stations, Channel 7 and 4, began to use the same antennas, the station has been compelled to share facilities with them.

During WBKB’s six-year incubation period, its destiny was patterned and predicted almost solely by Capt. William C. Eddy. His successor in the fall of 1948 was John H. Mitchell, experienced movie theatre manager who had worked for B&K or its affiliates since 1932. The experimental laboratory gave way to a practical business enterprise as Mr. Mitchell inaugurated a changeover policy involving a four-year program of objectives.

Working for development of a “sound, basic operating structure with better morale, more stability and intra-organization security,” Mr. Mitchell in one year has chalked up these successes: (1) Chicago debut of theatre television; (2) development and introduction of the Multiscop; (3) use of video transmissions; (4) installation of a $250,000 transmitter; (5) remodeling of studios and offices; (6) scheduling and sale of “the most ambitious football series ever telecast” (Notre Dame, Bir 9 football); (7) telecasting of the station’s eighth anniversary celebration last June, including a remote from the stage of the B&K Chicago Theatre.

A major move was affiliation with CBS last month, after WBKB’s continuous operation as an independent. Network feeds began officially Oct. 12. CBS was previously associated with WGN-TV.

The primary coup, however, was undoubtedly that of nearing the break-even point financially. Only a year ago the station was losing between $101,000 weekly, Mr. Mitchell reports.

John Balaban, president of B&K and its affiliated stations, conceived of TV and movies supplementing each other as entertainment media in 1939. His firm is a subsidiary of Paramount Pictures, of which his older brother, Barney, is president. Mr. Balaban authorized the first experimental period, 13 minutes of interviews—takes place that March. As the experimental W9XKB, the station telecast its first remote in June 1941 from Grant Park at the lakefront. First major remote was telecast the same year when Shriners paraded in front of the Sherman Hotel.

** CAPT. BILL EDDY **

CAPT. Bill Eddy, holder of 100 TV, radio and electronics patents and now president of Television Assn., was chosen by Paramount to direct WBKB in 1939. He and his chief engineer, A.H. Broly, built a transmitter with parts from two dismantled police radio stations. Materials were short even then because of war production.

After the war started in 1941, Capt. Eddy offered his services and station facilities to the Navy, and headed its radar training school in station quarters at 190 N. State St. in the loop. (The building is owned by a B&K subsidiary, and additional space is rented in the adjacent Butler Bldg.) More than 60,000 radio and radar technicians were trained there before war’s end, although the station continued programming. In October 1942 it took the air with its present call letters.

Going commercial in 1945, WBKB was reorganized physically and facilities were increased. That year, and in 1944 also, staffers were all women, donned efficiently in a TV overall-uniform. Most of these have moved on, but two camera operators—Rae Stewart and Esther Rajejewski—remain.

To bring Chicagoans Notre Dame football games from South Bend, Ind., Capt. Eddy designed and built a relay system. This earned for him, in December 1947, the annual award of the Television Broadcasters Assn. The relay is effective.

For several years WBKB accepted two television trainee weekly who were sponsored by TV stations with construction permits, schools or advertising agencies. This program was cancelled late in 1948 when the demand dwindled. As an “old-time” TV operation,

** STAG SESSION IN WBKB’S ANNOUNCER ROOM BEFORE SHOW-TIME IS FILLED WITH GAGS OF CURBSTONE CUPPET ERNE SIMON, whose audience includes (1 to r): Announcer Joe Wilson, News Editor Ulmer Turner and Announcer Russ Davis **

PROMOTION and format of new shows is the job of Sterling Quinlan, promotion manager, and Jonny Groff, program director. They coordinate their efforts so that local advertisers can merchandise their products inexpensively...
Manager Mitchell and Promotion Manager Sterling Quinlan, manufactured by Sterling Television Productions, a B&K subsidiary, the device shows moving tickertape news, time, weather and a standing advertising message. It was devised mainly as a fill-in for test pattern time, and has been leased to 21 stations.

WBKB pioneered also in programming, although live originations have been cut drastically in the past year. Always heavy on sports remotes, it developed Russ Davis and Joe Wilson as popular personalities on sports commentaries. Although original and elaborate shows were telecast continuously during the first six weeks, few are aired now because of expense and the lack of sales-appeal to local advertisers. Station's policy now is to eliminate all sustainers and emphasize remotes.

**PROGRAMMING has been simplified since affiliation with CBS. After years of struggle as an independent, WBKB now has a network source for program material. It carries 30 CBS shows (19½ hours) weekly.

Local daytime programming will be hiked only as “their commercial value increases,” according to Program Director Jonny Graff. Mr. Graff, former writer-producer at Donahue & Cee Agency, New York, worked in TV programming at CBS and has packaged film and live video shows. He and other WBKB executives are keenly interested in the “gimmick” program locally. Although most of the CBS schedule is piped in, the station reserves Tuesday and Thursday evenings for local programs. Mr. Graff's plan is to build personalities in inexpensive formats to be sold at a profit immediately.

Station talent under contract includes Russ Davis, Joe Wilson, and Ernie Simon, John Dunham, 12-year-old Singer Tommy Sands and News Editor Ulmer Turner. Mr. Turner, former radio editor of the Chicago Sun and other papers, and radio commentator for many years, worked closely with the Chicago Sun-Times in his news and feature-gathering. The paper has an inclusive cooperative working agreement with the station.

Undoubtedly the most famous show in WBKB's history is Kukla, Fran & Ollie, “fathered” by Capt. Eddy in 1947. Burr Tillstrom, young Chicago puppeteer, was asked to develop a commercial show in four days. He met the deadline, has worked a half-hour stint on TV almost daily since that time, and still has never used a script. With Singer-Actress Fran Allison as straightwoman to puppets Kukla and Ollie, Mr. Tillstrom starred on WBKB's Junior Jamboree for 40 weeks under sponsorship of RCA Victor. Kukla, Fran & Ollie started on the station with that name in the fall of '48. The show, an NBC-TV feature radio commentator for many years, worked closely with the Chicago Sun-Times in his news and feature-gathering. The paper has an inclusive cooperative working agreement with the station.

**CLOSE to the black-ink column, WBKB still has to make up a backlog of staggering expenses be-

(Continued on Telecasting 6)

---

$3.19 Air Express cost helped this wildcatter strike it rich!

When a pump valve goes while drilling for oil, it's costly. Idle men and equipment make profits evaporate. It happened to a wildcatter at 4 P.M. Phoned 800 miles away for parts—delivered 11 P.M. that night by Air Express. 12 lbs. cost only $3.19. (Regular use of Air Express keeps any business moving at a profitable clip.)

**$3.19 was complete cost. Air Express charges include speedy pickup and delivery service. Receipt for shipment, too. Makes the world's fastest shipping service exceptionally convenient.

Air Express goes on all Scheduled Airline flights. Frequent schedules—coast-to-coast overnight deliveries. Direct by air to 1300 cities, fastest air-mail to 22,000 off-airline offices. Use it regularly!

---

**Facts on low Air Express rates

Special dies (28 lbs.) go 500 miles for $4.30. 6-lb. carton of vacuum tubes goes 900 miles for $2.10. (Same day delivery if you ship early.)

**Only Air Express gives you all these advantages: Special pickup and delivery at no extra cost. You get a receipt for every shipment and delivery is proved by signature of consignee. One-carrier responsibility. Assured protection, too—valuation coverage up to $50 without extra charge. Practically no limitation on size or weight. For fast shipping action, phone Air Express Division, Railroad Express Agency. And specify "Air Express delivery" on orders.

---

**SPECIFY AIR EXPRESS—GETS THERE FIRST

Rates include pickup and delivery door to door in all principal towns and cities.

Air Express, a Service of Railroad Express Agency and the Scheduled Airlines of the U.S.
Jack Chertok

The way he got on the stage was to apply for an audition and be hired. The way he got into the motion picture industry was similar. And when televisionloomed, he applied for a cooperation license and entered the TV film business.

That's a terse outline of the career of Jack Chertok, head of Apex Films, Hollywood producer of the Lone Ranger series, currently sponsored by General Mills over some TV stations in the north and by American Bakers in the south.

In addition Jack has made a number of commercials for American Bakers, Kleenex, Gillette and General Mills. This is in addition to industrial films for such clients as duPont, Union Oil, National Assn. of Manufacturers, Carnation Co., and the Protestant Film Commission.

A native of Atlanta where he was born July 13, 1906, Jack saw quite a bit of the country, while keeping up with his father who was active in the import-export field. At eight he came west with his family, dividing two years between San Francisco, Los Angeles and San Diego. Next they returned to Atlanta for two more years before turning north to New York where young Jack graduated from Rhodes Preparatory School at 16.

The talent upon trying him sought an audition with Max Reinhardt, who was then readying "The Miracle." Gaining a role in the extravaganza, Jack was thus busied for the next two years. Thankful for his experience on the stage, he next turned to the movies and went to Los Angeles at 18.

He applied for a job at MGM and was hired as a laboratory technician, developing film. He soon discovered, however, that he was unusually, assistant camera man, script clerk, assistant director, unit manager. In 1930 he was named head of the music department, having handled musicals as a unit manager.

After five years in the music department he attained the status of producer when named to head the short subject department in 1935. As such, he won nine Academy Awards for his short subjects in addition to producing such feature pictures as "Joe Smith, American;" "Eyes in the Night." With 17 diversified years of picture-making, behind him at MGM, Jack turned to Warners in 1942 where he served as a feature picture producer on "Northern Pursuit," "The Corr. J. G. Robertson," and "Conspirators." After two years with Warner he became an independent producer, turning out "The Strange Woman" and "Dishonored Lady."

Realizing that TV would shortly offer a film field of its own, he formed his company in 1945 concentrating on industrial films but ready and willing for television films. At that time, MGM was breaking up its short subject department so he hired the nucleus of the talents he was already familiar with and was ready to roll. In 1933 he married Florence Murray and today the five Chertoks—Vivian, 13, William, 12, Barbara, 11—live in suburban Westwood.

Jack has little time for hobbies other than his family because he takes his business too seriously. When not concerned with a problem of his own, he's busy studying the work of others.

Mr. Chertok

All WBKB offices and studios are on the 12th floor of the 190 N. State Bldg. Unique among Chicago TV stations is its public viewing room, which seats 40 persons, open both day and evening. Station has two studios, one 50-by-35-feet and the other much smaller. Both have overhead incandescent lights, with 12 bulbs ranged in each of several banks.

The recent appointment of Weed & Co. as national representative is expected to help WBKB sales even more. However, station expects only "to hold the line" the next three years, Mr. Mitchell said. In that time—"the industry's incubator stage"—technical standards, the new RCA transmitter and VHF problems will be set. The general pattern of television will be determined, with construction underway in hundreds of cities, coast-to-coast wiring of cities, and after the "bells and whistles" are in place, distribution reaching "undreamed of heights," Mr. Mitchell believes.

"Competing media will know we're spending $56,000, video trans-
TV EQUIPMENT

England's Pye Ltd Enters Market

PYE Ltd., of Cambridge, England, which claims to have made one-third of all English television receivers in 1948, is entering the American TV transmitter market, it was announced last week.

An advance guard of four of the firm's top representatives, headed by R. J. Edwards, technical director, arrived in this country by plane Monday. Four other company representatives were scheduled to arrive on the liner America last Saturday, with equipment for demonstrations.

First demonstration will be held in Washington, D. C., Nov. 21 to 26 at the Hotel Carlyle. There, equipment to outfit a small video studio will be included. In the gear will be the firm's Photicon camera and film projection equipment.

Other demonstrations are to be held in Chicago on Nov. 29 and in New York on Dec. 6 at the Park Sheraton Hotel.

At the demonstrations, orders will be taken, with three months delivery on equipmen possible, Mr. Edwards said. Primarily, however, the company is shooting for business which is available when the FCC channel freeze thaws. Eventually, the firm hopes to do $5 million annual business in this country.

Prices of Pye equipment range from $50,000 for a small station to $600,000 for large ones, according to Mr. Edwards. Those prices, he said, are from 10 to 15% below comparable American equipment. He said devaluation of the pound and lower labor costs permitted his firm to undersell American manufacturers.

Built in America

He emphasized that all the firm's equipment is built to American standards and uses standard American type tubes. He claimed, however, better gradation of tones and superior picture quality for his firm's cameras.

Depending on the character of the response at the demonstrations, Mr. Edwards said, the company expects to set up offices in New York, Chicago and Los Angeles. It intends to appoint American distributors and use American firms to do installation work.

Also, demonstrating the manufacturing facilities of five Pye plants in Cambridge, the company expects soon to have another in operation near Toronto. The Toronto plant, in addition to manufacturing station equipment, also will make receivers for the Canadian and South American markets, Mr. Edwards said.

Pye Ltd. in existence for more than 50 years as a scientific instrument making firm, has 14 plants throughout the world, according to Mr. Edwards. The firm has had numerous "firsts" to its credit, he said, including the first color TV demonstration in Britain last year, at which time it offered its color equipment for sale as a package to hospitals and stores.

Accompanying Mr. Edwards were: John E. Lakin, demonstration manager; Quentin Lawrence, studio manager, and Donald Jackson, chief mechanical engineer. Scheduled to arrive last Saturday were William Jones, engineer in charge of the demonstration, and the following engineers: Donald Fisher, Cyrus Babbs and John Hurst.

'ACES' TO TV

DuMont Signs Phillips

PHILLIPS PACKING Co., Cambridge, Md., on behalf of its soups, will sponsor the Ziv Television Productions Inc. package, Easy Aces, on 15 DuMont TV Network stations.

Program will be telecast Wednesday, 7:45-8 p.m., starting Dec. 14 and was signed through the Aitkin-Kynett Co., Philadelphia.
Advertisers Increase 23% In October

TOTAL number of advertisers using television in October was 1,891, according to the Rorabaugh Report on Television Advertising. Figure represents an increase of 23% over the September total of 1,537 video clients and a gain of 282% above the 405 TV advertisers in October 1948.

The Rorabaugh Report shows the following comparison:

<table>
<thead>
<tr>
<th>Network</th>
<th>Gain</th>
<th>Change</th>
</tr>
</thead>
<tbody>
<tr>
<td>National</td>
<td>32</td>
<td>76</td>
</tr>
<tr>
<td>Regional</td>
<td>59</td>
<td>120%</td>
</tr>
<tr>
<td>Smaller Advt</td>
<td>28</td>
<td>41%</td>
</tr>
</tbody>
</table>

Drama Gaining In Viewers’ Preference

TELEVISION drama is coming into its own, with approximately three-fourths of set owners preferring the TV plays to movies, a survey conducted by Advertest Research Inc. has revealed.

Picture of the drama in current television programming — its percentage of viewers, their likes and dislikes, and how it stacks up against radio, theatre and movie fare—is documented in detail by Advertest as part of its monthly study of “The Television Audience of Today.”

Compared with similar fare in other media, television drama was favored by 76% of the set owners as against 18.5% for movies; 92.5% compared to 4.5% for radio.

Drama, thus, is outdrawing it, however, with 65.4% preferring the latter to TV drama.

The report is based on 534 interviews completed between Oct. 5 and Oct. 15. Respondents were asked to name their favorite dramatic show; total hours spent viewing television as compared to total hours spent viewing drama; preference of drama compared to other type programs; TV drama as compared to that of other media; opinions on use of film in TV dramas.

Advertest took the 22 top dramatic programs and ascertained percentages of how many television viewers viewed a particular program regularly, and on factors involved in their percent of likes and dislikes. Factors were: camera work, performers, story, time presented, length of program, scenery, advertising.

The Goldbergs, viewed regularly by 57.5% of 534 people, topped the list, chiefly on the strength of a 96.1% like for its performers. On the other side of the ledger, however, dislike percentages were 25% for the advertising, 18.4% for length of show, and 12.7% for camera work.

Next nine shows in the top 22: Summer Curtain (83.9%); Kraft Theatre (44.6%); Black Robe (37.8%); Philco Playhouse (36.1%); Studio One (32.8%); The Clock (28.8%); Colgate Theatre (27.2%); Lights Out (25.8%); Fireside Theatre (21.3%).

Another category was set aside for favorite dramatic shows liked best by each of the 534 set owners contacted. The Goldbergs also topped that with a 22.1%. The report gives 10 programs with percentages and comments of televiewers.

Advertest found that the average time period for comfortable televiewing was 3.4 hours per night, and for drama 1.6 hours, or 47.1%.

It also tabulated 34.4% for sports as the No. 1 favorite as rated by TV set owners, with variety second at 30.7% and drama third at 19.3%.

Weekly Television Summary

Markets, Stations and Sets Per Market

Based on Nov. 14, 1949, BROADCASTING Survey

<table>
<thead>
<tr>
<th>City</th>
<th>Outlets On Air</th>
<th>Number of Sets</th>
<th>Source of Estimates</th>
</tr>
</thead>
<tbody>
<tr>
<td>Albuquerque</td>
<td>KOB-TV</td>
<td>700</td>
<td>Station</td>
</tr>
<tr>
<td>Atlanta</td>
<td>WAGA-TV, WSB-TV</td>
<td>17,000</td>
<td>TV Circ. Comm.</td>
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<tr>
<td>Baltimore</td>
<td>WBAL-TV, WMBT-TV, WMAR-TV</td>
<td>87,176</td>
<td>Wholesalers</td>
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<tr>
<td>Cincinnati</td>
<td>WDAY, WDAY-TV</td>
<td>25,000</td>
<td>Dealers</td>
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<tr>
<td>Dallas</td>
<td>WFAA-TV</td>
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<td>TV Comm.</td>
</tr>
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<td>Ft. Worth</td>
<td>KDFW, KDFW-TV</td>
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<td>Distributors</td>
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<td>Houston</td>
<td>KHOU-TV</td>
<td>35,000</td>
<td>Dealers</td>
</tr>
<tr>
<td>Jacksonville</td>
<td>WJXT-TV</td>
<td>13,750</td>
<td>Dealers</td>
</tr>
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<td>Kansas City</td>
<td>KCTV, WDAF-TV</td>
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<td>Distributors</td>
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<td>Los Angeles</td>
<td>KLAC-KRLA, KNXK, KTAL, KYTL, KTLA</td>
<td>231,273</td>
<td>Dealers</td>
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<td>Red, Appl. Assn.</td>
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<td>Minneapolis</td>
<td>WCCO, WGNM</td>
<td>9,770</td>
<td>Accountants</td>
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<td>New York</td>
<td>WABC, WPIX</td>
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<td>Stations</td>
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<td>KOCO, KOCO-TV</td>
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<td>Distributors</td>
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<td>WCAU-WFIL, WPTZ, WPM</td>
<td>37,200</td>
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<td>KPTV, KOIN-11</td>
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<td>Dist. &amp; Deal., Dist.</td>
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<td>Providence</td>
<td>WJAR-TV</td>
<td>16,292</td>
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<td>Richmond</td>
<td>WYES</td>
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<td>Dist. &amp; Deal., Dist.</td>
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<td>WGRT</td>
<td>11,339</td>
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<td>San Diego</td>
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<td>Dist. &amp; Deal.</td>
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<td>San Francisco</td>
<td>KCBS, KRON</td>
<td>15,074</td>
<td>Dist. &amp; Deal.</td>
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<tr>
<td>Savannah</td>
<td>WRGB</td>
<td>5,000</td>
<td>Dist. &amp; Deal.</td>
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<td>Seattle</td>
<td>KING, KOMO</td>
<td>10,154</td>
<td>Dist. &amp; Deal.</td>
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<td>St. Louis</td>
<td>KMOV</td>
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<td>Syracuse</td>
<td>WHEC</td>
<td>15,104</td>
<td>Dist. &amp; Deal.</td>
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<tr>
<td>Tacoma</td>
<td>KOMO, KMST</td>
<td>10,154</td>
<td>Dist. &amp; Deal.</td>
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<tr>
<td>Tampa</td>
<td>WFLA</td>
<td>1,000</td>
<td>Dist. &amp; Deal.</td>
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<td>Wilmington</td>
<td>WJZ, WJZ-TV</td>
<td>19,365</td>
<td>Dealers</td>
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</tbody>
</table>
| * Outdoors cities include: Davenport, Marion, Rochester, East Moline.  ** Also claims coverage in Utica-Rome area.

Editor's Note: Sources of set estimates are listed for each city as available and since most sets are sold in established communities, total sets in all markets surveyed is necessarily approximate since two areas may overlap. To offset this there are many scattered sets in areas not included in the survey.

With respect to use of film in TV dramas, televiewers felt that a program completely filmed “takes away” from the effectiveness—41.6% against, 25.1% for. Partially-filmed programs, however, found most set-owners favoring film.

Study, conducted in the New York and New Jersey areas, also included statistics on length of time of ownership, economic groups, type of TV models, as well as manufacturer brand preferences.


IMPACT of spot commercials on television stations in the New York metropolitan area was greatest on WABD-TV in September and on WNB-TV (TV) in October, according to a survey by Advertest Research Inc.

Analysis was based on a comparison of data drawn from the September and October issues of the Advertest TV Spot Report. Computed was the number of respondents who could identify stations on which they viewed recalled spots.

Behind WABD (TV) in September were the following stations in order of rank: WATV (TV), WCBS-TV, WNB-TV, WPIX (TV) and WJZ-TV. In October, WNB TV jumped from third in the Advertest analysis to first while WABD (TV) dropped to second place. The other stations lined up after WABD (TV) in this manner: WATV (TV), WPIX (TV), WJZ-TV and WOR-TV.

Further breakdown shows daily ranking for each month. In September—the stations were in order: WATV (TV) on Tuesday; WNB-TV (TV) on Wednesday; WATV (TV) on Thursday; WABD (TV) on Friday; WATV (TV) and WATV (TV) tied on Saturday; WNB-TV (TV) on Sunday. In October—WCBS-TV repeated as Monday leader and also led on Saturday while WNB-TV took top honors on the other five days. Total number of respondents interviewed daily was 200.

Football Tops Local Choices In Miami Poll

FOOTBALL is the top local drawing card on Miami television with network programs topped by We, the People (NBC), according to a video program popularity poll by the U. of Miami’s radio department. Questionnaires were mailed to 3,000 WTVJ (Miami’s only TV station) households, and the report based on a 30% return.
BALTIMORE Leads the Nation

TV SHARE OF TOTAL BROADCAST AUDIENCE
AUGUST - SEPTEMBER, 1949
SUN. THRU SAT. EVE • 6:00 - 10:00 P.M. LOCAL TIME

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<tr>
<td>Others Below Eleven Percent</td>
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WMAR-TV LEADS in BALTIMORE

*Based on C. E. Hooper's "TV Audience Index and TV Trends" for Aug.-Sept., 1949

IN MARYLAND
MOST PEOPLE WATCH
CHANNEL-2 WMAR-TV BALTIMORE

Represented by
THE KATZ AGENCY, INC.
NEW YORK • DETROIT • KANSAS CITY • SAN FRANCISCO
CHICAGO • ATLANTA • DALLAS • LOS ANGELES

TELEVISION AFFILIAITE OF THE COLUMBIA BROADCASTING SYSTEM
WFIL-TV RATES
Increase Slated Nov. 15

REVISED rate schedule announced by WFIL-TV Philadelphia, effective Nov. 15, reflects the growth of TV as an advertising medium.

Station's evening hour rate will be raised from $550 to $700 and the cost of a spot announcement increased from $70 to $100. Boost in the hourly rate shows an increase of nearly 200% over the initial rate of $250 set Sept. 13, 1947, when WFIL-TV put its first program on the air.

The forthcoming ABC network rate for an evening hour on the station, effective Dec. 1, will be $1,000, or twice the present network rate of $500. When WFIL-TV joined the network two years ago, the established rate was $300 for an evening hour program.

RCA Victor, New York, which underwrites KF&O three times weekly on NBC-TV, will reduce its sponsorship to twice weekly, making available Wednesday show [Broadcasting, Nov. 7]. Other two nights (Tues. and Thurs.) are sponsored by Sealtest (ice cream). The latter advertiser may pick up the available night after the winter hiatus that the show will take during January to March. RCA Victor is handled by J. Walter Thompson Co., New York; Sealtest is serviced by N. W. Ayer & Son, New York.

KRON-TV OPENS
Third S. F. TV Outlet
Starts Tomorrow

Third television station for the San Francisco Bay Area, KRON-TV, will begin operations tomorrow (Nov. 15).

Station will debut at 7 p.m. with a half-hour show and music; the story program will follow at 8 p.m. - Texaco Star Theatre, on which Milton Berle will feature a special salute to KRON-TV.

Owned by the San Francisco Chronicle and affiliated with NBC-television, the station will telecast on an initial schedule of six days a week, Sunday through Friday, 7 to 10 p.m., on Channel 4.

Main studios are located on the ground floor of the Chronicle Bldg. Permanent and movable sets for local production have been built around the walls of the studio with section for studio audience at one end. Cameras will be operated from the center of the studio where they can swing from set to set.

Auxiliary studios, rehearsal studios and executive offices are located on the second floor of the building.

Transmissions facilities are located on the highest point in the San Bruno Mountains, along the southern boundary of San Francisco. The area has been designated Television Peak and is the highest point in the hilly San Francisco district.

Transmitter Height
Transmitter rises 1,480 feet above sea level. The station will operate with a directional type antenna, latest RCA model especially constructed for KRON. Equipped with 12 radiating units assembled equally around the transmitter tower, the antenna will have an effective video radiating power of 15 kw, audio power of 7700 w. Studio productions will be carried to the transmitter site by microwave.

News room facilities, living quarters for a 24-hour a day staff, film and slide projection equipment room, film cutting room and transmission equipment are housed in a modern ranch style building constructed atop Television Peak in cooperation with KNBC-FM, which will maintain FM transmitter and facilities on the mountain top.

KRON's FM transmitter, now located on the Chronicle Bldg., also will be moved to Television Peak in the near future. The new transmitter will be atop the Cinderella's Castle building on the Chronicle Bldg.

Heading the new television operation is Charles Theriot, general manager of all Chronicle radio and television operations and assistant business manager of the newspaper.

Director of television for the station and in immediate charge of station operation is Harold See, former director of WBAL Baltimore.

Others on the staff include Patrick Crafton, program director, formerly with WEWS (TV) Cleveland in the same capacity; Norman L. Bebe, commercial representative, who holds the same position with KRON-FM and formerly operated independent advertising agency; and Al Isberg, chief engineer.

VIEWFINDER
GE Has Electronic Unit

GENERAL ELECTRIC Co. has announced a new electronic viewfinder for the firm's television studio cameras. Paul L. Chamberlain, GE transmitter sales division manager in Syracuse, said the new GE finder gives the operator a brighter image, an exact reproduction of the scene being telecast, and improved performance in eliminating distortion.

Mr. Chamberlain also pointed out that the new viewfinder is capable of giving 500 lines definition, video response is uniform to 7.0 mc within ±0.5db and, as normally used with mixed blanking, there is no observable tilt in a 60 cycle square wave.

Telenews Adds Four

Telenews-INS newswire service has added four new TV markets to its roster, International News Service has announced. Starting this month are WSAY-TV Huntington, W. Va., with the daily reel, and KOTV (TV) Tulsa, with the daily and weekly service. WKTV (TV) Utica, N. Y., with the daily reel, and WOAI-TV San Antonio, with daily and weekly service, will start in December.

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BROADCASTING * Page 60
WARREN PRODUCTIONS, Albany, N. Y., new video film firm, has hit upon an idea to reduce production costs of animated films and thus make television advertising practical for smaller advertisers. Company is offering package service to networks and to local stations throughout the country. In package deal station can buy full twenty-second or one-minute animated ready-to-shoot commercial for $25 and there is no time limit on frequency of use. Packages are made of six timely units each. WP plans to handle special jobs for larger advertisers. In most cases price will be well below that for present animation processes, company claims. A. Vincent Warren, in advertising for nearly 40 years, developed new animation technique.

Jett-Fairweiler Photofare, Hollywood, producing series of one-minute TV commercials for Helene of Hollywood (manufacturer of bras). Agency: John Freiberg...

American Releasing Corp., Hollywood, appointed distributor by Five Star Productions, same city, for its TV film, Artists in Crime, 13 quarter-hour series... Jeanne Gray, KMPC Hollywood commentator, has opened television film production offices at 2203 N. Highland Ave., Hollywood, telephone Granite 2764. Miss Gray is currently doing series of half-hour films in color of interesting Southern California scenes.


WOR-TV CEREMONY
Dedicate New Facilities

FORMAL dedication ceremonies for the WOR-TV New York transmitting tower and building in North Bergen, N. J., were scheduled for yesterday (Sunday) at 1 p.m.

Officials of WOR-AM-TV and of the Lehigh Structural Steel Co., gathered for ceremonies with representatives of the clergy, North Bergen civic leaders and residents. Guests were taken on a tour of the installation.

A bronze plaque, presented by Lehigh Steel, was unveiled and presented to J. R. Poppele, WOR-AM-TV vice president in charge of engineering, by T. R. Mullen, Lehigh president. The plaque is inscribed:

THEODORE C. STREIBERT
President
J. R. POPPELE
Chief Engineer

Tower designed and fabricated by LEHIGH STRUCTURAL STEEL CO.
Allentown, Pa.

T. R. MULLEN
President
Oct. 11, 1949

Howard Radio and Television Productions, Chicago, has completed series of one-minute spots for Community Motors, Pontiac dealers, same city. Spots will be telecast on WENR-TV Chicago for 13 weeks. Leo P. Bott agency.


Telefilm Inc., Hollywood, has invited representatives of 97 agencies in San Francisco area to one-day "TV Spot Commercial Clinic," Nov. 17, to be held at Sir Francis Drake Hotel. Representing company will be Don McNamara, television director, and Jim Pinkham, public relations director.... Telamir Productions Inc., 468 Calle Principal, Monterey, Calif., has taken over former KDON Monterey offices and studios in KDON building for production of television films. Firm plans to produce musical comedy, dramatic and documentary films in color, for national distribution. Principals in new firm are Larry Moore, president; Bert F. Randolph, vice president-treasurer. Firm plans remodeling of offices to make "modern television center."

MOTOROLA Inc., Chicago, has introduced TV console and AM-TV-phonograph combination with "simplified TV tuning, requiring two controls, and built-in antennas." Models have 16 and 12½-inch tubes, respectively.

Floating Action!
"BALANCED" TV TRIPOD
(Pat. Pending)

This tripod was engineered and designed expressly to meet all video camera requirements.

Previous concepts of gyro and friction type design have been discarded to achieve absolute balance, effortless operation, super-smooth tilt and pan action, dependability, ruggedness and efficiency.

Below:
3 wheel portable dolly with balanced TV tripod mounted.

Complete 360° pan without ragged or jerky movement is accomplished with effortless control. It is impossible to get anything but perfectly smooth pan and tilt action with the "BALANCED" TV Tripod.

Quick-release pan handle adjustment locks into position desired by operator with no "play" between pan handle and tripod head. Tripod head mechanism is rustproof, completely enclosed, never requires adjustments, cleaning or lubrication. Built-in spirit level. Telescoping extension pan handle.

Write for further particulars
THEATRE GROUP

Asks Channel Allocation

FORMAL PROCEEDINGS looking toward the allocation of frequencies for theatre television were requested last week in a petition filed with FCC by the Motion Picture Theatre Owners of West Virginia.

The petition was in support of a similar request filed last summer by the Theatre Owners of America, of which the West Virginia group, representing 17 independent theatres, is a member. (Broadcasting, Sept. 5.)

The West Virginia organization told FCC that most of the communities represented by its membership "will not receive a local or even a regional television broadcast service in the foreseeable future" and that theatre TV therefore may be the "only satisfactory" video service they have.

Further, the petition noted, many types of programming—concerts, for example—would be too costly for television broadcast stations but "particularly adaptable" for theatre television.

"Theatre television," the petition also asserted, "offers a unique and unparalleled opportunity for local community service—such as child and adult education, in particular, and for other community purposes.

The petition was filed by the Washington law firm of Cohn & Marks. The theatres represented in the West Virginia group are located at Huntington, Charleston, Ronceverte, Clendenin, Summersville, Parkersburg, and Union.

On another front, meanwhile, theatre TV was hailed as "a shot-in-the-arm for the motion picture industry" by Nathan L. Halpern, television consultant to the Theatre Owners of America and the Fabian Theatres.

Addressing a St. Louis meeting of the Motion Picture Theatre Owners of St. Louis, Eastern Missouri, and Southern Illinois on Wednesday, Mr. Halpern asserted: "To the motion picture producers and distributors, theatre television represents an added attraction which may prove a life-saver in stimulating larger audiences to come to the theatres where their pictures are played."

Mr. Halpern noted that a theatre can install TV equipment for about $25,000 as against an average investment of around $500,000 for a TV broadcasting station.

"With the equipment and interconnection of about 50 good-sized theatres," he said, "it will become possible to program exclusive television entertainment regularly in the theatres."

He told his listeners that "it is of profound significance for the future of the theatre television industry that it may take only about 25 theatres out of the 17,000 theatres in the U. S. to buy exclusive nation-wide television rights to major events."

LIBEL and SLANDER

Invasion of Privacy
Plagiarism-Copyright-Piracy
INSURANCE
For the wise Broadcaster
Our Unique Excess Policy
Provides adequate protection.
Surplus Lines Carried Nationwide
For details & quotations
Employers
Reinsurance Corporation
Insurance Exchange Bldg.
Kansas City, Missouri

TV LESSONS

WBAL-TV Beams to Students

THE trend of television in the field of education, freely predicted by industry leaders and educators, has become a reality—at least in Baltimore.

WBAL-TV Baltimore reports the city's public schools now use TV lessons as part of their regular curricula.

Originating in WBAL-TV's studio, lessons are arranged by Dr. David E. Weglein, station's public service counselor, in cooperation with the School Dept.'s audio-visual education committee, and telecast into third and fourth grade classrooms. Thirty-six sets loaned to the schools by a Philco distributing firm pick up the telecast lectures. An additional 12 sets are to be made available.

The lecture telecasts, WBAL says, will continue once a week through the school year. First series of five lessons is entitled "Melody Instruments" under the direction of Richard C. Berg, superintendent of Instrument Music in Baltimore's schools. The course is followed with a lecture by the classroom teacher. Other series to be telecast include lessons on safety and library work, with other subjects in the planning stage.

The idea for using TV as part of the public schools' regular courses of study has been nurtured by Dr. Weglein for the past year. Experimentation with the use of one set proved successful and gained enthusiastic teacher response.

ANIMATION

Hooper Notes Sales Value

TELEVISION's ability to present not mere advertising, but actual sales demonstrations is going to pay its own bill in the future, according to C. E. Hooper, president of C. E. Hooper Inc., New York.

Mr. Hooper last Wednesday evening addressed the advertising and selling alumni of the Advertising Club of New York. He declared that these are times of dynamic change in broadcast. In terms of facilities, of audience behavior, of visual media and of advertising budgets.

He particularly stressed the sales value of animated pictorial TV advertising. "Note if you will," he said, "what Schaefer beer is doing. Every time a team trots in to bat at Ebbets Field they actually pour a foaming glass of Schaefer beer down the throat of every man, woman and child in the TV audience without the disastrous effects which the lookers would experience were they to keep up the pace recommended by the commercial."

He advised advertising graduates to avail themselves of the opportunity video affords of actual moving merchandise into the homes, telling them "the budgee is available in the form of other selling costs currently incurred, for which TV expenditures can substitute."

KECA-TV TESTS

Kinescope Ready for Use

FIRST tests on its two kinescope units were conducted last week by KECA-TV Hollywood. At least one of the units was expected to be in operation permanently, according to Cameron Pierce, station engineering operations supervisor. Costing total of $60,000, each piece of equipment includes a complete 16mm variable density sound and consists of RCA kinescope, John Maurer sound recorder, and John Wall film camera.

Television station also has announced completion of construction of a 10 kw portable power plant, to be used to supply power to mobile units when other power is unavailable.

WCAU-TV Gift

WCAU-TV Philadelphia, Bulletin station, turned over to the U. of Pennsylvania School of Journalism on Nov. 4 a facsimile press equipment to be used for training students. Material, installed by WCAU engineers at 3433 Woodland Ave., consists of two scanners, a transmitting control panel, a monitor and video amplifying units. Dr. Reese D. James, director of journalism course at the university, said the equipment will give students a chance to study techniques of facsimile.
DEFENSE VIDEO

What unification of the armed forces means in practice is being demonstrated by the Department of Defense which began its first television series on Oct. 30 on NBC-TV. Comparable to the Army Hour which was carried on NBC's video series, Armed Forces Hour, tells the story of unification "from the level of the Secretary of Defense down to the lowest-ranking service man."

A half-hour program, the series is telecast Sunday at 5 p.m. EST. Opening program of the 39-week series was entitled "Your Defense Dollar" and dealt with the military budget.

Each program will deal with some phase of unification with special tie-ins planned for national holidays. On the New Year's Day show, Secretary of Defense Louis Johnson will appear, reviewing the military highlights of 1948.

Mostly on Film

Utilizing the vast film files of all the services, the Armed Forces Hour will be produced approximately 90% with film in the initial stages, but it is hoped that in the future, more live telecasts can be used, according to Charles Dillon, chief of the Radio-TV Branch, Office of Public Information, Dept. of Defense. Agreement for the series began early in the summer through the cooperation of Mr. Dillon and Carlton Smith, NBC's director of television operations.

Programs originate in NBC's Washington studios at the Wardman Park Hotel, but provision is being made for remote operations where needed to further the elements of realism and immediacy. Production of the show on amphibious warfare, scheduled for yesterday (Nov. 19), called for use of the swimming pool at Wardman Park with actual underwater telecasts.

Commenting on the new video series, Mr. Dillon said: "By means of these programs many millions of citizens will be able to see how their defense dollars are being spent. . . . I commend NBC for undertaking to make the Armed Forces Hour a success in its own right."

VIDEO-REFLECTOR DEBUT

CBS TV To Use New Camera Magnifier Unit

VIDEO - REFLECTOR, 40 - inch "lensless lens" designed by Dr. Frank G. Back, creator of the Zoomar lens, will make its TV debut Thursday, Nov. 19, in the CBS-TV coverage of the Army-Navy football game. Designed to achieve sharp close-ups of sports and news events, the video-reflector uses reflectors in place of the usual lenses to achieve the desired magnification. Extra-long focus telephoto lenses have been unsatisfactory for video use because they were too heavy, too long and too shaky.

The new video-reflector is only 16 inches long, despite its 40-inch focal length, and weighs only six pounds, no more than many other TV lenses. It can be mounted directly on a camera turret without disturbing the operation of other lenses.

The new long focus lens, CBS explained, "consists of a correction plate which in position corresponds to the front element on a conventional lens, and a spheroflash (a mirror shaped like a segment of a large sphere), and three aluminized flat mirrors. The sight enters the lens, passes through the correction plate, is picked up by the aspherical reflector, and then is zig-zagged back and forth by the three flat reflectors to the target of the camera's image orthicon."

"Lens control (F stop opening) is obtained, not through the use of a conventional iris, but by adjustment of the position of a rotatable "damper" (similar to the simple damper used in a chimney flue) which is placed directly in front of the aspherical reflector. Depending on the damper's position, it cuts off more or less light to provide F stops ranging from F 8 to F 22."

BAY AREA RELAY

Terminus Nearly Complete

The San Francisco terminus of the microwave relay system under construction between that city and Los Angeles is nearly complete, R. N. Buell, division manager of Pacific Telephone & Telegraph Co., said last week. The terminus is made up of two lens type antennas atop PTT's 26-story building at 140 New Montgomery St.

Other relay stations now under construction are between that center and Diablo, southeast of San Francisco, and down the west side of California's central San Joaquin Valley and into Los Angeles. System will be used for television and two-way TV transmission between the two large cities. Present schedule calls for relay transmission to begin sometime next summer.

ASCAP TV MUSIC

Hope for Agreement Soon

Hope that an agreement on terms of a per program license for the use of ASCAP music on television may be reached by the end of the month was expressed last week by Stuart Sprague, counsel for the NAB negotiating committee. This group has met several times with a similar committee representing ASCAP and is making reasonable progress, Mr. Sprague reported. Hearings on the groups will meet again before Thanksgiving. Meanwhile, ASCAP is expected to make another extension of its interim video licenses, to Nov. 30.

Main problem confronting the committees is believed to be the determination of the "reasonable relationship" between the rates of payment called for by the blanket licenses and the per program licenses. ASCAP spokesmen have frequently stated that the 8% figure for the per program license is far too low in proportion to the 2.25% in the blanket station commercial licenses, when the difficulties of accounting and other details of collecting for the use of music under a per program license is taken into consideration.

Many broadcasters have felt, however, that a ratio on the order of four-to-one puts an excessive burden on the station operator who wants to pay only for the music he uses when he uses it. The station with a per-program license has extra record-keeping costs just to mention ASCAP does, they point out.

Another troublesome task for the committees is determining the base to which the per program rate will be applied. If a sustaining musical program is followed by a non-musical announcement, should the sustaining or commercial rates be typical of the kind of questions the committee must answer.

The ATAS Branch, San Francisco Unit Formed

San Francisco Bay Area branch of the Academy of Television Arts and Sciences was launched Nov. 7 at an organizational dinner-meeting at the San Francisco Press Club. Harry Lubcke, director of television for Don Lee and president of the ATAS in Hollywood, addressed the meeting.

The ATAS is the western counterpart of the American Television Society in New York. It is comprised of representatives of all TV stations, distributors of TV sets, press representatives, agencies engaged in TV work and allied groups.

Who will profit most from television? The set manufacturers? The broadcasting systems? The parts makers? Read our new Television Study, packed with photographs, graphs and a list of selected companies. Ask Dept. BT-21.
Color Hearings

(Continued from Telecasting)

tended that the "potential advantages of FM are alone such that it would seem undesirable to legislate FM out of television without providing an adequate opportunity to study it."

He conceded that "more proof" would be needed before either FM video or his conception of Polycasting could be finally authorized, and this posed the question of who would provide the necessary field tests. Mr. Wilmotte said he had indications that at least one "substantial company" would be interested in undertaking tests if it could be assured these systems had a serious chance of FCC approval.

Cites Advantages

He cited work done under the direction of FCC Laboratories Chief E. W. Chapin—an FCC report on which he was entered into the record—as showing advantages of FM video over AM video. Mr. Wilmotte said:

In nearly all respects, that is in co-channel interference ratio, adjacent-channel interference ratio, short-time ghosts, FM appears superior to AM (for picture transmission). On FM long-time ghosts do appear to be a question. FM is superior, however, when compared with offset-carrier AM. In co-channel interference, FM seems superior even in these results are achieved with a bandwidth higher than FM may properly use.

Finally, UHF transmitters are more easily and much more economically synchronized than AM. In other words, for given satisfactory service area less power is required on FM than AM. Also it does not require specially high power to transmit the sync pulse. Finally, UHF transmitters are more easily and much more economically synchronized than AM. These three factors add to the conclusion that, in service FM will require less power, probably a lot less power, to do the same job as an AM carrier, power required for AM to receive may be greatly reduced in performance may be expected with future transmitters.

Mr. Wilmotte estimated that the use of FM video would add about $15 to the retail price of an adapter to permit UHF reception on present VHF sets.

He said early tests of FM video were based on use of "ordinary" AM receivers "without limiters, which are a well-known key requirement for good FM reception." Thus he felt "many have been misled astray" and that "Mr. Chapin's tests probably represent closely the true facts."

Under questioning by Comr. George E. Sterling he said his former associate, Paul A. DeMars, had not been "enthused" over the prospects of FM video when they jointly filed their Polycasting petition almost a year ago [BROADCASTING, Dec. 6, 1948]. But he felt that Mr. DeMars had not at the time been fully familiar with the work done on FM video.

The Polycasting plan—details of which are to be presented in the "general" phase of the TV proceedings after the color portion has been completed—involves the use of several low-power stations, radiating about 2 kw at 300 feet and employing two channels, to achieve coverage over wide areas.

Mr. Wilmotte estimated that his system could be applied to 50 stations and to over 10,000 square miles. If Polycasting stations (a total power of 24 kw) would provide better service than a single station of 400,000 kw.

Polycasting a system for a given area, it would require a "master" station and "slave" stations. The slave stations would be automatic and unattended, he said, and might cost as low as $25,000 for equipment including tower and antenna.

Low Power Required

Noting the unavailability of high-power UHF transmitters, he said that "with FM and Polycasting, the power required would be so small that transmitters should be available in a matter of months."

Mr. Wilmotte said that "as yet no one has raised with me a technical objection" to Polycasting. Among its advantages he cited wide coverage, elimination of shadowing, reduction of blanketing, and the ability to pattern service to the needs of the particular community.

At the outset of the week, completing the presentation which he started the week before, Dr. DuMont warned against adoption of a color system which may have to be changed. He cited the construction of the railroad system.

"If you had half the lines built and a government agency like the FCC came along and said you had to change the gauge, the entire system would be wrecked," he declared. "If the Commission standardized on a compatible system now, the damage would be less, but it would still exist because of the lack of testing by both the public and engineers."

Dr. DuMont felt the U. S. "would be a laughing-stock before the whole world" if it adopted the CBS proposal. He said the CBS system's 405-line standard would be the world's lowest, and that he thought 441 lines should be the minimum. Existing monochrome standards is 525 lines.

Nor did he think the RCA or Color Television disc systems would develop into a "satisfactory" system in the immediate future.

Referring to the current "freebie" on monochrome TV applications, Dr. DuMont noted that "industry has been held up for 13 months and it looks like it will be held up for another 19 months. I would like to see us leave color and go into allocations."

Asked by Comr. Sterling whether there was hope for a system which would combine features of the RCA, CBS, and CTI techniques, he said he had considered such a possibility—except for the CBS system—"but found the engineers "have not yet given me any encouragement that it can be done."

To other questions, he said that "true" color in television would contribute "more to advertising than to programming" because "if the colors are off, the process would not hurt" programs "very much."

Dr. Goldsmith, appearing as chairman for Telecasting committee, submitted a new report on field-testing requirements since the original report, submitted early this month, had been "called back by FCC for clarification. Comr. Jones said the report was still "not satisfactory to me" because it did not contain committees evaluations with respect to the various systems.

The committee maintained, however, that "in this regard it could do no more than to transmit the Commission that which it would obtain from parties to the hearing and that such information "should preferably be supplied directly to the Commission for evaluation."

Report Accepted

Dr. Goldsmith noted that the report was adopted unanimously by the committee except for a dissent by Dr. Peter C. Goldmark, developmental engineer, on the failure to go into greater detail on some points. CBS Vice President Adrian Murphy said Dr. Goldmark's figures would be available to permit, on some points, an evaluation of the three competing systems. Aereo Electronics' proposal for public operation of the rival systems, according to its letter to FCC, would clear the way for at least 250,000 "fan experimenters" to help decide which system is preferable.

Proponents of the various systems would be required, under this plan, to present colorcasts for a minimum of 4 hours each evening for a period of at least a year". Aereo, and "hundreds of other competently qualified firms," with equipment ready to do "fan" experiments to build color receivers.

"Only by this means can the trial-and-error results of experimentation by 250,000 or more unbiased and impartial minds emanating from every section of our
country and under all conditions, lead your Commission to establish the strongest proof and demonstration of what system of color TV would be the best," Arco told FCC.

Meanwhile, it was reported that the program for the Nov. 21-22 comparative tests of the RCA and CBS color systems and DuMont monochrome transmission will include a women's show, a showing of men's suits, juggling and dancing, probably puppets, wrestling, and a film presentation.

Originations, with cameras side-by-side, will be from studios of RCA-NBC's WNBW Washington. There will be no outdoor pickups. Receivers will be in Temporary E Bldg. in Washington and the tests will start at 9 a.m. Monday with admittance by ticket only, as in the case of the separate color demonstrations last month.

The week's delay in the comparisons was made to permit installation of equipment for the various systems in the WNBW studios.

**COLOR**

**Sen. Johnson Reaffirms Public Should Make Final Choice**

NEED for adopting a "broad general standard" for color television for ultimately lifting the freeze on all television applications was re-emphasized last week by Sen. Edwin C. Johnson (D-Col), chairman of the Senate Interstate & Foreign Commerce Committee.

The Interstate Committee told Broadcasting that once a standard has been set by FCC upon completion of its color hearings "the public will then decide by its purchases what color system is the best." Until then, he pointed out, the public would have to sit it out.

Sen. Johnson made plain that the Commission should not decide "arbitrarily" as to the feasibility of any one system but should agree on a broad flexible standard "which will permit art and science of color TV to develop in the usual American manner." He stressed the importance of lifting this "bar" so that if color is ready, the industry may move ahead as did the automotive industry years ago.

Cites Cadillac Example

"If specifications of the Cadillac had been adopted for the whole industry," he noted, "there would be no automotive industry today and there would be no Cadillac."

In pressing for a broad standard, Sen. Johnson asserted that color television systems were substantially ready three years ago, but FCC could not act until this year. "Of course, these color systems are not perfect now—we would not expect them to be—but we don't know until they have been tried and until the standard has been set up," he emphasized.

Sen. Johnson described as inaccurate published reports that color is still "years off," that color hearings are restraining the progress of the television industry in general by delaying the lifting of the "freeze," that no color TV system is ready; and that color "exists as

SQUEEZE PLAY

**WJZ-TV Grid Film 32-min.**

TELECAST of an entire football game in 32 minutes was achieved by WJZ-TV New York Nov. 1 when the station aired a film of the game between the New York Giants and the Chicago Bears.

On a program scheduled from 8:30-9:30 p.m., the film, from which all time-outs and other wasted motions were eliminated, was run without sound, with Joe Hanel, ABC sportscaster, providing a description of the action.

Mr. Hanel described the assignment as the toughest he's ever had, as there was no time to review formations, and he had only seen the film before the telecast. Station allotted just 10 seconds between periods.

WCAU-TV Philadelphia and U. of Pennsylvania have started TV course under university's College Colloquial Courses Div.

**REX HOWARD** (r), president of American Radio Publications, Peoria, Ill., arrives in Dayton, Ohio, aboard his private plane with his firm's advance equipment of new Television Album outlining activities of WHIO-TV Dayton. He's greeted by Robert H. Moody (l), general manager of WHIO-TV, and Harvey R. Young, WHIO-TV commercial manager.

NEWLY completed building and facilities for joint operation of KNBC-FM and KRON-TV San Francisco on television peak in San Francisco's San Bruno Mts. are inspected by Gen. Mgr. John Elwood (l) of KNBC San Francisco and George Cameron, publisher of the San Francisco Chronicle. (Story Telecasting 10).

SEVEN new table and console TV models with eastern list (suggested retail) prices ranging from $199.95 to $459.95 have been sent to distributors by General Electric Co.

**FORMAL dedication ceremonies of WBNS-TV Columbus, Ohio, the Columbus Dispatch's new television station and affiliate of CBS, were attended by (l to r) Dr. Frank Stonton, CBS president; Edward H. Bronson, WBNS-TV program director, and Herbert Akerberg, CBS vice president.**

**Telerama**

**TELECAST** of an entire football game in 32 minutes was achieved by WJZ-TV New York Nov. 1 when the station aired a film of the game between the New York Giants and the Chicago Bears.

On a program scheduled from 8:30-9:30 p.m., the film, from which all time-outs and other wasted motions were eliminated, was run without sound, with Joe Hanel, ABC sportscaster, providing a description of the action.

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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,
ever 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
& Neilson) . . . 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: ¼ page, $70; ½—$120; ¾—$200; page—$350. Frequency discounts for all
current advertisers.
perfectionism to the five-a-week, half-hour TV show now. Her apprenticeship with Mr. Coburn was the reason for school-room giving way to New York, where she worked with a top-run theatrical costumer "off and on" for six years. Beulah staged-managed successful productions at the Maplewood, N. J., summer theatre two seasons before the war, commuting from a Manhattan apartment. After a winter of working "A Kiss for Cinderella" with Luise Rainer in New York in 1942, she stage-managed "Cry Havoc" on the road 12 weeks in 1943.

First Chicago Impression

It was then she saw Chicago for the first—and she hoped the last—time. "It was bleak, dreary and I vowed I'd never be back!"

The potential of her costuming job collapsed when her employer went into the manufacture of aprons en masse. Dipping into TV, Beulah worked on an NBC show and met a lighting expert by the name of Bill Eddy. Six months later, learning he was manager of WBKB (TV) Chicago, she remembered his knowledge of the medium, applied for a job and was hired.

Five weeks of dolly-pushing and boom-hoisting led to work as a director, specializing in dramatic productions. Originator of many show ideas considered new today, Beulah was the first to use a zoom-lens in a studio. It highlighted a point in Angel Street, produced full-length long with Papa Is All, Lucky Night, Skylark and Ladies in Retirement. She developed formats for all commercial shows, and wrote the first few scripts.

Many dramatic shows were produced in three acts, lasting an hour and a half, with music-filled intermissions. "Although this is now only a theory, because network

Free Meal

ROGER HARRISON, WBZ Boston radio farm director, wound up in the right church but the wrong pew—much to his chagrin. The RFD was slated to address the Dairymen's Banquet, according to the Agriculture Dept.'s radio-TV section, and after finishing his dinner got up to speak. But he found he had dined with the Housewives Club instead. Explanation: Mr. Harrison had arrived late and was misguided by a not-too-well-informed usher.

Technical

NEWARK ELECTRIC Co., New York and Chicago, announces release of new 1950 catalog of radio, TV, electronic and sound equipment. Catalog contains special section on high fidelity FM and AM radio and phonograph instruments for custom installation in the home. It is available free upon request to Newark Electric Co., Inc., 242 W. 58th St., New York.

CHARLES KOCHER, chief engineer of WXYZ-TV Detroit, addressed student branch of American Institute of Electrical Engineers at U. of Michigan, Ann Arbor, on Nov. 2. His topic was: "One Year of Television at WXYZ-TV," and included discussion of typical television installation as well as actual operation problems.

RCA TUBE DEP't's 1950 edition of "Tube Reference and Calendar: Notebook" is now available from department's distributors. This 50th edition is prepared especially for radio and TV service dealers, engineers, technicians, radio amateurs and purchasing agencies. JOHN M. REARDON prepared section on TV service data.

time is expensive, it's still my ideal of the way to telescast a play," she says. Her argument—the format permits mood and situation development without cutting and better continuity. She's believed to be the first person in TV to coordinate film with live action.

At WBKB she met Burr Tillstrom, creator and puppeteer of Kukla, Fran & Ollie. Beulah worked as his producer on Junior Jamboree, sponsored by RCA, for 40 weeks starting in October 1947. When the show moved to NBC Chicago and the TV network, she was hired by J. Walter Thompson, RCA's agency. In September, when Seastone signed as co-sponsor, she began working also for its agency, N. W. Ayer.

After all fan mail (and it runs 7,000 a week) with mentions of either product is answered, Beulah lounges in the show's suite-studio offices at NBC. There, with an RCA television set before her and a Seastone-stocked kitchen at the side, she finds that TV is not only "exciting and challenging" but also comfortable.

One sturdy, single unit, containing amplifier, A-C power supply, and batteries—
Four pre-amplifier channels with high-level mixing—
Light weight—only 35 pounds including batteries—
"Battery-saver" filament switch—
ALL IN ONE PACKAGE!

COMPARE THEM POINT BY POINT!

<table>
<thead>
<tr>
<th>Feature</th>
<th>Manufacturer A</th>
<th>Manufacturer B</th>
</tr>
</thead>
<tbody>
<tr>
<td>Single case includes AC and battery</td>
<td>Yes</td>
<td>Yes</td>
</tr>
<tr>
<td>Weight</td>
<td>31 lbs.</td>
<td>29 lbs.</td>
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<tr>
<td>Number of Mixers</td>
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<td>4</td>
</tr>
<tr>
<td>Number of pre-amps</td>
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<td>3</td>
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<tr>
<td>Accessibility</td>
<td>Excellent</td>
<td>Fair</td>
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<tr>
<td>Test tone</td>
<td>Poor</td>
<td>Poor</td>
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<tr>
<td>PA Connections</td>
<td>Yes</td>
<td>Yes</td>
</tr>
<tr>
<td>Both normal and high headphone levels</td>
<td>Yes</td>
<td>Yes</td>
</tr>
<tr>
<td>Rated power output (dbm)</td>
<td>+24</td>
<td>+20</td>
</tr>
<tr>
<td>Max. power output</td>
<td>+24</td>
<td>+20</td>
</tr>
<tr>
<td>Line isolation pad (db)</td>
<td>6</td>
<td>2</td>
</tr>
</tbody>
</table>

Free Meal

The only PORTABLE amplifier that gives you all this—

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

Please send me free bulletin containing specifications, plus price information, on the G-E single unit Portable Amplifier.

NAME: ________________________________ STATION _______________________
ADDRESS: ____________________________ CITY __________________________
STATE: ______________________________ N. Y.______________________

November 14, 1949 • Page 67
a COMPLETE LINE of CAA APPROVED* TOWER LIGHTING EQUIPMENT

BY Andrew

Designed for Dependability . . . Immediate Delivery . . .

300 MM CODE BEACON, Type 660. Sturdily constructed, completely dependable. To provide steady, uninterrupted service for many years of exposure to rigorous weather conditions, metal parts are made of cast aluminum with hardwood of corrosion resistant bronze. Insects are kept out by screens placed in ventilating openings.

ISOFORMERS, Types 2015 and 2030. Interlocking ring, air-insulated lighting transformers; particularly adapted for use with towers that develop a high voltage across the base insulator.

REPLACEMENT LAMPS, for code beacons and obstruction lights. Carried in stock in variety of filament voltages.

LIGHTING FILTERS, for use with insulated towers developing moderate voltages above 1 MC. Models available unhoused or in weatherproof steel housing.

BURNOUT INDICATORS, to show lamp failure.

PHOTOELECTRIC CONTROL SWITCHES, to turn tower lights ON and OFF.

FLASHERS, for code beacons.

COMPLETE TOWER LIGHTING KITS, including conduit, wire, and all fittings for towers of any height.

Write for descriptive bulletins or further information—today.

*CAA approvals cover only lighting fixtures themselves. Associated equipment is not subject to CAA regulations but more than meets all local regulations.
NEW Sunday afternoon music show, serving dual selling purpose, has begun on WTAC-AM-FM Worcester, Mass. Besides promoting sales for Harry I. Cutter (Ford, Lincoln, Mercury dealer), Bayhawk Skene-room boosts trade for Southbridge, Mass., the largest town in Worcester County. Show's writer, Joy Putman Young, is supplied by Southbridge Chamber of Commerce with material for weekly Salute to Southbridge feature. Narrator John Wrisley tells of the town's history, industries, people, etc. Program also features guest orchestras via transmissions.

Jitney-Jungle Success
EXAMPLE of effectiveness of a well-planned and consistent radio advertising program was highlighted recently in Monroe, La., area. Quiz program aired on KMLB Monroe under sponsorship of Jitney-Jungle market stores had entire area "up in the air." Question on who rang liberty bell when Declaration of Independence was signed had listeners stumped for so long that "pot" built up to $35 and "interest steamed up to the exploding point," station and sponsor report. Finally award was made to lady who had her daughter at Alexandria State U. library run down answer—after six hours of research. Success of program was cited by sponsor in its house organ, Jitney-Jungle Smiles, with final note to member firms: "A good radio program is just the thing to make your advertising offensive click."

Auction Sale
HALF-HOUR auction each Sunday afternoon, with proceeds going toward support of club's 4-H and Child Welfare program, is sponsored on KAAA Red Wing, Minn., by Red Wing chapter of Kiwanis Club, Club bays time at regular rate and merchants sell club merchandise at cost. Merchandise is auctioned off programs with bids received by telephone. Merchant displays item in store with sign pluging program for week before auction. KAAA Commercial Manager Charlie Wright says everything from fountain pens to used cars has been sold on program.

College Schedule
NOVEL program arrangement has been worked out by WPIT-FM Pitts- burgh and WDUQ-FM Pittsburgh, Duquesne U. station. Since Nov. 1, WPIT-FM has carried 9-9 p.m. WDUQ schedule, giving Pittsburgh district FM listeners opportunity to hear major part of university's broadcasting schedule. Four hours are filled by student-produced and directed programs under guidance of P.T., A. LaRuis, C.S.S.P., Duquesne U. public relations head.

‘Hello Christmas’
MORE THAN 125 stations have signed on for new Christmas show, Hello Christmas, packaged in series of 25 programs costing $35 complete. Hello Christmas is one-man show prepared for simple production by Radio Writers Lab, Lancaster, Pa. Area is given exclusive to each subscriber along with set of special selling aids including sales promotion letters, set of spot announcements, over 100 ready-to-air Christmas commercials, and sales outline for station sales representatives.

‘Pan-American’ Show
REAMED at educators, parent-teacher associations, libraries, social agencies and other affiliated groups, Pan-Ameri- can, new series of weekly presentations, started over WLaw Lawrence, Mass., last Tuesday (Nov. 8). Show, aired at 10:45 a.m., is 15-minute dramatic sketch designed for educational listening principally by fifth and sixth grade pupils. Written by Eleanor Hall, executive secretary of Pan-American Society of New England, show sketches present exchange of ideas, customs, culture, history and background of Americas.

News and Records
TWENTY-FOUR three-minute newscasts weekly will be incorporated into its new two-hour daily Bill Leyden (records) are being offered by KFWB Los Angeles as $500 package. Utilizing United Press, Associated Press and International News Service wire services, plus Warner Pathe News and special station coverage, the new spot will have its own special announcer to deliver news and sponsor's commercial. For important news bulletins, regular program will be interrupted and news presented with spon- sor's name. Commercial copy is limited to 35-word opening credit and 125 word closing. Minimum contract for package is eight weeks.

Animal Fair
CIRCUS performers Gimble and Ellie, brother and sister elephants, are telling boys and girls in Milwaukee their adventures from now until Christmas season is over on WISN Milwaukee for 12th consecutive year. Aired at 10:15-minute show seven times weekly Gimble and Ellie among attractions are elephants reading Christmas mail with Santa Claus. Cast includes Mimi and Ochichi, pet monkeys; Mortimer Ele- phant, Touser Dog and Snowbirds. Gimbel Bros. department store is the sponsor.

Magazine of Air
NEW WEEKLY magazine type program is now being aired every Monday evening on CBBC Toronto and Domin- ion Network. Program consists of talks, reports and discussions on sports, humor, current events, human interest happenings and music. There are at least two regular features in each airing of Monday Magazine, a sports column and two or three con- trasting opinions on current topics. Reporters and narrators from all parts of Canada are used on the program, which is on basis of weekly news magazine.

Convocation Coverage
EXTENSIVE radio coverage was given 88th annual convocation of University of State of New York Oct. 21. Pre-ceremony broadcasts were carried by Albany stations WABY WKBW WRGB WXBW and WWXX. Afternoon ses- sion was picked up by WBCA Schenec- tady and entire Rural Network as well as WKNN-FM Corning, WKR- FM Cortland, WWHG-FM Hornell. WUSJ-FM Lockport, WQF-FM Oss- wego; WSP-FM Rochester; WIBS Syracuse and WIBX-FM Utica. Ralph Bunche speech at closing session was carried by WPTB and WXYC and rebroadcast day later by WABY.

WINX Crash Coverage
COVERAGE, complete and accurate, of world's worst passenger-plane disaster at National Airport in Washington Nov. 1 (BROADCASTING, Nov. 7) was given by WINX Washington. Owner William A. Banks had newsmen and announcers rushed out to airport im- mediately and took tape recordings. At time of crash, WINX newsers were covering fire in Washington's Office Bldg. on which FCC is located. Appri- sals of airport crash, all rushed to airport to give Washington-on-the-scene coverage of disaster.

Features Guests
ARRANGEMENT whereby different featured writer, staff cartoonist, colum- nist or personality of The Phila- delphia Bulletin appears daily on the Studio A variety program, has been worked out by WCAU-TV Philadelphia. Program, Monday through Friday, 3:45 p.m., has featured Cartoonist Jerry Callahan, Columnist Earl Selby, Sports Editor Ed Pollock, Fashion Writer Blanche Krause and Bob Russell, sing- ing m.c.

Show Features Coach
WISCONSIN stations WIBA Madison, WTMJ Milwaukee, WEAU Eau Claire, WMWN Marinette, WHBY Appleton and WBJJ Racine carry series of ten weekly programs featuring V. A. Ivan Williamson of U. of Wisconsin and WIBA's sports director, Lou Landman. Show is produced by WIBA and transcribed on other stations. Coach Williamson reviews previous games, previews up-coming contests and gives general comments on his team to state fans.

GRAB A BIGGER SLICE OF THE AUDIENCE...
Grants authorizing new stations, changes in facilities, and transfers appear at the end of this department, accompanied by a roundup of new station and transfer applications.

November 4 Decisions . . .

BY COMMISSION EN BANC

Hearing Designated

Vermillion Bestco, Corp., Danville, Ill.—Designated for hearing application for new station 1540 kc 250 w un. and made WTAX Springfield, Ill., and WHRU Anderson, Ind., parties to proceeding.

WBTX Marion, Ind.—Designated for hearing application change operation from 1560 kc 500 W to 1600 kc 250 w un., in consolidated proceeding with applications of Eastern Indiana Radio Corp, et al., made WRAG Fort Wayne party to proceeding.

Missouri Basin Bestco, Co. and North Dakota Bestco, Co. Inc. Minot, N. D.—Designated for consolidated hearing applications for new AM station 910 kc 1 kw un. DAV.

WSLB Kalamazoo, III—Denied application for SSA to operate with 100 w N.

WDOG Dover, Del.—Denied SSA cond.-conditional

ant-antenna D-day

cond-conditional LS-local sunset

N-night

vis-visual un-limited hours

STA-special temporary authorization CG-conditional grant

operate from local sunset to 10 p.m. with 1 kw.

Extension Granted

WTNB Birmingham, Ala.—Granted extension of time to Nov. 19 to remain silent.

November 7 Decisions . . .

ACTIONS ON MOTIONS

(By Commissioner Walker)

WKBW Youngstown, Ohio—Denied as most petition requesting that application of Central Ohio Bestco, Co., Galion, Ohio, be designated for hearing and that WKBW be made party to proceeding.

WSYR Syracuse, N.Y.—Denied as most petition to accept late its appearance. In hearing scheduled on application for CP of The First National Bank of Montgomery and Margaret Covington Millville, Executors of Estate of R. C. Covington Jr., deceased, Gadsden, Ala.

The First National Bank of Montgomery and Margaret Covington Millville, Executors of the Estate of G. W. Covington, Jr., deceased, Gadsden, Ala.—Granted petition requesting disposal of property unproductive of income unprofitable.

November 8 Decisions . . .

BY THE SECRETARY

KECC Pittsburgh, Calif.—Granted request for change in call letters.

WGRE Greenside, Ind.—Granted license for new noncommercial educational FM station 91.7 mc (Channel 89) at La Porte.

WHFM Rochester, N. Y.—Granted license for new noncommercial educational FM station 99.9 mc (Channel 25) at Rochester.

WBF-FM Saline, N. C.—Granted license for new noncommercial educational FM station 106.3 mc (Channel 208) at Saline.

WFWO Madison, Wis.—Granted license for new FM station 91.9 mc (Channel 25) at Madison.

(Continued on page 88)
CONSULTING RADIO ENGINEERS

JANSKY & BAILEY
Executive Offices: National Press Building
Offices and Laboratories
1329 Wisconsin Ave., N. W.
Washington, D. C. 20005
Member AFCCB*

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

40 years of professional background
PAUL GODLEY CO.
Upper Montclair, N. J.
.Member AFCCB*

Craven, Lohnes & Culver
MUNSEY BUILDING DISTRICT 9215
WASHINGTON 4, D. C.
Member AFCCB*

Dixie B. McKey & Assoc.
1820 Jefferson Place, N. W.
Washington 6, D. C.
Republic 7336

KEAR & KENNEDY
1703 K ST., N. W. STERLING 7922
WASHINGTON, D. C.
Member AFCCB*

H. V. ANDERSON
and Associates
Consulting Radio Engineers
134 Clarence St., Phone 7-277
Lake Charles, La.

NATHAN WILLIAMS
Allocation & Field Engineering
20 Algonia Blvd. Ph. Blackhawk 22
Oshkosh, Wis.

WALGERT E. KEECH
CONSULTING RADIO ENGINEERS
Executive offices: 40 East Ave.
Laboratory: 114 Northgate Rd.
Riverdale, Ill. — Riverside 6632
(A Chicago suburb)

Ben Adler
TELEVISION FACILITIES ENGINEERS
15 Gedney Circle, White Plains, N. Y.
White Plains 8-2796
Shop and laboratory—728 Milton Rd.
Rye 7-1413

ROYAL V. HOWARD
1600 16th St., N. W., Wash., D. C.
NOSt 6600
Laurentien Hotel
Montreal, Que.

CONSULTING RADIO ENGINEERS

George C. Davis
301-314 Munsey Bldg.—Sterling 9111
Washington 4, D. C.
Member AFCCB*

Gautney, Ray & Price
(associated to John Barron)
CONSULTING RADIO ENGINEERS
1052 Warner Bldg.
Washington 4, D. C.
National 7757

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

WELDON & CARR
WASHINGTON, D. C.
1605 Connecticut Ave. ML 4151
DALLAS, TEXAS
1738 Wood St., Riverside 3611
Member AFCCB*

A. Earl Cummm, Jr.
CONSULTING RADIO ENGINEERS
HIGHLAND PARK VILLAGE
DALLAS 5, TEXAS
JUSTIN 8-6108

William E. Benns, Jr. & Associates
3728 Kanawha St., N. W.
Oklahoma 8071
Washington, D. C.

A. R. Birtle
CONSULTING RADIO ENGINEERS
4125 Monroe Street
TOLEDO 6, OHIO
Telephone—Kingswood 7631, 9541

LIE E. BAKER
Consulting Radio Engineer
826-28 London Bldg.—Ph. 3621
SPRINGFIELD, MISSOURI

CONSULTING RADIO ENGINEERS

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

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

Andrew Corporation
CONSULTING RADIO ENGINEERS
361 E. 75th St. Triangle 4400
CHICAGO 19, ILLINOIS

Philip Merryman & Associates
Stockwell Road
ARDABURY, N. Y.
* Dobbs Ferry 3-2373
RADIO CONSULTANTS

Siliman & Barclay
SPECIALIZING IN ANTENNA PROBLEMS
1011 New Hampshire Ave. RE. 6646
Washington, D. C.

LYNNE C. SMEBY
"Registered Professional Engineer"
820 13th St., N. W. EX. 8073
Washington 5, D. C.

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

GEORGE P. ADAIR
Radio Engineering Consultant
Executive 5851 1833 M STREET, N. W.
Executive 1230 WASHINGTON 6, D. C.
CATCHY and inexpensive local touch to its CBS promotion has been devised by WBBL Columbus, Ga. Station posted 21 billboards plugging Edger Bergen-Charlie McCarthy switch to CBS under sponsorship of Coca-Cola. While using signs which were distributed nationally by CBS and Coca-Cola, WBBL added local angle by drawing in on each billboard line depiction of Charlie McCarthy saying: "Yeah! On WBBL." Station reports sign alterations were inexpensive and have created much attention in area.

WFIL School Manual

FOE seventh consecutive year, George A. Koehler, advertising and promotion director for WFIL Philadelphia, has distributed copy of station's Studio Schoolhouse Teachers' Manual to 10,000 teachers throughout WFIL coverage area. Station's 1940-1945 manual has been revised and expanded to 152 pages.

'Friendly Mike'

TWO-WEEK promotion to have listeners identify station's "Friendly Mike" personality has been started by WCSI (FM) Columbus, Ind. Contest marks start of WCSI promotion, theme of which is "This line that offers the Friendliest Mike in Indiana to its listeners and advertisers." "Friendly Mike" identifier will receive $400 in prizes.

CBS Video Story

IN "close-up," stiff-covered, handsomely produced picture book issued fortnight ago CBS tells story of full-hour dramatic television program in 161 photographs (taken by Irving Haberman) and brief accompanying text. Story begins with picture of Washington Post's Mike, CBS manager of TV program development, reading book in bed and concludes with picture of family group watching video version of that story. Remainder of volume tells what happened between those two events, or how program got on air. It fully meets goals laid down in its format: To "show how some of processes and people employed in network television's second year, 1949 took a freeze, as it were, an early moment of time in television's history."

Admiral's Lights

KUDNER Agency Inc., New York, is distributing kerosene lanterns prominently labeled: "So you won't forget Admiral's Lights Out NBC-TV network. Monday 9-30 p.m." sponsored by Kudner client, Admiral Corp.

WSFC Booth

ALL-AROUND picture display of CBS programs, stars, announcers and commentators featured promotion by WSFC Charleston, S. C., at current Charleston County Fair. Following yearly custom, WSFC set up booth at event and also installed broadcasting facilities. From 2 p.m. on EDWARD DUFF was busy designing broadcast own programs, including news and sports reports, hillbilly and organ music along with a quiz show.

KIMA Schedule

NEW and attractive monthly schedule, made up for easy listener reading, is being distributed to agencies and clients by KIMA Rochester. Three-color November brochure cover shows drawing of KIMA studios with microphone in background containing letters CBS and followed by "in yA-KIMA," as well as naming KIMA's national representation group.

WCCO Petes Sevared

TWO-DAY visit of Eric Sevared, CBS chief Washington correspondent, to Minneapolis-St. Paul, highlighted radio activity in the Twin Cities Oct. 31-Nov. 1. WCCO Minneapolis, CBS outlet, staged full schedule of activities for noted commentator and news broadcaster, climaxed by dinner for some 300 invited persons at Minneapolis Club. Other WCCO-arranged events during Mr. Sevared's stay included interviews by WCCO Newscaster Cedric Adams and Twin Cities press, following his Metropolitan Life Insurance Co. newscast; luncheon address to Minnesota Federation of Women's Clubs, and four-man news discussion over WCCO.

Pre-Opening Promotion

AS MEANS of promoting non-to-be-opened WWCA Gary, Ind., station is distributing circular giving details of projection operation to residents of Gary and Calumet district which are to be included in primary coverage area. Plans call for four-tower directional antenna system to beam all-around schedule of programs. Orphaned by 13 business and civic leaders, WWCA is expected to go on air within 45 days.

Queen Contest

CONTEST to find a "Queen of America" has been launched by MBS on its Queen for a Day program. Entries are being solicited to all women's groups, contest calls for nomination by group of one of its members (over 18) with 30-word or less statement giving reasons for choice. From entries received, 5,000 winners will be chosen to receive prizes, 2,500 each from entries received by Nov. 19 and again by Dec. 2 the closing date of the contest. From these 500 "Queens" will in turn be chosen; they will receive additional prizes and will be honored as well by this local MBS station as local "Queen for a Day." Five women will be chosen from this group for appearance on MBS program, where one final "Queen" will be selected from studio audience. "Coronation" will take place on Jan. 6, 1950 broadcast of show.

Service Calls

AS AID to listeners having interference troubles, engineers of CKBI Prince Albert, Sask, make calls at listeners' homes to try to clear up such interference and give better reception of CKBI. In eliminating air trouble, station works closely with Canadian Dept. of Transport interference squad and Saskatchewan Power Corp.

'Look' Visits Garroway

THREE-PAGE picture story appearing in current issue of Look magazine gives Dave Garroway, NBC TV personality, chance to take bow. Spread states Mr. Garroway and bright production group are responsible for getting most out of TV on Garroway at Large Sunday program which originated in Chicago. Layout has such captains as, "TV Turns Up a New Comic," "Clever Props Pop Up Show," and "Music Is Garroway's First Love."

Patriotic Promotion

FEATURING red, white and blue cover and station's symbol, Free Speech Mike. 26-page album has been distributed to trade by WJR Detroit. Entire staff is pictured, as well as pictorial evidence of all facets station's program. In addition to local programs, highlights of CBS's features are present. Center eight pages of album show progress made by America, contrasted with those in other parts of world.

Cole at Food Show

HERALDING annual food show of Charlotte, N. C., Grocers Assoy. in City Auditorium Nov. 9-18, Grady Cole, famous WBT Charlotte personality, is mailing free Grady Cole tickets in exchange for housewife or labels from any product which he advertises over WBT. Tickets will entitle holders to listeners' auditorium's food show for DuPuy's Talent and Amateur Show on Mon. and Wet Saturday at 10:30 a.m. Auditions will highlight stage entertainment during 16-day event. More than 50,000 people are expected to attend.

BEST teacher contest conducted by Quiz Kids on NBC AM and TV opened Nov. 6 as Dr. Andrew D. Holt, president, National Teachers' Association and Charlotte's first day of American Education Week. The annual competition for outstanding teacher is being supplemented this year for first time with search for "the most promising teacher" of year. Contestants, Elkhart, Ind. (Alka Seltzer, One-A-Day Vitamins), sponsor of Quiz Kids on both AM and TV, will award $2,000 cash prize to each winner. Elementary and high school students nominating best teachers will receive $100 government bond.

Promotion Personnel

BOB McCLELLEN, announcer-sportscaster at KTXL San Angelo, Tex., named promotion manager. WALTER KANER ASSOC., New York, appointed by WVNJ Newark to direct its promotion and advertising activities. Agency also handles publicity for WWRL Woodside, L. I. LEE RADDatz, head of NBC western network press department, is the father of a girl.
New 1949 Bituminous Coal Annual Puts Facts and Figures at your Finger Tips

You can put an authoritative "thirty" to any story on America's number-one basic industry—when you draw your reference data on coal from the new 1949 Bituminous Coal Annual.

This book was planned and designed for press and radio newsmen, for commentators, journalists—by men who've met the day-to-day problems of handling all the facts on tough, complex stories about major industries.

Graphic charts give comparison data fast. Sharp chapter organization makes the search for special data easy. And clear, objective writing gives point to every paragraph. You find exactly what you want—no more, no less, under each topic.

You'll get accurate information on such a range of topics as coal's energy, reserves, production, labor, safety, transportation, technology, chemistry and finance—plus a six-page glossary of coal mining and production terminology, and a handy, complete index.

If you haven't as yet received a copy of the 1949 Bituminous Coal Annual, or would like additional copies, simply write us. Be sure to give your name and address.

BITUMINOUS COAL INSTITUTE
A Department of NATIONAL COAL ASSOCIATION
Southern Building, Washington 5, D.C.

BITUMINOUS COAL...LIGHTS THE WAY...FUELS THE FIRES...POWERS THE PROGRESS OF AMERICA
PRODUCTION

FOR A BETTER-THAN-EVER BUY
IN OHIO'S THIRD MARKET
NOW UNDER CONSTRUCTION

5,000 W AM 50,000 W FM
1390 KC 165.1 MC

WFMJ
BASIC ABC FOR YOUNGSTOWN
ASK HEADLEY REED

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BROADCASTING • Telecasting


O R R E N A L L A I N , sports director at WKAN-WKIL (FM) Minneapolis, Minn., also named program director, replacing WAYNE CENTER, now residing in Phoenix, Ariz. DANNY KRONK, formerly with stations in Texas and Fort Wayne, Ind., joins WKAN-WKIL announcing staff and Announcer ED NIX becomes assistant program director.

A U S T I N O. H. H U R N , radio and TV producer for 11 years, joins production staff of WFLY-TV Philadelphia. He formerly was production supervisor of WPQV (TV) New York and also, designed special effects for several New York stations and operated his own studio and laboratory for creating special effects and TV studio equipment.

R O C C O L. T IT T O , former CBS producer-director, named MBS assistant director of production.

F R A N K S. H IC K S Jr., added to announcing staff of WHBF Rock Island, III. He previously was at KYSM Mankato, Minn.

G R O V E R A L L E N , promoted from manager of studio to assistant director at WENR-TV (ABC) Chicago.

H E R B S T R O C K of IMPRO Inc., Columbus, Ohio, named producer for KLAC-TV Hollywood.

M E L V I N H. T E N N I S , former graduate student in radio writing at U. of Chicago, joins WORZ continuity staff.

J A C K T H A Y E R , disc jockey at WLOL Minneapolis, and model Donna Jean Marchand planned to be married Nov. 12 at Salem English Lutheran Church in Minneapolis.

B E A G R A Y , traffic and copy chief at WVJ TV (ABC) Miami, Fla., takes six months leave of absence. Her husband, ART GRAY, handles WVJ's national promotion. ANN RUTLEDGE, formerly in copy department at WKAT Miami Beach, appointed WTVJ traffic and copy chief.

P A U L B A R O N , promotion manager for WOKO Albany, appointed program manager. He formerly was with WHUC Hudson, N. Y., and KFMB San Diego.

W I L L Y S C O O P E R , radio and television writer, producer and director, creator recently of Quiet Please, and Volume One, Numbers 1-4, on ABC radio and TV networks respectively, appointed executive writer, producer and director of programs. The “Right Angle” will launch new CBS-TV series, featuring his work and that of others. He was with CBS from 1928 to 1933, as continuity editor in Chicago, leaving to join NBC, where he originated, wrote and directed Lights Out and other series.

W I L L I A M S E L A N D E R S , recent graduate of Ohio State U., and CHARLES L W E L L E L Y N , formerly with Columbus Citizen, join sales force of WLWC (TV) Columbus, Ohio. ROD ALTMEYER, formerly with WXFM (FM) Columbus, joins WLWC announcing staff.

B I L L H I N D S , veteran KDKA Pittsburgh announcer, resigns to freelance in radio and television.

D O U G T H O M P S O N , recent graduate of Baylor U. Radio Dept., Waco, Texas, named program director of KRHD-Dallas, Okla. He is new m.c. of station's Food For Fact, and is producer of new shows now being presented by station.

E D R O B E R T S , Chicago radio and television executive, has been signed by Herbert S. Laufman and Co., Chicago TV production firm, to conduct Woman's Magazine of the Air on WGN-TV. Laufman produced the show at WBKB in Detroit. It is telecast Monday, Wednesday and Friday, 4 to 4:30 p.m. CST.

J O H N F. M U R P H Y Jr., another veteran announcer, joins KPHO Phoenix, Ariz., joins KPHO Phoenix as announcer.

J A C K P I T M A N , chief announcer at WMOR (FM) Chicago, has been added by Roosevelt College as instructor in announcing techniques in conjunction with the radio workshop.


L. L. LITZ, married Oct. 30 to Edith Podel of Brooklyn; MARION HOLMES, WHL receptionist, will be married Dec. 31 to Staff J. James Harrington of U.S. Marine Corps, and MURIEL EVANS, announcer on one of the station's script and continuity department, will be wed Feb. 4 to Larry Woodside of Woodmere, L. I.


H A L N E A L , announcer at WXYZ Detroit, joins second announcing staff.

W I L L I A M F R O U G and WILLIAM F IFIELDS named writers for Columbia Pacific Network's Jeff Regan, Investigator series.

V E R E N A B O R C H E L of XHNO St. Louis, is announcer and script editor, and BILL NOONAN and AL BRANT of news department, have also announced their engagement to get married.

J I M L O G A N , announcer for WFCO Waterbury, Conn., is the father of a boy.

C A N A D A S UR V E Y

Radio Homes Set at 93.9%

THERE are 3,147,600 radio homes in Canada out of a total of 3,351,900 households, according to a survey just released in Toronto by H. F. Chevrier, research director of Radio Advertising Bureau, in conjunction with the Canadian Bureau of Broadcast Measurement, Toronto. The survey shows that 93.9% of the households in Canada have radio receivers, 88.5% with one radio and 6% with two or more receivers.

In a provincial breakdown, highest percentage of radio homes goes to Saskatchewan, with 96.25, or 223,300 radio homes out of 232,000 households. Largest number of radio homes are in Ontario, a total of 1,132,900, or 95.17% of all households. Quebec has 792,700 radio homes, 94.58%; British Columbia, 330,700, 88.99%; Alberta, 209,400, 94.59%; Manitoba, 53,100, or 88.67%; and the Maritimes, 255,600, or 89.14%.

One of the leading and most active organizations in the field of radio and television in America offers its international membership special initiations to the Broadcasting Industry.

Address inquiries to Placement Director
RCA INSTITUTES, INC.
A Service of Radio Corporation of America

350 W. 44th St. New York 18, N. Y.
YOU'RE LOOKING AT 2,400 soaring feet of self-supporting radio towers—Truscon-engineered and erected for WFMJ Broadcasting Company in Youngstown, Ohio. These sturdy steel structures climb 400 feet above the Mahoning Valley. One tower carries an RCA 4-section Pylon FM antenna. Together, they give 5,000-watt WFMJ top coverage of the bustling eastern Ohio-western Pennsylvania industrial area.

Competition for Youngstown dialers is intense, with nearby Cleveland and Pittsburgh broadcasters pouring 50,000-watt signals into the market. Facing this problem, Truscon furnished a tower set-up that was exactly right for WFMJ's needs—and then erected the towers for best operating efficiency.

It's one more example of the way in which Truscon engineers tackle purely local problems—operational or geographical—in any part of the world. Truscon can engineer and erect exactly the towers you need... tall or small... guyed or self-supporting... for AM, FM or TV. Your phone call or letter to our home office, or to any close-by Truscon District Office, will bring you helpful assistance without obligation.

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

TRUSCON COPPER MESH GROUND SCREEN
Detroit's Most Effective Selling Team!

WEXL
1340 KC
250 Watts
WEXL-FM
104.3 MC.
18,000 Watts
Royal Oak, Michigan
PRIMAR Y COVERAGE
900,860 Radio Homes—More than half the total Radio Homes in Michigan, with a retail buying power (1948) of over $15,000,000.
OPERATING 24 HOURS DAILY
Member N.A.B.—M.A.B.

HARRY MILLER, national representative of WBET and radio pioneer, to retire from radio early next year to live on Raquette Lake, in Adirondacks. Mr. Miller was senior operator and chief announcer at WJZ New York in 1921.

A. C. NEILSEN Co.'s National Radio Index Class A service signed last week by Easton, Farrell, Owsley & Clifford, New York.

VIOLA RUBBER, Broadway producer, joins West Hocker Telefeatures Inc., New York, as producer and casting de-

ANDREW M. WISWELL, vice president in charge of recording for Muzak Corp., and its radio division, Associated Program Service, both New York, is the father of a boy, Andrew M. Wiswell, Jr., born Nov. 3.

DECCA RECORDS Inc., New York, reports consolidated net earnings for nine months ended Sept. 30, 1949, amounted to $427,601 after provision of $262,078 for income taxes. Total equals 55 cents per share on shares of capital stock outstanding on that date, and compares with net earnings of $500,877 or 71 cents per share in cor-

CARDINAL Co., Hollywood, now producing two groups of recorded programs for Christmas holiday release. First package titled Cardinal's Xmas-I is made up of four-quarter-hour units each including Musical Christmas Tree featuring Miriam Head and a story of the Little Shepherd, featuring Mar-

HAROLD BLUMENTSTEIN, veteran radio and TV promotion executive, appointed sales manager for middle east-

GERALD ELECTRIC Co., Syracuse, announces new low-priced ultra-high-

GENERAL ELECTRIC Co., Syracuse, announces new low-priced ultra-high-

MCAYES TUBE SOCKET CORP., new organization operating under license of Mycalex Corp. of America, New York, has started manufacture of seven pin miniature tube sockets, using Mycalex as insulator. Valves are obtainable in Mycalex 410 developed for applica-

WOU(FM) at Athens

WOUI (FM), Ohio U.'s educational station at Athens, was incorrectly identified as being in Columbus in Oct. 31 issue of broadcasting.

Naval Air Show

CURRENT 26-week, 15-minute transmitted show, starring Paul Weston's orchestra and guest stars, is being re-released by Naval Air Reserve. Program features Star-

WORLD BROADCASTING SYSTEM announces renewals and extended contracts for use of World Transcrip-

VIDEODEX, rating and program analysis service, has been subscribed to by Crosley's WLWT (TV) Cincinnati, WLWC (TV) Columbus and WDAY (TV) Dayton. Service is product of Jay & Graham Research Organization, Chicago.

L. J. W. Du TREIL, radio engineer of WCBS and its predecessor for past 30 years, retired from government serv-

ARLINGTON Hospital

ELEANOR Sleepy Joe series. Each group featuring Cardinal, and Christmas Story with Art Matthews as Joseph. First period of the show, to be

First Chipmunk, and Christmas Story with Art Baker. Second group Sleepy Joe's Christmas, and Story of twenty-

ELEONOR GLOGAU, formerly with MBS, joins Myron Eichler Assoc., New York, to do publicity on Veter-

World's Most Effective Selling Team! WEXL

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NETWORK BOXSCORE

Number of commercials on the four nationwide networks, Sept. 30 256
Number of network commercials ending during October 13
Number of network commercials lasting during October 271

October Additions

SPONSOR PROGRAM NETWORK TIME AGENCY
American Assn. Railroad Hour NBC Mon.-Fri. 3-4 p.m. Santee & Bowles
Railroad Hour NBC Mon.-Fri. 3-4 p.m. O'Reilly Adv.
Cinzela Coca Cola NBC Mon.-Fri. 11-12 a.m. (EST) WJZ New York
Dreyfus for Women NBC / Tues.-Fri. 10:00-10:30 a.m. J. W. Ayer
Kraft Marriage for Two NBC Thurs. 10:00-10:30 a.m. WJZ New York
Lipton & Myers Drogent NBC Thurs. 11-12 noon W.B. Co.
R. J. Reynolds Screen Guild Theatre NBC Thurs. 9:30-10:00 a.m. Wm. Esty Co.
Seesheet Dorothy Dix NBC Mon.-Fri. 10:45-11:00 a.m. NE. Ayer
American Bird Products Co. Game of the Week ABC Sun. 1:30-2:00 p.m. Weston-Barnett
Williamstown & Co., Inc. Game of the Week ABC Sat. 1:45-4:30 p.m. Gardner
Phil Morris Lodges Be Seated ABC Mon.-Fri. 3:30-4:00 p.m. McCann
Phil Morris Walter Klement ABC Mon.-Fri. 12:15-12:30 p.m. McCann
Wallenth Watch Co. Share the Wealth Lutheran Hour ABC Mon.-Fri. 8:00-8:30 a.m. H. W. Gloeckler,
Dinah Shore BINGO ABC Mon.-Fri. 7:30-8:00 p.m. McCann
Dinah Shore BINGO ABC Mon.-Fri. 7:30-8:00 p.m. McCann

September Deletions

Compana Sales First Nighter CBS Thurs. 10:30-11:00 p.m. Wallace-Ferry-Monkey
Co. of America Massa Seeds Garfield Gate CBS Fri. 7:30-8:00 p.m. McManus, John & Adams
Gulf Oil Co. We are the People CBS Tues. 9-9:30 p.m. Heineken
Lippert & Myers Tales of Fatima CBS Mon.-Fri. 9:00-9:30 p.m. Newhall-Emmett
Mars Inc. Nuckey Co. CBS Tues.-Fri. 9:00-9:30 p.m. Newhall-Emmett
Southern Cotton Co. Noah Webster Says CBS Tues. 9-9:30 p.m. Patricot
Phil Morris Queen for a Day CBS Mon.-Fri. 2:00-2:30 p.m. Cecil & Prebrey
Phil Morris Queen for a Day CBS Mon.-Fri. 11:30-12:00 p.m. Cecil & Prebrey
Pepsi-Cola Counter Spy CBS Tues. & Thurs. 7:00-7:30 p.m. Biow
Greystone Press Mr. Fix-It CBS Tues. & Thurs. 7:00-7:30 p.m. Biow

October One-Timers

Gillette Safety Razor Co. World Series MBS Thurs. 5-6, 7, 8, and 9 12:45 p.m.
Norl. Assn. Mfrs. Talk, Earl Buttington ABC Thurs. 18, 10-10:30 p.m. Benton & Bowles
Inland Steel Co. Talk, Edward L. Ryerson on strike ABC Fri. 19, 8-9:30 p.m. Hill & Knowlton
United Steel Workers Phil Murray on strike ABC Fri. 12, 8-8:15 p.m. Willman & Cullinan
Swift & Co. Special Breakfast Club Show ABC Oct. 1, 7:45-8:00 a.m. J. Walter Thompson

Frank Desjardins

Frank DESJARDINS, 19, transmitter operator of CJKL Kirkland Lake, Ont., was electrocuted at the transmitter on Nov. 4—his birthday. His death was discovered by friends who had gone to visit him at the transmitter building to congratulate him on his birthday.

Naval Air Station

R. B. Station, Glenview, Ill.

NORTHERN California Alumni chapter of Alpha Delta Sigma, national honorary advertising fraternity, has launched job training program for stu-

BROADCASTING • Telecasting

Frank Desjardins, 19, transmitter operator of CJKL Kirkland Lake, Ont., was electrocuted at the transmitter on Nov. 4—his birthday. His death was discovered by friends who had gone to visit him at the transmitter building to congratulate him on his birthday.

Frank Desjardins

Frank DESJARDINS, 19, transmitter operator of CJKL Kirkland Lake, Ont., was electrocuted at the transmitter on Nov. 4—his birthday. His death was discovered by friends who had gone to visit him at the transmitter building to congratulate him on his birthday.
Quoting from a customer with two Collins “firsts”

WADC installed the first Collins 21A 5 kilowatt transmitter

WADC installs the first Collins 21B 5 kilowatt transmitter

Speaking of his newly installed Collins 21B transmitter, Allen T. Simmons, owner of WADC, Akron, Ohio, says in his letter of Sept. 21, 1949:

“I wanted to let you know how very pleased I am with it. I feel that it is one of the best improvements I have made in my career as owner of WADC. The fine quality of transmission is so apparent that not only radio people trained to the awareness of true sound have commented upon it but listeners, whom one ordinarily wouldn’t expect to, detect the difference.”

WADC knows that discernible quality counts with its listeners. Mr. Simmons has always demanded it. We here at Collins have always felt that quality is of the utmost importance. The Collins 21B transmitter has quality—not only of engineering design and workmanship but performance also.

Complete information on the 21B transmitter will be sent to you on request. Just address Dept. BE-1, Collins Radio Co., Cedar Rapids, Iowa.

For Broadcast Quality, It’s...
DON MEANEY, member of news staff of WJNR Newark, N. J., appointed director of news and replacing HARRY NASH, who has been recalled to staff of Newark News, WNJS parent station.

EDWIN L. SLUSARZCZYK, Cornell U. graduate, named assistant farm and market reporter for WIBX Utica. He has been active in 4-H Club work and Future Farmer operations.

GEORGE GRIM, WCCO Minneapolis-St. Paul news commentator and columnist, returns from his second trip to Europe this year. He will give firsthand report on Yugoslavia, center of hot news interest.

BILL ELLISON, sportscaster at WHBF Rock Island, Ill., is father of a girl, Margaret Barbara.

MEL ALLEN, "The Voice of the Yankees," and RED BARBER, CBS director of sports, at Nov. 3 New York Radio Executives Club luncheon, were awarded certificates of merit for their work on Red Cross blood banks. Frank J. Keeler, chairman of the American Red Cross blood program, presented awards, first to be made for such efforts.

WFIL Resumes Facsimile

FACSIMILE operations were resumed by WFIL Philadelphia on Nov. 4 when the station transmitted a special fax edition of the Temple U. News from 3:30 to 3 p.m. Future editions of the student newspaper will be presented at the same time every Wednesday and Friday during the current school year. The facsimile equipment of The Philadelphia Inquirer stations was transferred formally to Temple U. last May. WFIL, however, maintains supervision of the operations and makes available to Temple the services of members of its staff for training and advisory purposes.

WMOR (FM) Chicago has signed to originate 34 hours of evening programming weekly from studios in Telenews Theatre, Chicago.

"OPRY" CAST

TWENTY-FIVE members of WSM Nashville's Grand Ole Opry troupe will be guests of the U. S. Air Force, whose European personnel selected the program aired on NBC Oct. 31 one they would like most to see." The contingent has left for a 20-day entertainment tour of U. S. air bases throughout Europe.

Troupe's first appearance will be at Wiesbaden Nov. 15. Tentative schedule also includes shows in Munich, Berlin, Main, Turin and other spots. Additional shows will be given at Burtonwood, England, the Azores, and Newfoundland. Program will emanate from Europe Nov. 19 and 26 at 10:30 p.m.

Regular cast, headed by Red Foley, singing m.c. and comedians Red and Minnie Pearl, will be augmented by frequent Opry guests and former stars, including Roy Acuff and Smokey Mountain Boys and Girls. Composer-Singer Hank Williams, Jimmy Dickens, Judy Martin and Audrey Williams. Cast was scheduled to leave yesterday (Sunday).

Handicapped Awards

SERVICE to the country's handicapped by Bob Hope, radio comedian, Don Quinn, radio writer and the CBS and NBC networks, was recognized last Tuesday by the National Society for Crippled Children and Adults. Citations were presented to Messrs. Hope and Quinn and special awards were made to the networks at the Society's annual convention held at New York's Hotel Commodore. Mr. Hope and Mr. Quinn were selected for CBS by Gerald F. Maulsby, manager of broadcasts, and for NBC by Sterling Fisher, manager of public affairs and education.

RCA ENGINEERING Products Dept. noted for producing new product that can work with many speakers for medium-size sound systems, designed to permit dual programming of radio or recorded programs or special announcements to loudspeakers in as many as 60 locations.

'OPRY' CAST

Troupe of 25 USAF Guests

BROADCASTERS aren't completely to blame after all.

That's the latest word from Al Capp, cartoonist and recent radiobroadcast critic. Mr. Capp debated with Fred Garrigus, WEEI Boston's di-rector of public affairs, on the subject "Is Modern Radio Fulfilling Its Function?" at a recent Boston U. Assembly on Public Affairs.

The comic strip artist and creator of "Li'l Abner," who at first told the students and faculty members that radio was not doing its part to-goodness community and public service jobs.

Mr. Capp, in criticizing radio as would a parent who loves a child and sees it becoming a "monster," remarked that "I am not against radio. I love it. I think, in an honest way. I am persecuted by it. Everything I say about radio is tue of cartoons, newspapers . . . with one exception. Radio belongs to us. I want a little more freedom to say things."

In answer to a question asking how he would rectify radio, the cartoonist advised the group: "Let's see if we can make it clear that radio operators can make money by giving us better radio. We can only let them know by writing, by calling. They work in the dark. If they know from us what we want, what we don't want, they will make it better radio."

BASKETBALL RIGHTS

Weightman Gets Philly Team

WEIGHTMAN Inc., Advertising, Philadelphia, has acquired the rights to broadcast the 1949-50 home and away professional basketball games of the Philadelphia Warriors in the National Basketball Assn. Games were signed on behalf of Weightman's client, Sports Broadcast Network, an organization now numbering more than 800 outlets.

Broadcasts will originate at WPEN Philadelphia, also key station for broadcasting the current games of the Philadelphia Eagles, National Football League champions. WPEN and other Sports Broadcast Network stations also are carrying boxing bouts in Philadelphia from the Arena and Convention Hall, scenes of the Warriors' home contests.

WPTW's Branch Studios

WPTW Piqua, Ohio, Nov. 1 opened branch studios in Troy, Ohio, eight miles south of Piqua, according to an announcement by Richard E. Hunt, president and general manager. The Troy branch studios will be managed by Jim Flinn of the WPTW commercial department and Don Houck will be in charge of announcing and programming.

Six daily local programs will originate from the Troy studios. WPTW operates daytime on 1570 on WJIA and is licensed to the Miami County Broadcasting Co. Inc.
GATHERED together in a pre-meeting conference are the speakers at the second annual meeting of the Michigan Council of the AAAA, held in Detroit, Nov. 3. They are (l to r): Frederic R. Gamble, AAAA president; Sherwood Dodge, vice president, Foote, Cone & Belding; Albert W. Sherer, vice president, McCann-Erickson Inc.; John P. Cunningham, chairman, Newell-Emmett Co.; Clarence B. Goshorn, president, Benton & Bowles and AAAA chairman of the board; John S. Grier, Young & Rubicam; James W. Young, vice president, J. Walter Thompson; and Sylvester L. (Pat) Weaver, NBC vice president in charge of television.

**MICH. AAAA**

Cunningham Warns Group Of Government Control

WARNING that giveaway programs have now reached the danger point of government legislation," John P. Cunningham, chairman, Newell-Emmett Co., cautioned copy men of the Michigan Council of Advertising Agencies of the grave responsibility that lay in their power to sway the people. "We don't want governmental control of how we shall advertise," Mr. Cunningham said, "but we must watch our step, or we'll get it."

The AAAA Michigan Council's annual meeting, held Nov. 3 in Detroit's Statler Hotel, was the last of the four regional meetings of AAAA, preceded by those in New York, Chicago and Arrowhead Springs, Calif.

Sylvester L. (Pat) Weaver, NBC vice president in charge of television, told the 200 assembled advertising men and women that television was in competition with magazines, and in reality, complemented radio. He said a judicious use of radio and television would bring the sales message into the homes of 95% of the American public.

Mentioning that "the average American family will get a television set before they make any other major purchase in the next few years," Mr. Weaver emphasized the Motor City the advantages of TV for the advertising of heavy goods. "We finally have a medium that will deliver a customer into the salesroom completely pre-sold except for a personal demonstration of qualities he already believes in."

The meeting, which had as its theme "Advertising At Work," continued through the afternoon into a dinner meeting in the evening, where the meeting was addressed by Walter Emmons, vice president of AAAA, and Clarence B. Goshorn, president of Benton & Bowles, and chairman of the board of AAAA.

In his report to the Michigan

**Pacific AAAA Plans**

GEORGE WEBER, recently elected president of AAAA Pacific Council [Broadcasting, Oct. 24] told Broadcasting last week the organization will undertake in the next year a renewed effort to improve the media relations of the agency group's chapters in the West. Mr. Weber is vice president of Mac Wilkins, Cole & Weber.
Help Wanted

Managerial

Real opportunity for good all-round manager for independent station in midwest. Must be experienced in management, finance and production. Needs stock interest if desired by purchase or ownership plus good profit participation. Station now in stable 25-year-old future. Send full details to Box 187D, BROADCASTING.

Manager-salesman wanted for new fulltime local independent in small western town. If you have first class operator's license, it would help. Ability to sell and serve small town accounts primary. Good opening for man who will help build all part of community. Send complete bio, photo, disc picture, salary expected, etc. to Manager, KXPL, Moscow, Idaho.

Salesmen

Local salesman for 5 kw Mutual network of midwest, major market. Attractive minimum guarantee and commission with opportunity for advancement. Best answering state education, experience, references. Box 186D, BROADCASTING.


Announcers

Opening for staff announcer. 250 watt Mutual outlet in southeast. Rush audition disc, photo and background to Box 189D, BROADCASTING.

Need one or two combination announcer-list jock type Florida ex-stations to help us grow. Send details of experience, education, references, photo. Box 187D, BROADCASTING.

Experienced announcer, capable of handling all assignment, located in California. Background and experience desired. Central California station. Box 185D, BROADCASTING.

Experienced staff announcer with news, disc, jockey and sports background, helpful if some sports and sales knowledge. $250 weekly plus expenses. Please send photo and tape with letter. KSID, Sioux Falls, S.D.

Addition wanted for finest announcing staff in world's fastest growing city. Must have well rounded experience in all areas of announcing. This is permanent job with progressive ABC affiliate Rt-station. Good earning opportunities will be checked. State minimum starting salary desired. West Coast sheet listing all prior radio and allied experience, education, references expected. Peace. Good tape wanted. KJTV, Hardin, Mont.

Sports announcer with news background. Must be able handle play-by-play plus studio disc work. Experience plus assist news editor. Attractive base with home city. Box 188D, BROADCASTING.

Wanted---engineer, emphasis on announcing. Must be experienced disc jockey, knows every bit of equipment. Need someone who can handle in news, production and sales. Salary and commission both. WPBC, Cartersville, Ga.

Sports announcer with news background. Must be able handle play-by-play plus studio disc work. Experience plus assist news editor. Attractive base with home city. Box 188D, BROADCASTING.

Wanted---Announcer for new station in northwest. Must have some experience and reference to WFNC. Paying well. Send disc, please. Box 189D, BROADCASTING.

Versatile announcers for new 1st western network. No flappers. Wonderful opportunity for good talent. Send photo, references. Special emphasis on news, sports, entertainment. Send disc, photo, references. STATION, P. O. Box 72, East Point, Ga.

Situations Wanted

Managerial

Well qualified, will accept salary plus comm. Position in west. Box 5D, BROADCASTING.

Heads for management. Commercial manager available November 1st. Sober, reliable, family man. Area, experience in management, sales, production in network, affiliate station required. National, newspaper background. Parbon, who is interested in western opportunity. Please give complete details in reply. Box 185D, BROADCASTING.

If your independent is in a potential good market but suffers from high personnel turnover, lack of experience and/or a shortage of listeners; and if you're looking for a manager, your pro-position might interest you. Box 183D, BROADCASTING.

Commercial manager, midwest 9 years. Excellent background. Available Jan. 1st. Box 186D, BROADCASTING.

Manager, 10 years experience. 250 w. 1 kw covering administrative, sales, program, relations and publicity. Long or tough battles against competition and/or competition. Please send details of experience. Box 184D, BROADCASTING.

Manager. 10 years experience in sales radio. College graduate. Excellent references. Please write to Box 182D, BROADCASTING.

Available--New England small market station manager. Age 34. Has done every thing but operate transmitter. Must be experienced in management, sales or promotion. Just the man you're looking for. Write Box 188D, BROADCASTING.

Station manager-commercial manager. Presently managing small station. Young, 39, conscientious, stable, family man. Need a man who can handle a personality plus. A chance for a good independent opportunity. Please send references to Box 181D, BROADCASTING.

Staff announcer, two years experience newsmen. No experience and references. Box 189D, BROADCASTING.

Announcer, car, experienced disc jockey. News, commercial, selling ex- pertise. Box 187D, BROADCASTING.

Announcer, graduate, 22, available immediately. Anywhere. Disc, photo and references, Box 187D, BROADCASTING.

Situations Wanted (Cont'd)

Salesmen

Salesman, seven years experience in advertising. College graduate. Desires a 30-40?/week. Box 182D, BROADCASTING.

Salesman, 15 years experience talking to radio school. Experienced sports an- nouncer. Must have ability to play radio. Box 183D, BROADCASTING.

Youth salesman desires affiliation with radio representative in Chicago. Em- ployed in newspaper industry. Two years experience. Box 187D, BROADCASTING.

Record companies, aggressive, person- al representative, available to travel college campus. Presently employed disc jockey, mid- west market. Box 186D, BROADCASTING.

Young salesman desires affiliation with radio representative in Chicago. Em- ployed in newspaper industry. Two years experience. Box 187D, BROADCASTING.

University graduate, sales success, ex- perience, will accept fair offer. East. Box 189D, BROADCASTING.

Announcer, 25, eye on future wants to settle. 2½ years staff announcing and discs. Box 184D, BROADCASTING. Full sales or announcer-sales. Willing to work anywhere. Box 185D, BROADCASTING.

Production-Programming, others

Program director, eastern ABC affili- ate seeking man, preferably over 30, experienced in announcing, music, sales promotion, sales management, small station. Must be able build and promote new station programs, handle special events and operate local news bureau. State qualifications and salary requirements. Box 23D, BROADCASTING.

Fulltime metropolitan independent station working for a major network seeking experienced in gathering, writing local news, playing disc. Experience plus salary. Minimum $500 monthly. Send disc, photo, experience. Will forward details. Box 183D, BROADCASTING.

Man, 25, air experience in continu- ity, music department and announcer services for all phases of national and state's market's first major. No background please. Box 189D, BROADCASTING.

Washington, D.C. area. Disc jockey and/or continuity man. Must have good voice, showmanship, too. Two years experience, family man. Box 506D, BROADCASTING.

Sports announcer, basketball and base- ball specialist, but complete experience football and hockey. Box 188D, BROADCASTING.

Announcer, DJ, news, 2½ yrs. commer- cial experience. Permanent position in or about metropolitan area. References available immediately. Box 178D, BROADCASTING.

Announcer, program director, news- editor. 12 years experience. Former NBC news editor. Requires disc and photo on request. All replies answered. Box 173D, BROADCASTING.

15 years experience. Announcer-pro- ducer-writer-newscaster. Last employ- ment 20 kw NBC outlet. TV station. Understand TV announcing and pro- duction. Three years experience in radio. You had to do everything around the station. Have operated RCA Western Electric. Gates and home-made boards. 35, single. Box 183D, BROADCASTING.

Announcer, production conscious. Three years with Independent, doing own booking work. Desires an opportunity to do more production work. Excellent references and reasonable salary. West of Mississippi pre- ferred. Box 183D, BROADCASTING.

Announcer, car, experienced disc jockey. News, commercial, selling ex- pertise. Box 187D, BROADCASTING.

Announcer, graduate, 22, available immediately. Anywhere. Disc, photo and references. Box 187D, BROADCASTING.

Announcers

Announcer wanted to re- locate to Florida or Florida. Box 186D, BROADCASTING.

Ver satile performer -- DJ, special events, sports, TV. Will match selling voice with fine selection and music. Box 185D, BROADCASTING. If you're looking for a job in broadcasting in sports that includes play-by-play baseball, football, hockey and golf. Sponsoring a sports team. Willing to relocate in next few months. Experienced announcer presently employed. Box 187D, BROADCASTING.

Sports announcer, strong play-by-play on all sports. Presently employed. Must have good voice, present and broadcast in midwest. Box 185D, BROADCASTING.

Needed, experienced deejay, news, commercial, DJ, Midwest, for a veteran, presently employed network affiliate. Minimum $170D, BROADCASTING.

Announcer, disc jockey. Six years experience in west. Experience in all phases of program work. Anytime -- DJ, news, continuity, disc program. Will consider all offers. Better financial background. Box 178D, single. Box 179D, BROADCASTING.

Announcer-valet, two years network affiliate, independent experience. University graduate. Travel family. Box 189D, BROADCASTING.

Vanna Gail. Young, versa- tile announcer, three years experience, presently employed, desire future job with better future. Operate controls and DJ. College graduate preferred. Excellent references. Will travel. Have performed in studio audience. Box 179D, BROADCASTING.

Announcer, character. 28, single. Box 189D, BROADCASTING.

Announcer-engineer, 1st phone, two months experience. College, Radio leading announcing school. Will travel, southeast, midwest, Disc available. Box 181D, BROADCASTING.

Announcer-wanted, position as staff announcer--engineering, 2nd year graduate. Disc available. Box 183D, BROADCASTING.

Announcer, In sports experience counts. Veteran sportscaster presently employed seeks a permanent position with sportscastings. Desires work in baseball, football, basketball, hockey, football, boxing, baseball. Eastern man, 40, married. Has reasonable salary. Box 185D, BROADCASTING.

Experienced announcer, capable handle staff announcing. Box 181D, BROADCASTING.

Attention managers, 250-100 operators. You're with the school. If you're seeking to broadcast, seeks your employ as an announcer. If you'd like to be at "broom or boom." Salary range $20,000 and up. I'm very patient. On job training program. Box 187D, BROADCASTING. Moved, please forward to new address. Thank you. Box 189D, BROADCASTING.

Announcer, experienced deejay. News, commercial, disc jockey, sports. Box 187D, BROADCASTING.

Announcer, 191, commercial, play- by-play on all sports. Desires position in west. Box 187D, BROADCASTING.
Situations Wanted (Cont'd)

Announcer, some experience, will staff the last half hour of school radio station, will send references, age 28, single. Box 2067, BROADCASTING.

Staff announcer, first phone, 4 years with network affiliates. Presently employed at pool, skilled in disco jockey, football. Sincere, sober, beats reference, $75.00. Box 206D, BROADCASTING.

Combination man and a four piece western band. Good band and a good announcer would be preferred. Two weeks paid vacation, all expenses separated. Any place considered. Both have previous experience. Address Box 207D, BROADCASTING.

Situations Wanted (Cont’d)

First class graduate, 2 years experience in announcing and studio control and remote. Prefer in northeast or midwest. Box 190D, BROADCASTING.

Situations Wanted (Cont’d)

Engineer, 1st phone desires position with station in west. Experienced in studio and control remote. Prefer in southwest. Box 300D, BROADCASTING.

Computer-announcer-engineer, Four years broadcast experience. Prefer permanent position. Box 195D, BROADCASTING.

Engineer—licensed. Some experience in studio and control operation, recent car. Box 196D, BROADCASTING.

Combination engineer—announcer for full time, primary market. Excellent references. Prefer midwest or southwest. Available immediately. Box 197D, BROADCASTING.

Combine announcer—licensed technical. Experienced. Presently employed in FM, presently employed, married. $75.00. Box 200D, BROADCASTING.


Veteran, college radio major. Also singer, disc jockey. Experienced, good voice, commercial work. J. Coppola, 30-28 Putnam Ave., Ridge- wood, N. Y.

Announcer—Early morning men. Top commercial men trained in all-round announcing, writing and production. $40 to $50 to start. P. F. Martin School of Radio. 122A Oak St., Kansas City, Mo. 64103.


Technical

Experienced engineer, studios, transmitter, any position? Box 896, BROADCASTING.


Chief engineer with 15 years experience, plus studio and transmitter experience. Will change to progressive station. Best references. Inquire. Age 40, married, $800 week minimum. Box 201D, BROADCASTING.

Engineer, first phone man desires permanent position. Will travel. Graduate television and communications. Have car. Box 202D, BROADCASTING.

Engineer, first phone, Single, car will travel. Graduate FM-TV, communications, have car. Box 203D, BROADCASTING.

Available immediately—Chief engineer, 2 years college, 5 years experience in installation, training and remote. Experience of AM and FM studio and transmitter equipment. Desires permanent position with progressive station. Sobel excellent references. Box 204D, BROADCASTING.

Engineer, 1st phone. Also training in announcing and control board. Mid- west preferred. Box 199D, BROADCASTING.

Engineer, 1st phone, 2nd telegraph, AM-FM, 6 years experience in remote, recording, installation and maintenance work. 35 years as a radio man. Some experience as announcer. Prefer Midwest or South. Box 205D, BROADCASTING.

Wanted, announcer- announcer, 1st class license, independent station. Can write good copy, married, northeast. Box 201E, BROADCASTING.

Wanted, job in broadcasting. Young ambitious, first class license, graduate radio school, experienced. Box 202E, BROADCASTING.

Wanted—Southwest station. Must be priced right. Cash for right proposition. Box 204E, BROADCASTING.

Help Wanted

ANNOUNCERS

Metropolitan station needs top-notch record and morning man. Must have excellent radio background, be dependable and have ability to sell. Good base plus talent. Send photograph, record and references.

BOX 211D, BROADCASTING

Television

Television

Technical

NOW AVAILABLE

Screened AM-FM-TV engineers, technicians and licensed experienced operators. Contact: BOX 26D, BROADCASTING

For Sale

Stations

For sale, New York city area AM station. Broke. Box 80C, BROADCASTING.

Equipment, etc.


For sale: Combination and modified model 104-W.E. 5 and 15 kilowatt transmitter. 104-W.E.-FM. Transmitter is good solid all solid state in fine and in service, but available at very reasonable price of $10,000. Kansas City, Missouri.

For sale: Used RCA vertical and lateral D. 192-C with pick-up kit, Model 12-C in excellent condition. Write, W. R. Cottam, Orrville, Ohio.


Wanted to Buy

Stations

Wanted—Station in or near Chicago. Must be priced right. Cash for right proposition. Box 204D, BROADCASTING.
WHERE it looked as though KECC Pittsburgh, Calif., in the San Francisco Bay Area, could not keep its scheduled debut Nov. 5, its neighbor, KNBC San Francisco, a 50,000 watt station, stepped in to help.

KECC, a 1 kw on 990 kc, has its studios in the little industrial city located at the mouth of the Sacramento River and at the foot of hills separating it from Oakland, Berkeley and other Bay cities. Because of its location, KECC decided to place its transmitter across the river to assure better reception throughout the Bay area.

Rather than span the river with telephone line, KECC elected to relay programs from its studios to the transmitter via microwave equipment. But the latter broke down and threatened to cancel the Nov. 5 start. A telephone call from KECC Manager Ed Marshall, to John W. Elwood, KNBC general manager, provided the cue for the loan of a 25w shortwave transmitter operating on 31,820 kc, after FCC approval. The unit is used by KNBC for remote pickups where telephone facilities are unavailable. KNBC reports in this way did "little watt's" kilicycle with papa's (FCC) okay.

Licensee of the new station is Pittsburgh Broadcasting Co., Inc., with John C. MacFarland, formerly general manager of KXLJ, San Francisco, as president, and Mel D. Marshall, also from KYOS, secretary. KECC will be operated by a minority stockholders. Majority stock is held by group of East Bay businessmen. Mr. Marshall is KECC general manager and Mr. MacFarland is commercial manager.

New WKAP Building

WKAP Allenton, Pa., has started construction on its new building on North 7th St. in Allenton. Studios and transmitter will be combined in $35,000 structure. Broadcasting is scheduled to start from the new building in March of 1950. After five years, station will operate daytime on 1580 kc with 1 kw and is licensed to Rahall Broadcasting Corp.

ATTENDING the luncheon at the 28th Conference of the West Virginia Newspaper Council meeting at Morgantown, W. Va., last month were (1 to r): John S. Phillips, president of W. Va. Broadcasters Assn.; Dr. Allen A. Stockdale, National Assn. of Mtrs. representative; and John A. Jones, Wirtton Steel publications director and retiring president of the council. Meetings, Oct. 20-22, were attended by newspaper and industrial editors, state publicity and West Virginia U. officials and journalism students. Mr. Phillips, general manager of WCAW Charleston, officially accepted an invitation to broadcasters to set up a radio station in the Council.

WOR REALIGNS

Saks, Program Personnel

REALIGNMENTS of executive duties and responsibilities in sales and program departments of WOR New York have been announced by President Theodore C. Streibert.

Robert Mayo, formerly station sales manager, has been named director of sales for WOR and WOR-TV, reporting to R. C. Madux, WOR vice president in charge of sales. Succeeding Mr. Mayo as sales manager is John P. Nell, with WOR since 1938 in promotion and as account executive.

Donald Hamilton, assistant program director, named manager of program operations for WOR and WOR-TV, assists Julius F. Seebach Jr., vice president in charge of program operations. Robert Brewster, executive producer, has been named radio program manager for WOR. Mr. Brewster joined the station in 1949 after 15 years with J. Walter Thompson Co., New York, as radio producer and account executive. Eugene Fitts of program department has been appointed executive producer while Robert A. Simon will continue as program development manager.

RECORD DEALERS

Indicted by Government

AN INDICTMENT has been returned by the Government against Tri-State Retail Record Dealers Assn., four corporations and eight individuals for violation of antitrust laws in distribution and sale of phonograph records.

The indictment, levied by a federal grand jury in Pittsburgh, and announced by Attorney General J. Howard McGrath, charges that the defendants agreed to fix prices on phonograph records sold to the general public, churches, schools and music-box operators in western Pennsylvania, eastern Ohio and northern West Virginia. In addition, they conspired to boycott manufacturers and distributors of low-priced records, the indictment added.

Information Study

A STUDY entitled Freedom of Information has been released for distribution by the Library of Congress. Prepared by the library's European Affairs Div. reference department, the study gives a general review of its subject's literature including special comment on the role played by radio in the freedom of information. The introduction is by Dr. Harry J. Kroul, chief of the European Affairs Div. Freedom of Information was prepared under Dr. Kroul's direction by Miss Helen F. Conover of the European Affairs Div. staff.

WCAR FILES

Exceptions to FCC Rule

WCAR Pontiac, Mich., filed its exceptions last week to FCC's proposed decision which would deny the station's bid to move to Detroit and increase power on 1130 kc from 1 kw daytime only to 50 kw day, 10 kw night, directional fulltime [BROADCASTING, Oct. 3].

The FCC would deny the application on grounds that the move would not meet requirements of Sec. 307(b) of the Communications Act, which specifies that facilities must be equitably and efficiently distributed among the several states and communities. FCC said Pontiac exceeded WOR's service area more than Detroit. WCAR contends in its exceptions that this reason is in error because the rule applies only to new facilities and not to switching of existing stations, as previous FCC grants to others have shown.

For argument's sake, WCAR stated that even if Sec. 307(b) were applicable to its request, the rule would require granting the move rather than the proposed denial. WCAR explained the rule calls for efficient use of the facilities as well as for its fair distribution and that both these factors have equal weight.

The station pointed out in addition that since Pontiac and Detroit are both part of the Detroit metropolitan district, WCAR as now operating is required to program in the interests of the whole community and not just for Pontiac alone. Hence, it explained, with increased power and fulltime operation from the new site, WCAR could better do this job and still serve Pontiac via the proposed auxiliary studios.

THAT'S NEWS

XXLJ Asks Renewal Hearing

IN MAN-bites-dog fashion, an AM station has requested FCC to designate its license renewal application for hearing.

This is the case with XXLJ Helena, Mont., an Ed Craney station assigned 250 w fulltime on 1240 kc. The hearing was designated by FCC last month on program issues [BROADCASTING, Oct. 31].

The hearing, it was reported, was ordered by the Commission because XXLJ requested it. Unofficially it was said that FCC had made inquiry of XXLJ concerning certain factors of its composite program reports to the Commission, and, rather than submit explanations only in written form, Mr. Craney indicated he preferred to answer through formal hearing procedure, to be held in Helena.

FCC Actions
(Continued from page 70)

Decisions Cont.:  
WHP West High Point, N. C.—Granted license for new noncommercial educational FM station 89.3 mc (Chan. 267) with 5 kw ERP. 
Texas Star Best Co., Mobile, Ala.—Granted CP for new remote pickup station for WMBC-TV, Mobile. 
WHCWI Green Bay, Wis.—Granted CP for new station for extension of CP into Celebration, Wis. 
WPSF Springfield, Mass.—Granted CP for new station for extension of CP into Sangamon County, Ill. 

November 9 Decisions...

BY THE COMMISSION  
KCGO Englewood, Colo.—Designated for hearing the matter of revocation of CP, order of revocation dated Oct. 14 is suspended until conclusion of hearing and Commission's decision thereon. Hearing scheduled Dec. 7 at Englewood before Hearing Examiner Hugh W. Grider, formerly with station manager, on all matters pertinent to revocation order.

November 9 Applications...

ACCEPTED FOR FILING  
KGMJ Denver—Mod. CP to new AM station for extension of completion date to Dec. 31. 
WSQW Saginaw, Mich.—Same. 
WKRG Mobile, Ala.—Same. 
WIBC Indianapolis—CP increase proposed to 2 kw from 3 kw to 10 kw using DA-2. 
HOME New York—CP to change frequency etc. for extension of completion date.

Docket Actions...

INITIAL DECISIONS  
Filing limitation period of Section 100 of the Act for filing in application in which Applicant has granted mod. of Decisions 1 and 2 is extended to Jan. 8. 

December 31, 1958...

Granting of CP holding proportions to be increased from 30% to 40% for extension of CP into Newport News, Va. 


Cumberland City, Tex.—Grace, City of, granted CP, 1,000 kw. 

November 10 Applications...

ACCEPTED FOR FILING  
Cotton Belt Best Co., El Dorado, Ark.—CP new AM station 1400 kc.

FCC ROUNDUP

Box Score

SUMMARY TO NOVEMBER 10

New Grants, Transfers, Changes, Applications

<table>
<thead>
<tr>
<th>Class</th>
<th>Total On Air</th>
<th>Licensed CPs</th>
<th>Net New Licenses</th>
<th>Pending Hearing</th>
</tr>
</thead>
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<td>AM</td>
<td>742</td>
<td>473</td>
<td>5</td>
<td>320</td>
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<tr>
<td>FM</td>
<td>90</td>
<td>22</td>
<td>0</td>
<td>38</td>
</tr>
</tbody>
</table>

**Grant Applications In**

- **FM Stations**
  - 90 on air

**On Air Licenses**

- **FM Stations**
  - 742 on air

**Pending Hearing**

- **AM Stations**
  - 2,500 on air

**Summary of Authorizations, New Station Requests, Ownership**

<table>
<thead>
<tr>
<th>Class</th>
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</table>

**OPINIONS AND ORDERS**

C. Thomas Patton, Oakland, Calif.—Adopted order making final decision to deny application for new station on 1010 kc with 10 kw daytime. 

**Non-Docket Applications**

AM GRANTS  

FM GRANTS  
RETURNED TO COMMISSION  
AMENDED TO ADD A NEW STATION  

DECISIONS  
WTXU-FM Wilmington, Del.—Forwarded to Commission Oct. 26. Since WMW's AM station is in hearing on renewal does not wish to go into hearing. 

ASSIGNMENTS  
WCFI-Chicago—Chicago Federal Radio Co., Inc., granted 125 kc with restrictions attached to obtaining proposed FM site. 

City Zone State

**ONE YEAR AT $7.00**

(Includes 1959 Yearbook)

**TWO YEARS AT $12.00**

Mail to:

780 Nat'l Press Blvd., Wash., D.C.

November 14, 1949

Send Me
Richards Brief
(Continued from page 32)
gressional debates, the report of the
Harness Committee of the House which investigated FCC last
year, and portions of a memoran-
dum presented to the Harness
Committee by General Counsel,
Benedict P. Cottle.

The petition maintained that "no rule or regulation of the Com-
mission can be used by any radio
regarding news broadcasts or pro-
gramming relating to political, so-
cial and economic viewpoints." It
pointed out, "The proceeding should be instituted if the
Commission wishes to establish such standards, since the legality
of such a moratorium on the practice of industry-wide application.

Aside from Constitutional guar-
antees of free speech, the petition
saw adequate grounds for detention
of the issues relating to news poli-
cy.

Reiterating the statement of
physicians that the hearing as con-
cluded, the petition said "nothing in
his life, in view of his illness of
heart disease, the petition claimed
"no man should be required to do
danger his life or his health."

It was also assumed that FCC's
original "indefinite postponement
and decision not to reach the
question of a trusteeship first" arose, "may have been made
upon the premise that the proposal
was made to the wrong corporate
licensees, if so, then a proceeding
in the public interest ... would
determine the necessity of deter-
ing those issues originally
scheduled for hearing."

Nor was it felt the trusteeship
plan, even though set down for
hearing, could be "given full and
proper consideration" if heard "in
conjunction with issues which vir-
tually reject and discard the
trusteeship proposal."

The trusteeship plan con-
trol of the three stations would
pass to these trustees: Dr. John A.
Hannah, president of Michigan
State College; L. P. Fisher, vice
president of Fisher & Co. and a
director of General Motors, and
Harry J. Klinger, vice president of
General Motors and general
manager of its Pontiac Division.

The petition noted that FCC
"has indicated doubts that Mr.
Richards may not divest himself
of control over the corporate licen-
ses."

The intention was to, and the
trustee indented submitted
assures, that Mr. Richards retain
no control whatever over corporate
licensees, directly or indirectly.

We ask only an opportunity to
establish this. Ultimate control is
now with Mr. Richards.

The petition contended that "in-
vestigation of past activities ...
can serve no useful purpose" and
may result in "the loss of Mr.
Richards' life and the infliction of
a multi-million dollar penalty."

Further, the petition asserted,"past managerial direction ... is of
relevance only insofar as it may
foreshadow the qualifications of
prospective managerial direction," and
that in the Richards case there
would be "an irreparable break in the
continuity of ultimate management
and control."

It was also brought out that Mr.
Richards for some time has plans
to dispose of WQAR and KMPC.
He recently negotiated sale of
50-kw KMPC (710) to NBC for
approximately $1,250,000 [BROADCASTING, Oct. 17]. This sale
reportedly would cover 100% of
the KMPC stock, of which Mr.
Richards personally owns 64.89%.

WQAR is 71.64% of WQAR, and,
with his wife, 62.39% of WJR.

ANDERSON to M-E
Is Director of Radio-TV
FREDERICK ANDERSON, for-
mer vice president of Compton
Advertising, New York, has joined
McCann-Erickson, same city, as
director of radio-TV plans.

In his new post, Mr. And-
erson worked on the Procter &
Gamble account for eight years.
SCHEDULE of hearings for all standard and FM applications was released last Tuesday by FCC. Covering November, December, and January, the new schedule includes all those broadcast applications designated for hearing between January 1 and March 1. The list does not include those cases which have to date been assigned hearing dates.

The new schedule, listing alphabetically the applicants and respective docket numbers and frequencies involved, is as follows: (FM after date indicates hearing will be held remotely rather than in Washington):

**F. J. YOUNG**  
K & E Acct. Exec. Dies

FREEMAN JESSE YOUNG, 43, account executive on food merchandising at Kenyon & Eckhardt Co., New York, died last evening after a brief illness. He had been in a Rochester, N. Y., hospital.

Born May 22, 1907, in Cincinnati, Mr. Young, private secretary to Ken- yon & Eckhardt in January of this year, had been associated in various executive positions with John F. Kelce Co., Chicago; Lever Bros., Cambridge, and the Joseph Katz Co., Baltimore.

At K & E he handled the American Maize Co., products account for Amaso instant desert.

Surviving are his widow, Margaret, and three children.

**CENSUS DATA**  
Letter Outlines Scope

EXTENT of the marketing and social facts to be revealed by the 1950 decennial U. S. census, and suggestions for station cooperation in the survey project, were outlined in a letter sent to all stations by Frank R. Wilson, information assistant to the director of the Census Bureau.

Mr. Wilson said the letter is designed to acquaint stations with the type of data on resources that will be compiled next year. The census enumerators will start knocking on doors next April 1.

The bureau is now completing a census of retail, wholesale and service industries for the entire nation, he said. The results will start to become available in early 1950 and will cover states, counties and cities.

Cooperation by stations will increase the accuracy and value of the 1950 population and housing census data, Mr. Wilson said. The census has been approved by the Bureau of the Budget and plans are already being developed for participation by all advertising media in the decennial project.


Bell, C. Mc, W., Covington, Ky.—Doc. 9483, 570 kc, Jan. 16.

Bero, W. R. (WFAA), Fort Worth, Tex.—Doc. 9484, 570 kc, Jan. 18.

Blue Bonnet Bestg. Corp. (KCMC), Fort Worth, Tex.—Doc. 9485, 570 kc, Dec. 1.


Gannett Co., Chicago; San Diego—Doc. 9487, 570 kc, Dec. 16.

Canisteo Radio Corp. (WLEA), Hornell, N. Y.—Doc. 9488, 1450 kc, Jan. 5.

Cape Cod Corp. (KRFC), Hyannis, Mass.—Doc. 9489, 570 kc, Dec. 22.


Carter Publications Inc. (WBAP), Fort Worth, Tex.—Doc. 9491, 1460 kc, Dec. 12.

Central Ohio Bestg. Co., Columbus, Ohio—Doc. 9492, 1460 kc, Dec. 5.


KAVS Inc., (KAVS), Havre, Mont.—Doc. 9502, 1460 kc, Jan. 9.

Keel, John J., Reading, Pa.—Doc. 9503, 1460 kc, Jan. 9.

Kopal, Charles, Brookline, Mass.—Doc. 9504, 1460 kc, Jan. 9.

KOPR Inc., (KOPR), Houston, Tex.—Doc. 9505, 1460 kc, Jan. 9.


The station will not cover the main floor of his home. He was buried Friday.

**1947**  
**CLYDE M. REED**
WIRE SERVICES BETTER, NEWS GROUP REPORTS

IMPROVEMENT in wire service reports to radio stations noted in report Friday at opening of three-day annual convention of Assn. of Radio News Directors at Commodore Hotel, New York (early story page 29). Report, highly critical, made by NARD's Wire Services Committee, mine convention noted since previous survey last March in accuracy of certain types of stories. Writing quality, however, has not changed noticeably, it was found. Other points made by committee.

Problems found in the survey were guilty of filing old stories as new ones; some editorial slanting noted, due to carelessness or sloppy thinking; news services have failed to expand pronunciation guides or obtain uniformity: they should file more spot news for Sundays and increase amount of regional news.


Standards Committee presented several recommendations to management. They were: Experienced radio newsman on duty while station is on air; news director to be responsible only to managing editor or news director, to have sole authority to accept or reject news; commercials should be clearly separated from news content.

Standards Committee reported legislation to protect radio newsmen in gathering news affected in Alabama, Arkansas, Indiana and Maryland. Television Committee report, made by Chairman Jim Lawrence, KSDK-TV St. Louis, but delivered by Sid Pietrzak, WAFF TV, Mobile, based on a survey of 60 television stations news operations. Mr. Lawrence said video's news position comparable to that of standard radio decade ago.

NAB President Justin Miller attacked FCC efforts to judge whether or not stations news presentations are fair or unfair. He charged many FCC policies come out of its Legal Dept., which he said is concerned with working out socioeconomic ideas not consistent with beliefs of country.

Erwin D. Canham, editor of Christian Science Monitor and ABC commentator, said public relations and newspaper reports has reached alarming proportions. He suggested efforts by newsmen to drive home significant rather than sensational aspects could help overcome such distruct.

U. S. TOBACCO PLANS TV ANNOUNCEMENT DRIVE

U. S. TOBACCO preparing television spot announcement campaign to start in mid-November in all video cities. Spots are 20 seconds long and will feature William Gargan as Martin Kane and Walter Kinsella as "Happy," proprietor of tobacco shop.

TV spot schedule is in addition to firm's television—Mrs. Kane's Private Eye on NBC-TV, Thurs., 10-10:30 p.m. and radio version of same show on MBS, Sun., 4:30-5 p.m. Spots will promote Old Briar, Model, Dill's Best and Tweed tobacco. Kudner, New York, is agency.

'VOICE' ENTRIES DOUBLE

ENTRIES in Voice of Democracy contest conducted by NAB, Ad Club, Assn. and Junior Chamber of Commerce will reach half-million mark, NAB said Friday, double number in 1948. Local elimination contests being held by junior chambers prior to statewide competitions.

TV IS SEPARATE MEDIUM, MD. APPEALS COURT RULES

BROADCAST privileges do not embrace television rights since television is completely distin- guished by FCC's policies, a Maryland court held Friday in unprecedented ruling. Decision reverses Baltimore circuit court which had held TV part of broadcasting medium.

Appellant, from a preliminary ruling by Judge E. Paul Mastel that contract between city's Century Athletic Club and arena owner included video and radio rights to boxing matches [Broadcasting, Feb. 28].

Contract signed in 1945 did not contemplate television, then "commercially unknown," a reality firm said in refusing bid, which then went to circuit court.

Unanimous decision by Judge Charles Markell said "unambiguous words" of contract covered only radio rights, and conceded it is first court ruling which defines TV as separate medium.

OHIO GROUP SEeks PLAN TO TRAIN SALESMEN

RESOLUTIONS adopted Friday, last of two-day sessions of Ohio Assn. of Broadcasters in Cleveland (see page 32), highlighted plans to improve salesmanship and advertising know-how. Among them were: Establish educational committee to work with Ohio State U. to develop improved training methods for radio salesmen; establish internships for radio personnel, and study possibility of research project by OSU on advertising media.

Group also urged high school committee and similar groups to permit reporting of sports events by radio without assessing rights cost. Speakers Friday included Beth Black, Joseph Kats account executive; Dr. Kenneth Dameron, Ohio State U.; Joseph Brechner, WGAY Silver Spring, Md., and Frank Headley, president Headley-Reed. Miss Black stressed need for adequate station information; Dr. Dameron underlined importance of sales training, and Mr. Headley criticized rate cutting and P. I. business.

REV. MORRIS DROPS SUIT

ORDER entered in U. S. Federal Court, Louis- ville, to dismiss without prejudice suit against CBS and Schenley Distilleries by Johnson & Johnson, Louisville law firm, on behalf of Rev. Sam Morris, temperance speaker. Attorneys said CBS and following stations "have agreed to sell choice radio time,... for broadcasts by Rev. Sam Morris..." WWBMM Chicago, KMKO St. Louis, KRLD Dallas, and WWVA Wheeling. They also revealed plans to buy time on additional outlets.

RADIO VICTORIES

RADIO won partisan and bi-partisan—and in one case seemingly mutually exclusive—selections in last week's elections.

In Binghamton, N. Y., WINR President Donald W. Kramer was elected mayor in Democratic landslide, while WINR News Editor George J. O'connor was named councilman on Republican ticket. In Altocana, Pa., WRTA President Roy F. Thompson won six-year term as school director for Altocana School District by 17,227 to 2,880 vote—running as nominee of both Democrats and Republicans.

Closed Circuit (Continued from page 4)


OPEN season appears to be underway on radio as political football. On heels of hard-hitting Fortune article (November issue) laying television troubles at doorstep of FCC, it's learned that preliminary leg work now is underway looking toward article deal with delays by FCC in handling of pending cases. Whether it will appear as magazine article or as political speech isn't yet known.

SOME FCC authorities are toying with possibilities of cutting monochrome TV channel width from 6 to 4 mc, if 6 mc bandwidth is formally fixed for color. They're appraising idea to see how much spectrum space might be gained—and whether it would be worth it.

FOOTE, CONE & BELLING, New York, has recommended spot radio campaign to its client John H. Dulany (Dulany frozen foods), Fruitland, Md.

WHITEHALL PHARMACAL Co., which appointed Duane Jones Co., New York, to handle advertising for Kripitin, anti-histamine cold tablet, probably will use spot radio.

WILLIAM H. WEINTRAUB Co., New York, to draw up spot announcement campaign for Adam Hats, to start Dec. 5 in 40 markets.

WOOLWORTH ENTERS TV; FORD DEALERS ON WJZ-TV

F. W. WOOLWORTH Co., New York, in first intensive use of video, to participate in second quarter-hour of WJZ-TV New York Friday evening telecasts of Holiday Hints, 8-8:30 p.m. Agency is Agency is Agency is Agency is Agency is Agency is Agency is Agency is Agency is Agency is Agency is Agency is Agency is Agency is Agency is Agency is Agency is Agency is Agency is Agency is Agency is Agency is Agency is Agency is Agency is Agency is Agency is Agency is Agency is Agency is Agency is Agency is Agency is Agency is Agency is Agency is Agency is Agency is Agency is Agency is Agency is Agency is Agency is Agency is Agency is Agency is Agency is Agency is Agency is Agency is Agency is Agency is Agency is Agency is Agency is Agency is Agency is Agency is Agency is Agency is Agency is Agency is Agency is Agency is Agency is Agency is Agency is Agency is Agency is Agency is Agency is Agency is Agency is Agency is Agency is Agency is Agency is Agency is Agency is Agency is Agency is Agency is Agency is Agency is Agency is Agency is Agency is Agency is Agency is Agency is Agency is Agency is Agency is Agency is Agency is Agency is Agency is Agency is Agency is Agency is Agency is Agency is Agency is Agency is Agency is Agency is Agency is Agency is Agency is Agency is Agency is Agency is Agency is Agency is Agency is Agency is Agency is Agency is Agency is Agency is Agency is Agency is Agency is Agency is Agency is Agency is Agency is Agency is Agency is Agency is Agency is Agency is Agency is Agency is Agency is Agency is Agency is Agency is Agency is Agency is Agency is Agency is Agency is Agency is Agency is Agency is Agency is Agency is Agency is Agency is Agency is Agency is Agency is Agency is Agency is Agency is Agency is Agency is Agency is Agency is Agency is Agency is Agency is Agency is Agency is Agency is Agency is Agency is Agency is Agency is Agency is Agency is Agency is Agency is Agency is Agency is Agency is Agency is Agency is Agency is Agency is Agency is Agency is Agency is Agency is Agency is Agency is Agency is Agency is Agency is Agency is Agency is Agency is Agency is Agency is Agency is Agency is Agency is Agency is Agency is Agency is Agency is Agency is Agency is Agency is Agency is Agency is Agency is Agency is Agency is Agency is Agency is Agency is Agency is Agency is Agency is Agency is Agency is Agency is Agency is Agency is Agency is Agency is Agency is Agency is Agency is Agency is Agency is Agency is Agency is Agency is Agency is Agency is Agency is Agency is Agency is Agency is Agency is Agency is Agency is Agency is Agency is Agency is Agency is Agency is Agency is Agency is Agency is Agency is Agency is Agency is Agency is Agency is Agency is Agency is Agency is Agency is Agency is Agency is Agency is Agency is Agency is Agency is Agency is Agency is Agency is Agency is Agency is Agency is Agency is Agency is Agency is Agency is Agent
That's penetration

Among all of the 257 stations heard within the WLW Merchandise-Able Area, The Nation's Station received six hours of all listening during an average week between 6 AM and Midnight—as compared to an average of less than one hour to the nine major competitive stations.*

THAT'S PENETRATION!

Listeners were tuned to...

<table>
<thead>
<tr>
<th>Station</th>
<th>Time Frame</th>
<th>Listening Time</th>
</tr>
</thead>
<tbody>
<tr>
<td>WLW</td>
<td>6 AM to 6 PM</td>
<td>184 minutes</td>
</tr>
<tr>
<td></td>
<td>6 PM to Midnight</td>
<td>143 minutes</td>
</tr>
<tr>
<td></td>
<td>6 AM to Midnight</td>
<td>527 minutes</td>
</tr>
</tbody>
</table>

WE REPEAT, that's penetration!

Complete information may be obtained at any of the WLW Sales Offices:

- 140 West 9th St., Cincinnati 2, Ohio
- 630 Fifth Avenue, New York 20, N.Y.
- 360 North Michigan, Chicago 1, Ill.

* Nielsen Radio Index, February - March, 1949
Going into these markets?

You should be. (They're among the country's best.)

Before you do, be sure to call Radio Sales.

For Radio Sales can provide you with the three essentials you need to get customers in these 14 markets to buy, buy and buy:

INSIDE INFORMATION gathered by Radio Sales Account Executives during frequent visits to each market.

LOCAL LIVE TALENT PROGRAMS custom-built for each market.

RESEARCH—the most penetrating and resourceful in spot radio.

Ask Radio Sales how sales-effective campaigns can be harnessed to your sales-machine in one—or all—of these 14 “must” markets.

Radio Sales

Radio and Television Stations Representative...CBS