WOR Sells More Often For More People than any other station in the United States!
Tiny Pittsville, nearly 300 miles from Chicago, filled its community building three times in one day for its native son, Red Blanchard, laugh-star of the WLS National Barn Dance—because Pittsville folks like the kind of entertainment WLS has given them for a quarter century—

AND IN RENSSELAER, INDIANA—A pleasant fall day brought 36 women from the Barkley Better Homes Club of Rensselaer, Indiana, to visit WLS to hear the Buccaneers and other regular live studio features—

AND IN THE SUBURBS—This spring, 11 west side Kiwanis clubs (from communities like Oak Park, Elgin, La Grange) bought out the Eighth Street Theater for a special all-Kiwanis Barn Dance show and broadcast—

AND IN CHICAGO—Where 20,000 people jammed Congress Street Plaza on smart Michigan Avenue, to see the finals in our Chicago Square Dance contest, fore-runner of our 1950 national folk music and square dance festival—

Wherever Midwestern folk enjoy listenable, memorable, hummable tunes—clean, family-style fun—genuine showmanship—and complete radio service, they like WLS and listen. Whether you’re interested in our public service record or some choice program time to sell a quality product—we’ll be glad to tell you more.
Only a combination of stations can cover Georgia's first three markets

**The Trio Offers Advertisers at One Low Cost:**
- Concentrated coverage
- Merchandising assistance
- Listener loyalty built by local programming
- Dealer loyalties

- in Georgia's first three markets

**THE KATZ AGENCY, INC.**

Represented, individually and as a group, by

New York - Chicago - San Francisco - Dallas
Atlanta - Detroit - Kansas City - Los Angeles
Closed Circuit

WOR NEW YORK key of Mutual, and its associated properties (WOR-TV and WOIC (TV) Washington) are not for sale. Recurring reports to that end were demolished by Jack Straus, president of R. H. Macy & Co., parent company, in response to question at annual stockholders meeting of department store Nov. 15.

THOUGH there's no confirmation, reports were current last week that preliminary inquiries made on behalf of House Un-Ameri-
can Activitvies Committee during last several sessions.

NEW NBC television station affiliation contract nearing completion. Network's original proposal that “free” commercial network time be 30 hours per month reportedly reduced to nearer 10. NBC affiliation contracts provide stations get no pay for 16½ hours per month of network programs.

BRISTOL-MYERS Co., New York, planning extensive spot campaign at end of November for its newest product, Resistab, anti-histamine cold tablet. Kenyon & Eckhardt, New York, is agency.

WBT CHARLOTTE, according to authoritative word Friday, poised to file $250,000 libel suit against CIO, alleging damages in connection with organization activity surrounding IBEW technicians strike at 50 kw CBS-affiliated station.

HOPES for early settlement of black-and-white TV problems get no encouragement from FCC’s present way of thinking. Inclusion now is not only to complete color hearing (which will recess till February) before taking up VHF-UHF monochrome questions, but also to get out color decision first. To many, windup of whole TV problem package before next fall is almost unthinkable.

NEEDHAM, LOUIS & Brobery, Chicago, expected to resign Pepsodent's tooth powder and Rayve Shampoo accounts as result of Lever Bros. President Charles Luckman’s insistence on concentration of Lever-Pepsodent-Jelke business in new Manhattan offices. Agency has no New York branch. Pepsodent and Jelke move from Chicago will be complete within month. Two Pepsodent agencies—J. Walter Thompson and Ogilvy, Cone & Heding—have New York offices. Fourth involved is Tatham-Laird, which operates only in Chicago. It handled Jelke business.

PROCTER & GAMBLE's Prell shampoo, through Benton & Bowles, New York, planning (Continued on page 82)

Upcoming

Nov. 21-22: NAB Dist. 8, Book-Cadillac, Detroit.
Nov. 26-27: NARFD annual convention, Stevens Hotel, Chicago.
Nov. 28-29: NAB Dist. 16, Paradise Inn, Phoenix.
(Other Upcomings on page 81)

Bullets

MEXICO entered Montreal NARBA conference Friday as North American delegates started final phases of proceedings. Miguel Pereyra, director of communications in Mexico, arrived at Montreal to participate as observer. Raul Karman, technical director of Radio Habana Cuba, understood to be enroute to conference.

HOTPOINT Inc., New York, will sponsor full-hour Thanksgiving Day video show on CBS-TV, to be called Hotpoint Holiday. Featured will be Rudy Vallee as m.c., Guy Lombardo orchestra, Sam Levenson, Carol Bruce and others. Barry Wood is producing 4-6 p.m. program, placed through Maxon Inc., New York. It was suggested and built by Robert J. Enders Advertising, Washington agency.

TEXAS Co., New York, appoints Erwin, Wasey Co., New York, to handle its radio spot campaign effective Jan. 1. Five and 15-minute newscasts will be used. Account formerly handled by Buchanan & Co.

FMA STUDIES NAB OFFER

EXECUTIVE Committee of FM Assn. board met Friday in Washington to consider NAB’s merger offer (see NAB board story page 23). Committee agreed full FMA board meeting should be called in early December to consider details of NAB offer, which hasn’t yet been formally submitted. Attending meeting were Ben Strouse, WWDC-FM Washington; Everett Dillard, WASH (FM) Washington; Leonard Marks, FMA general counsel; Ed Sellers, FMA executive secretary.

Business Briefly

MORTON TESTS • Morton Salt Co., Chicago (smoke curing salt), this week starts six-week test campaign with 30-minute hillibilly program in Chicago, Atlanta, Charlotte, New Orleans and Nashville. Agency, Klu Van Pieterseon-Dunlap Assoc., Milwaukee.

ANHEUSER SPONSORS • Anheuser Bush Brewing Co., St. Louis (Budweiser beer), sponsors Ken Murray's Blackouts, hour-long video show on CBS-TV, alternating Saturdays starting Jan. 7, 8-9 p.m. Agency, D'Arcy Adv., St. Louis.

SERUTAN ADDS • Serutan Inc., Newark, Jan. 3 expands four-weekly Victor H. Lind-lahr show on ABC to five weekly, dropping Sunday show and adding Tuesday and Thursday, 10:45-11 a.m. Agency, Roy S. Durstine Inc., N. Y.

SOAP TEST • Sim Soap Co., Chicago, testing spot radio on WROK Rockford, Ill., through December to determine expansion plans. Agency, McGiveran-Child, Chicago.

RONSON SIMULCAST • RONSON ART METAL WORKS, Newark (lighters), to sponsor simulcast using one AM and another TV network. Firm to start Twenty Questions, now on MBS, also on full NBC-TV network, Sat., 8-8:30 p.m., starting Nov. 26 for five weeks. Both WNBT (TV) and WOR-TV to carry show in New York. Agency, Cecil & Presbrey, N. Y.

AFL SEeks FCC MEMBER

WILLIAM GREEN, AFL president, will ask President Truman to name AFL man to next FCC vacancy. This disclosed in exchange of telegrams between Mr. Green and AFM President James C. Petrillo, published in AFM’s November International Musician. Acting under resolution of last AFM convention, Mr. Petrillo asked AFL chief to work to this end. Mr. Green replied he would “gladly do all I can in this important matter.”

BMB Board Favors NAB Corporation Plan

BMB BOARD Friday adopted resolution authorizing BMB offices to work out program with ANA, AAAA and NAB to continue station and network audience research under plan proposed by NAB board (see board story page 23) and extended deadline for dissolution of present BMB from Dec. 31, 1949, to July 1, 1950.

resolution noted expressions of ANA and AAAA as to need for advertisers and agencies for continued measurement studies and, in approving NAB plan for reorganizing bureau as stock corporation along lines of BMI, stipulated that “whatever organization is formed to carry out such a program will be so organized as to provide for tripartite participation under conditions that will assure the research integrity of the work to be performed.”

Board took firm position that nothing be done to interrupt production of BMB Study No. 2 and continuation of plans for servicing this study. NAB President Justin Miller said NAB will continue to give services of Kenneth H. Baker, NAB research director, to administer BMB affairs. Dr. Baker reported satisfactory progress in processing Study No. 2 and estimated reports will be ready by end of December.
**33¢ in Detroit**

**YOU'RE**

**MORE THAN A JUMP**

**AHEAD WITH**

**WKMH**

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<th>STATION</th>
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* Based on share of audience—Aug. thru Sept. Conlan Report

**Compare Costs per Thousand Families**

**BEFORE YOU**

**BUY THE DETROIT MARKET**

**WKMH**

GIVES YOU MORE LISTENERS PER DOLLAR IN METROPOLITAN DETROIT THAN ANY OTHER STATION

**Plus...**

A BONUS of Ann Arbor, Ypsilanti, Pontiac and Toledo!

**1000 WATTS FULL TIME**

**WKMH 1310 KC**

Fred A. Knorr
President and Gen. Mgr.

**BROADCASTING • Telecasting**
Morning, Noon and Night

WFDF HOLDS THE AUDIENCE... in Flint!

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

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

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

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

910 Kilocycles

WFDF FLINT MICH.

AMERICAN BROADCASTING COMPANY

REPRESENTED BY THE KATZ AGENCY

Associated with: WOOD Grand Rapids—WFMB Indianapolis—WEOA Evansville.
"Top Fidelity...the most dependable Tape Recorder yet!" says WOR's Stan Lomax

NEW PRESTO PORTABLE TAPE RECORDER

PRESTO'S PT-900 is the answer for delayed sports broadcasts—field recording—wherever there is a need for a portable recorder of complete broadcast quality. Look at these outstanding engineering features:

- Three separate heads for superior performance (and for monitoring direct from tape). One head each to erase, record and play back.
- 3 microphone channels with master gain control in recording amplifier.
- Large V.U. meter with illuminated dial to indicate recording level, playback output level, bias current and erase current, and level for telephone line.
- 2-speed, single motor drive system. Toggle switch to change tape speeds from 71/2" to 15" per second.

Don't choose your tape recorder until you see the new Presto Portable Tape Recorder. Write for complete details today.

PRESTO RECORDING CORPORATION
Paramus, New Jersey

Mailing Address: P. O. Box 500, Hackensack, N. J.
In Canada: WALTER P. DOWNS, Ltd., Dominion Sq. Bldg., Montreal

WORLD'S GREATEST MANUFACTURER OF INSTANTANEOUS SOUND RECORDING EQUIPMENT AND DISCS
For talent, programs and production of top caliber and for results in sales of your product, WSM is your station in the Central South.

Here's a staff of 200 entertainers, ready to write, produce and present a network quality show.

Here's an audience of millions of loyal listeners—living on farms, in small, medium and large cities.

Here's a background of dealers who know the potency of WSM, and who give shelf-room and enthusiastic selling to goods promoted over their favorite station.

And, above all, here is a station whose listeners believe what they hear—and act on what they believe.

We'd like to work with you...and we'll do a job.
ROBERT H. RUSSELL, formerly with Lester Harrison, joins Foote, Cone & Belding International Corp. to serve as field merchandising coordinator for Watchmakers of Switzerland. He will be in charge of western U. S. activities in Los Angeles. Joining corporation on same account are JOHN MANEMIN, formerly with Jewelry Industry Council, who will cover Midwest with offices in Chicago, and WALLACE H. GOLDSMITH II, formerly with McCann-Erickson, who will work in New York as eastern coordinator.


JOHN C. MORSE, executive vice president of Dan B. Miner Co., Los Angeles, elected to board of governors of Southern California chapter, American Assn. of Advertising Agencies. He is currently member of AAAA National Research Committee.

HARRY HITES Jr., radio-TV director of Williams, Stark & Hinkle, Washington, and Emerson Rankin have announced their marriage.

NATHAN A. TUFTS, for past three years manager of Hollywood office of W. Earl Bothwell Int., resigns effective Dec. 1. Prior to joining agency he was for three years with Ruthrauff & Ryan Inc. and for 12 years before that with J. Walter Thompson Co., both Los Angeles.


TOM CONNOLLY of Young & Rubicam Inc., Hollywood media department, is the father of a girl, Karen Ann.

BRENNAN ADVERTISING AGENCY, Houston, elected to membership in American Assn. of Advertising Agencies.

DARWIN H. CLARK Co., Los Angeles, joins Southern California Advertising Agencies Assn.


BEN SUGARMAN & Co., 430 King St. West, Toronto, enfranchised as advertising agency by Canadian Assn. of Broadcasters.

JAMES FELTON, account executive, Foote, Cone & Belding, Los Angeles, is the father of a boy, Richard Wallace.

ENJOYING the proceedings during a lighter moment of the recent annual convention of Pacific Council of American Assn. of Advertising Agencies are (l to r): C. Bur Oliver, general manager, Hollywood office Foote, Cone & Belding, and chairman of convention; Mrs. Warren Kraft; Warren Kraft, vice president and manager, Honig-Cooper Co., Seattle; Mrs. C. Bur Oliver.
Business is always better in Washington, D.C.

Almost half of your customer-families in Washington, D. C., got pay raises this fall. Government workers and military personnel—275,000 of them—have even higher pay than before; 18,000 of these also got a year's retroactive pay! Statisticians are still figuring out what this does to income in the nation's 9th retail sales market. But Pulse has already figured out that WTOP has more listeners than any other station in 3 out of every 5 quarter-hour periods. The next station has only 1 out of every 6. WTOP dominates this always-better market.
Response ±2.5 db, 40 cps to 15 kc; Output -46 db

Broadcast Engineers Helped Design it!
Network Shows Use it!
Now Compare it with Any in Your Studios!

You've wanted High Fidelity Broadcast Dynamic Microphones like these! Performance meets the highest FM and AM broadcast standards. The bass end is smooth and flat. The highs are particularly clean and peak-free. Construction is extremely rugged and shock-resistant. Has E-V Acoustalloy diaphragm. Omni-directional. Each microphone individually laboratory calibrated and certified. Try one. Compare it with any mike in your own studios.

Write for full facts today!

Electro-Voice INC., BUCHANAN, MICH.
Export: 13 E. 40th St., New York 16, U.S.A. Cables: Arlab

Response ±2.5 db, 40 cps to 15 kc. Output -50 db. External Shock Mount. Impedance Selector. List Price $150

New "650"

The "635"
Response ±2.5 db, 60 cps to 15 kc. Output -50 db. Impedance Selector. For Hand or Stand. List Price $100

Re: 1950 Census
EDITOR, BROADCASTING:
In reference to recent stories in BROADCASTING concerning the 1950 census...

The census director has stated that any attempt to obtain FM data would, due to confusion on the part of the public, leave the accuracy of the results open to grave doubt. If that is the case, an all-inclusive question on radio set ownership will also be subject to grave doubt inasmuch as there will be many sets which have FM reception but no AM...

In light of these facts it would appear that none of the figures obtained in the proposed radio count would be accurate unless a separate question on FM is included. Even the census bureau would presumably have to admit to this which leaves me no alternative but to believe that they are knowingly and willingly discriminating against the FM portion of the broadcasting industry...

I am greatly pleased by the proposed changes which will be integrated into the new 1950 BROADCASTING YEARBOOK. The new lab arrangement seems to me to be the only really fair way to present radio facts.


Give New Ideas
EDITOR, BROADCASTING:

The many items which appear in your magazine are of great interest to myself, because they provide new ideas for operation of stations, and in small markets such as this it is necessary to keep on your toes to keep ahead of the game.

Bob Reel Station Manager KSPA Santa Paula, Calif.

More on P.I.
EDITOR, BROADCASTING:

Your editorial, "Class 'Q' Time," in the Oct. 31 issue of BROADCASTING should be framed and hung on the wall in every radio station in the country. I certainly agree with Linnea Nelson that the broadcaster who fails for today's fast P. I. buck is indeed shortsighted. It may be all right for those broadcasters who only want to hit and run, but for those of us who hope to stay in the business it's bad medicine. The broadcaster who's having trouble meeting his payroll and tries to do it with P. I. business is only putting off the evil day.

Harold Essen V. P. and Mgr., W. J. Winston-Salem, N. C.

Keeping Abreast
EDITOR, BROADCASTING:
The life of a broadcaster is a very busy one. He must keep abreast of not only what is happening in the industry, but trends of business, local, state and national events. As a result he selects the (Continued on page 18)
YOU MIGHT BAG A 9'-6" TIGER*—

BUT . . .

YOU NEED WKZO-WJEF TO WIN TROPHIES IN WESTERN MICHIGAN!

WKZO, Kalamazoo, and WJEF, Grand Rapids, give radio advertisers the best coverage and the biggest audience in Western Michigan—and at the lowest cost.

Latest Hoopers prove that both WKZO and WJEF are tops in their home cities, Morning, Afternoon and Night. For example, WKZO gets a 73.7% Share of Audience, Weekday Mornings in Kalamazoo; WJEF gets 27.1% in Grand Rapids (Mar.-Apr. '49).

WKZO-WJEF cost about 20% less than the next-best two-station choice in the area—yet deliver 41% more listeners!

What's more, BMB figures prove that these two CBS outlets give superlative coverage throughout the prosperous Western Michigan area.

Write today for whatever facts you want about the job WKZO-WJEF can do for you in Western Michigan.

*Denis P. S. Conan Doyle bagged a tigress this size in Mysore State, India.

WKZO first in Kalamazoo and GREATER WESTERN MICHIGAN (CBS)

WJEF first in GRAND RAPIDS AND KENT COUNTY (CBS)

BOTH OWNED AND OPERATED BY

FETZER BROADCASTING COMPANY

AVERY-KNODEL, INC., EXCLUSIVE NATIONAL REPRESENTATIVES
If you think your business is different, consider ours for a moment...and discover perhaps how our difference can help you with yours.

You see, we have devoted nearly 15 years to the business of being a different kind of network. This gives us quite an edge, in these times when extra-efficient, better-than-average marketing techniques are required.

And it gives you several new ways—all of them well tested—to make your dollars do double duty.
For instance...
On no other network can you raise your sales voice in 500 transmitter-markets—300 of them being the only network voice in town. On Mutual you can...The Difference Is MUTUAL!

On no other network can you enjoy maximum flexibility in selecting your station hook-up...routing your program as you route your salesmen. On Mutual you can...The Difference Is MUTUAL!

On no other network can you locally—at no extra cost—tell your customers where to buy what you are selling, as well as why. On Mutual you can...The Difference Is MUTUAL!

On no other network can you buy the proven benefits of coast-to-coast radio—and save enough to explore the high promise of television too. On Mutual you can...The Difference Is MUTUAL!

On no other network can you stretch your hardworking dollars to the point where you get six listener families for the price of five. On Mutual you can...The Difference Is MUTUAL!

These are five of the points which add up to a big plus for the Mutual advertiser. Interested in the proof of any or all of them? Let's sit down together and discuss our differences.

the mutual broadcasting system
IN tropical countries, the gourd has long been known as a useful fruit. Dried, it has served as a household utensil and, in a number of instances, has been used as a medium of exchange.

Now, in untropical Wisconsin, far from its native habitat, the gourd is making thousands of Badger Staters gourd conscious. It all started seven years ago.

Each year of the seven, Gordon Thomas, m.c. of the Top o’ the Morning, switched to the powerful WGN outlet in Chicago as a director in charge of a covey of musical programs and daytime serials.

In October 1933 he headed the Simmons to the agency field joining Wade Advertising, Chicago, as director and producer where, besides his Quiz Kid inauguration, he produced and directed Alec Templeton Time and directed the Barn Dance.

He left the agency to join the Army in 1944 but in 1946 he returned to direct the Roy Rogers Show for WGN on the West Coast.

In February of ’49 he moved to the agency’s New York office as assistant to Jack Wyatt, and when the latter resigned in April of this year to join Grey Adv., Ed Simmons.

(Continued on page 18)
Radio Sells...

Likewise, WGN has proven a result getter for its advertisers. Advertisers know they can depend on WGN's extensive coverage to get the most out of their advertising message. WGN reaches 3,529,000 homes each week (more than any other Chicago station): These homes mean millions of consumers for your advertised products...
You can assemble numerous combinations of complete recording channels with the Fairchild Unitized Amplifier System, which includes 14 basic units.

Related units are simply plugged in, or cabled together. It's that easy... that quick. Units can be combined to meet the special requirements of a given installation. If requirements change later, the units can be re-arranged and the system expanded with no loss of initial investment. With this versatile Fairchild System, you get custom construction at production prices.

**Problem:**
How To Meet Varying Recording Channel Needs

**Solution:**
Select from 14 Basic Units of the FAIRCHILD Unitized Audio System

---

**Feature of the Week**
(Continued from page 18)

Morning show on WTJ-AM-FM Milwaukee, The Milwaukee Journal stations, has been offering packets of gourd seeds to listeners writing in for them. Last spring he filled a record 16,860 requests.

In the fall, gourd growers are invited to send or bring in their best gourds and novelties made using gourds. This year, the fourth annual WTJ-sponsored gourd exhibit held at Milwaukee's Radio City attracted 3,500 gourds.

Overflow crowds totaling nearly 4,000 viewed the one-day exhibit. Most of the time there were long lines of people waiting to enter the large studio reserved for the showing. One hundred dollars in prizes was awarded in two classifications—one for the most perfect large gourd, the other for the most unusual novelties made from gourds.

This promotion by Mr. Thomas on his daily 5:30 to 6:30 a.m. show has attracted attention from beyond the borders of Wisconsin. Listeners in Illinois and Michigan are becoming gourd-conscious and have requested seeds and submitted entries, according to WTJ.

---

**Open Mike**
(Continued from page 18)

Publications which will keep him abreast of radio's fast moving events. I subscribe to practically all radio publications, but cannot find time to read all of them. Broadcasting magazine, however, is one publication I consider a must and I read it from cover to cover weekly. Your keen appreciation of what the broadcaster needs to know has been on a consistently high level. I for one am deeply grateful to you and to your publication. . .

C. L. Thomas
Gen. Mgr.
KKOK St. Louis

Re: Newscasts

EDITOR, BROADCASTING:

Why didn't Mr. Dimitman call his piece "Effective Programming" and be done with it? His little critique ["Effective Newscasts"] Broadcasting, Nov. 7] contained some criticism all right, but little of it was constructive, and most of it seemed naively uninformed.

Lord only knows radio news stands in need of criticism—lots of it. But what Mr. Dimitman has castigated is not the newscast, but radio programming. Were radio news editors to compile individual newscasts with one eye on a particular public at a particular time of day, it may well be that the station would build something of a steady listenership among that one public. But arbitrarily to allot three or four minutes of each newscast to news of interest to the businessmen of one city would be inviting the other 95% of the station's listenership potential to dial the competition at newscast time. . .

We agree with Mr. Dimitman that newscasts should be identified with some sort of associated tag (most of them are); yet at most stations, "News for the Home-maker" is presented by the Woman's Director, and is in no way represented as being a NEWS-CAST...

... People listening to a newscast do so primarily to get the NEWS...

On the other cheek, Mr. Dimitman says the usual worthwhile things about local news.

Robert Lindsay
New Editor
WKOW Madison, Wis.

Dept. Stores Ban

EDITOR, BROADCASTING:

We appreciate ... the tear sheets of the department store article in your Oct. 24 issue.

We are gathering all material of this kind that we can find and attempt to break down the ban which local department stores have put on radio advertising here.

We think your story on the Milwaukee-St. Paul situation will be a helpful addition.

Gene O'Fallon
Manager
KKFL Denver

Banks, Note!

EDITOR, BROADCASTING:

... The radio program of the Bridgeway City Trust Co. ... has done a job... I do know this: To reach the broad public market no bank can afford to omit radio.

Herbert Fink
Advertising Counsel
Westport, Conn.

On All Accounts

(Continued from page 18)

mons was appointed director of radio and television for the agency.

Mr. Simmons supervises the Ed Wynn Show for Spield Watch Bands on CBS-TV, the George Burns & Gracie Allen Show on CBS for Block Drug Co., Stop The Music on ABC for Spield and the two Philip Morris daytime shows on ABC—One Man's Opinion and Johnny Olsen's Ladies Be Seated.

He also is in charge of the firm's spot output, currently including Lamont-Corliss, Polident-Tooth Powder and Tops-Gum.

The Simmons' have been married 18 years. They have three sons, Tom 17 years, Eddie 15 years and Michael, 15 months. The family lives in Fresh Meadows, L.I.
Jamison has something on his mind...

As a matter of fact, our Mr. Jamison, one of the brightest young men in town, has plenty on his mind.

Although he is much more salesman than statistician, he has a ready fund of facts and figures on the broadcasting business that is the envy of many a representative twice his age.

"I look at it this way," he will tell you. "There is nothing secret about most of the information I carry around in my head (where I can always find it). Most of it is available in various standard or special sources of information. The rest you can get for the price of a phone call to the right man. But the point is this: when an advertiser or a broadcaster wants information, he is very likely to want it fast. And the man who can give him the most information fastest is the man who is serving him best. Radio representation, as you know, is a service business. We don't actually own anything but the furniture—Spot Radio, the product we sell, we sell for somebody else.

"The fact that my clients appreciate this fast service helps me sell more time—the right time—either to them or for them. And the fact that any Weed and Company representative can do the same lets us today do more business for our clients (advertisers and broadcasters alike) than ever before."

Weed and Company

radio and television station representatives

new york • boston • chicago • detroit
san francisco • atlanta • hollywood

November 21, 1949 • Page 19
Watch the New WDSU

No Other New Orleans Station Affords Sponsors Such Economic, Hard-Selling Programs.

RADIO
Dixieland Jazz
Jazz Authority Roger Wolfe spins waxings and adds colorful tidbits from his own voluminous library of Jazz records and facts.
(Available for Sponsorship)

VIDEO
Racing
Mid-Winter racing televised again this season from the New Orleans Fair Ground's fast oval.
(Available for Sponsorship)

See your JOHN BLAIR Man!

AFFILIATED WITH THE
N. O. ITEM

AM - TV - FM
WDSU
NEW ORLEANS

EDGAR R. STEIN, JR.
ROBERT D. SWEEZEY
LOUIS READ
President
Executive Vice-President
Commercial Manager

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New Business

AMERICAN EXPRESS-CATHOLIC TRAVEL LEAGUE for 1950 Holy Year of Jubilee plans concentrated radio advertising campaign, based on tests to be conducted first in New York market. First to be chosen are WQXR (English) WOJ (Italian) and not yet selected “quality Polish program.” Campaign to hit major cities across country, with emphasis on cities where Catholic prelates are personally conducting pilgrimages to Rome. Agency: Ray McCarthy Adv. Service, New York.

GROVE LABS., St. Louis, appoints Sullivan, Stauffer, Colwell & Bayles, New York, to handle advertising of its newest product, Antamine, anti-histamine drug to prevent colds. Radio spots will be used.

RESTAURANTS-OF-THE-MONTH Inc., New York, group of dining-out spots where members eat half-price upon presentation of membership card, appoints William Warren Agency, New York, to handle its advertising. Participations on such shows as This Is New York on WCBS, The Fitzgeralds on WJZ and Dorothy and Dick on WOR, all New York stations, being considered. Use of one-minute video spots also is being considered.

“THANKS” DOG FOOD begins test radio campaign on hour-long morning Emerson Smith Show on KDYL Salt Lake City. Expansion to other markets expected following test.

CHATTANOOGA MEDICINE Co., Chattanooga, Tenn., appoints Street & Finney Inc., New York, to handle entire Cardui account, effective Jan. 1. Spot radio will be used.

IMPERIAL KITCHENS Co. (storm windows and kitchen products) appoints Harold Kirsch Co. Adv. to direct advertising. Radio will be used for St. Louis market.

SKELLY OIL Co., for Skelgas, begins one-minute test campaign in 75 markets Nov. 28 for one month, through Henri, Hurat & McDonald, Chicago. Further expansion will be determined by sales results.

B-Z-B HONEY Co., Alhambra, Calif. (honey packer), KERMIN FOOD PRODUCTS, Los Angeles (frozen meat pies), and ROBERT WILLIAM FOOD Co., same city (Miller spaghetti, macaroni) appoint Jordan Co., Los Angeles, to handle advertising. All firms plan to use radio and television.

Network Accounts • • •

STERLING DRUG Inc., New York, through Dancer-Fitzgerald-Sample Inc., New York, signs 52-week renewal contract with ABC for sponsorship of Bride and Groom. Contract, effective Jan. 2 covers 222 ABC stations, and programs are aired Mon.-Fri., 2:30-3 p.m.

AMERICAN FEDERATION OF LABOR in contract placed directly with MBS, will sponsor commentator Frank Edwards in a Mon.-Fri., 10:10-11:16 p.m. broadcast from Washington. (CLOSED CIRCUIT, Sept. 19).

THE TEXAS Co., New York, will for second consecutive year sponsor telecast by ABC-TV of complete opening-night performance of New York's Metropolitan Opera tonight (Nov. 21). Telecast of season's premiere, "Der Rosenkavalier," was arranged through Kudner Agency, New York.

HALLICRAFTERS Co., Chicago, (radio, TV, electronics equipment), to sponsor Hollywood Quiz on Mutual network starting Dec. 10 through Sorenson & Co., also Chicago. Show will be aired Saturday, 5:45-6 p.m. in each time zone, and will originate in lobby of Chicago Theatre.

C. H. MASLAND & SONS CARPET Co., New York, renews its sponsorship of Masland at Home Show on CBS-TV effective Dec. 14 for another 13 weeks. Show is five minute program, Wednesdays, 7:45-8 p.m. Anderson, Davis & Platte, New York, is agency.


MARS Inc., Chicago (Candy), renews for 26 weeks effective Dec. 6, sponsorship of Howdy Doody on NBC-TV Network. Show is telecast Mon.-Fri. from 5:30-6 p.m. Grant Adv., Chicago, is agency.

(Continued on page 74)

BROADCASTING • Telecasting
How Popular Can You Get?

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

... and every program and announcement on WCAO is duplicated on WCAO-FM (20,000 watts) at no additional cost to the advertiser!

WCAO
"The Voice of Baltimore"

CBS BASIC • 5000 WATTS • 600 KC • REPRESENTED BY RAYMER
NORTH CAROLINA IS THE SOUTH’S NUMBER ONE STATE

AND NORTH CAROLINA’S No. 1 SALESMAN IS

50,000 WATTS 680 KC
NMI AFFILIATE

★ also WPTF-FM ★

RALEIGH, N. C.
FREE & PETERS, INC.
NATIONAL REPRESENTATIVE
NAB REVAMPING

By J. FRANK BEATTY

DEMAND for a NARBA treaty that will stop "severe damage" to U. S. station coverage and action to strengthen NAB's two sales-getting units—Broadcast Advertising Bureau and Broadcast Measurement Bureau—topped a fast-moving meeting of the NAB board held last week in Washington.

As part of its job of revamping NAB's structure the board voted to dissolve the present BMB and set up an industry-controlled program-station measurement corporation.

It decided to keep Broadcast Advertising Bureau within the NAB fold, reversing a policy adopted at the time of BAB's creation last April.

The three-day meeting ended late Thursday with this additional series of actions:

- FM Assn. invited to merge into NAB.
- Formation of joint radio-movie committee to serve common interests (see story page 44).
- Election of two television members to board (story Telecasting).
- Present $701,000 budget continued to February.
- Dues discount of 12'/4% continued to February for AM stations; TV rates unchanged.
- Membership drive approved.
- Committee created to act on court and government appearances by NAB.
- Standing committee structure sharply curtailed, with new TV committee created.

Much of the board's time was taken up by reorganization and budgetary problems that have come up since the streamlining operation was started last July. This task was simplified by advance work done by the board's Structure Committee and the Audience Measurement Committee, which drew up detailed recommendations. These were adopted in large measure.

The streamlining job was not completed, however. Reports covering work of the Radio (formerly Audio) and Television (formerly Video) Divisions and the relation of these new units to the NAB departments and the president were deferred to next board meeting in February.

The always exciting BMB problem was approached from two angles by the board. First it adopted a report of the Structure Committee recommending that the present BMB be closed up and a new corporation formed.

Then it placed its blessing on a detailed plan of the Audience Measurement Committee for a new type of BMB corporation and referred the plan to the present BMB board which was scheduled to meet last Friday in New York.

In adopting the NARBA resolution just before adjournment the board pulled no punches in pointing out that Cuba's appropriation of frequencies was arousing "a steadily growing expression of public indignation" toward the island (see text of resolution and NARBA story page 40). The U. S. Congress, State Dept. and FCC as well as the U. S. delegation at Montreal were urged to insist that Cuba "rescind all licenses issued" since the second NARBA expired in March.

While the resolution was a strong one, informal opinion of some of the delegates attending the third NARBA conference in Montreal was that the board's action would aid rather than embarrass negotiators in their attempt to bring the conference to a successful conclusion in the near future.

Several NAB districts had adopted resolutions this autumn sharply criticizing Cuban use of broadcast frequencies. In one or two cases some of the U. S. delegations had felt the resolutions hurt rather than helped their negotiations.

A detailed review of the Montreal situation was given to the board by Forney Rankin, NAB's government relations director, and (Continued on page 46)
'49 AD EXPENDITURES

By TYLER NOURSE

With advertising expenditures this year running well ahead of 1948, 30.6% of advertising agency executives report they are spending more client dollars on radio. Television also is gaining with increased expenditures reported by 70.6% of the agencies.

Sounding a note of warning to station executives, 94.4% of agency respondents said competition for advertising dollars is becoming more intense.

Displeasure with radio's job of promotion and merchandising in support of sponsors' products was expressed by 62.8% of agency executives who said radio performed this function inadequately.

These conclusions were drawn from replies received in BroadcastinG's 21st Trends Survey—a continuing study of executive opinion in radio and its allied fields. For this survey questionnaire were directed to a representative sample of advertising agency executives in all parts of the country.

More Spent in Advertising

Considering total advertising expenditures for all media, 52.9% of the agency executives said they were spending more money this year for their clients than they did last. Of those who expressed this increase as a percentage, the average of these replies indicated an increase of approximately 10%. A continuation of 1948 expenditures into 1949 was shown in 26.5% of the replies—these agencies indicating they were spending the same amount of money for their clients this year as last. Curtailment of advertising monies was shown by approximately one-fifth of the agencies, 20.6% saying they were spending fewer advertising dollars this year for clients than had been the case last year. Although the sample which expressed this decline as a percentage was rather small, the average of these replies indicated a 5% curtailment in client's advertising dollars.

In the redistribution of advertising dollars—comparing the placement of client dollars this year with last—30.6% of those answering the radio section indicated an increase. Unchanged radio appropriations continued at 30.6% of the agencies and 38.8% of those answering said they were spending less in radio.

Television expenditures, following the natural growth of the medium, have expanded to an extent that 70.8% of the agencies answering this section said they were spending more of the client's dollars in this advertising field. Only 4.2% indicated a decline in television money expended for clients. The remaining 25% said TV appropriations were unchanged.

Newspapers, also, are receiving a goodly amount of increased business with 52.9% of the agencies answering this section of the questionnaire indicating they are spending more of the client's money in this field. Unchanged expenditures in newspapers were shown by 38.3% of the agencies with 8.8% saying their clients had cut the amount of money spent in this medium.

Of agencies indicating activity in the magazine field, 57.2% said their clients had not changed the amount of money spent in this medium from last year to this. An increase of appropriations for magazine space prevailed at 35.7% of the agencies answering this section. Cuttings in expenditures by clients were shown in 7.1% of the replies.

Other Media Unchanged

Other media—direct mail, billboards, etc.—remained relatively unchanged in 1949 from 1948. The 26.7% of the agencies who indicated their clients are spending more money here is counterbalanced by an equal number showing less activity. An average of replies which were shown in percentages, however, indicates a slight edge to increased expenditures—money increases surpassing money decreases.

Of the money spent radio-wise, 50% of the agencies said they were channeling more of the clients funds into spot business. A decrease in the spot field was indicated by 40% of the respondents while 10% showed no change from last year. Network placements, however, were reversed. There, 60% of the agencies said less of the clients money was going to the

Money Spent on Radio...

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Network placements |

'49 trends' shows increase over '48

CONTRACT details on Zippy Liquid Starch sponsorship of Kate Smith Sings are checked by Theodore S. Weber, WOR radio's New York president, and Otto Weber, president of Otto Weber Assoc. Inc., distributor of Zippy starch in the New York area. Program will be sponsored Tuesday and Thursday, 11 a.m. to noon. Contract was placed through Martin Agency, Philadelphia.

Broadcasting Telecasting
AVCO SHIFT

Shouse, Dunville Advanced

CHANGE in the high command of Avco Mfg. Corp., parent firm of Crosley Broadcasting Corp., was announced last Thursday by Victor Emanuel, Avco president. James D. Shouse, Crosley Broadcasting president, becomes a member of Avco's executive committee, and is succeeded as Crosley president by Robert E. Dunville, Crosley vice president and general manager.

In his new capacity, Mr. Shouse, an Avco vice president and member of its board of directors, is one of three management members charged with corporate supervision of the firm's operating divisions and subsidiaries. These include, in addition to Crosley Broadcasting: Crosley, New Ideas, American Central, Nashville & Lycoming-Spencer divisions; the Crosley Distributing Corp. and the Carrollton Furniture Manufacturing Co.; AC-F-Brite Motor Mfg. and the New York Shipbuilding Corp.

Mr. Shouse remains chairman of the board and executive officer of Crosley Broadcasting, of which he has been president since 1946.

Dunville's New Duties

As president of Crosley, Mr. Dunville takes over administrative responsibility for WLW, 50 kw Cincinnati radio channel station; Crosley's three video stations in Cincinnati, Dayton and Columbus as well as three FM outlets in the same cities and shortwave stations which Crosley operates for the U. S. State Dept. at Mason and Bethany, Ohio.

Election of Mr. Shouse Thursday climaxed the 46-year-old executive's 20th anniversary in the broadcasting field. Last year he was elected board chairman of Crosley Broadcasting Corp., he joined in 1937. At that time, he was vice president in charge of broadcasting and led WLW to a number of awards in programming, promotion and related fields.

A native of Cynthiana, Ky., Mr. Shouse received his schooling in Bellevue and Ft. Thomas, Ky., and studied at Miami U. at Oxford, Ohio, and the U. of Cincinnati.

After two years as a high school teacher he joined the staff of Liberty magazine in Chicago. Radio debut was in 1929 when he joined CBS as its first Chicago sales representative and five years later he became associated with Stack-Globe Advertising Agency from which he resigned after a brief stay to become manager of KMOK St. Louis.

In the same year of Mr. Shouse's arrival at KMOK, Mr. Dunville joined the station's executive staff as his assistant. Mr. Dunville held the successive posts of general manager of WSAI Cincinnati, then owned by Crosley interests; general sales manager of WLW and WSAI, and in 1944, vice president and general manager of Crosley Broadcasting. For the past two years, he has supervised the development of the three Crosley TV stations. With Mr. Shouse he was responsible for the establishment of the firm's merchandising and promotional program.

Mr. Dunville, 42, is a native of St. Louis and has been a resident of the U. of Missouri. After a stay at the automotive field, he joined the sales department of KMOX where he became assistant general manager. At KMOX, Mr. Dunville's close-working relationship with Mr. Shouse began.

Both men are active in civic and fraternal affairs. Mr. Shouse holds membership in the U. of Cincinnati and the Cincinnati College of Pharmacy boards of trustees; Foreign Policy Assn. of Cincinnati, and the executive committee of the Cincinnati Summer Opera Assn. He is also a director-at-large of NAB, trustee of Cincinnati College of Music and board member of the Cincinnati Convention Bureau and that city's American Red Cross chapter.

Mr. Dunville is a member of the Masons and the Shriners, The Cincinnati Club, Bankers Club, Cuyler Press Club, Propeller Club, Sigma Chi, Variety Club and the Confrerie du Tastevin in New York.

FREEDOM AWARDS

SOME 200 awards are to be made today (Monday) by Freedoms Foundation in recognition of contributions to the American way of life on “Speaking Up for Freedom.”

Top winners in many categories, including radio, were to receive their awards from General Dwight D. Eisenhower at ceremonies to be held at Valley Forge, Pa. An audience of 200 distinguished guests were expected to witness the occasion.

Some of the winners, in the opinion of a jury of 21 made up of State Supreme Court Justices and officials of American patriotic societies, are as follows:

Best radio programs—1st place: The Greatest Story Ever Told, sponsored by Goodyear Tire & Rubber Co. on ABC; 2nd place, Cavalcade of America, sponsored by E. I. du Pont De Nemours Co., on NBC. Prizes were $250 from $750 respectively and gold medals for each winner.

Other radio winners who received awards ranging from $600 to $50 and the gold medals, were:

George Tunnell, Negro disc jockey on WDas Philadelphia, for his The Bon-Bon Show.

CBS, for its You Are There show on the battle of Gettysburg.

Dr. George S. Benson for The legs of the Free, on the Don Lee Mutual network.

Willard Wilson, script-writer for “It Might Have Been You” show one of Northwest Neighbors series sponsored by Pacific Power & Light Co.

WWJ Detroit, for 24 Hours Under Communism.

WCAU Philadelphia, for The Blessings of Liberty.

Spiritual Mobilization for The Freedom Story on KFAC Los Angeles.

WJR Detroit for series, Know Your America.

Medals were awarded to the following:

Knox Manning for the program, Open Letter To Paul Robeson on KNX Los Angeles.

Jack Ball for his “Anti-Communist Series” on ABC.

Radio Council of Chicago Public Schools for These Things Are Impossible on WBEZ Chicago.

N.B.C. for its documentary series, Living 1949.


In the category “Unclassified Awards,” there were 10 winners, each of whom was to receive $1,500. Included was Howard Reynolds, a Negro of 2652 N. 23 St., Philadelphia, for his song “Speak Up For Freedom.” This song was first heard on WDAS Philadelphia on The Bon Show which also won an award. Mr. Reynolds is a regular performer on the show.

“Best Ad Campaigns”

Included in winners in the classification “Best Advertising Campaign” was the Advertising Council, New York, for its “American Economic System” campaign.

Winner of sixth place in the “Best Sermons” category was Dr. Paul J. Goodwin, minister of the First Presbyterian Church, San Jose, California. “Can a Good Christian be a Good Communist?” delivered on KLOK San Jose last July 24.

A motion picture in the “Best Company Employee Publications” category was won by Prairie Farmer,—WLS Round-Up, a monthly publication of WLS Chicago.

GIVEAWAYS

AS ANOTHER week passed without a trial date in the suits brought by ABC, CBS and NBC to challenge the validity of the FCC's rules banning giveaways, it became likely that the whole time table previously projected for the cases would be thrown out of kilter.

The reason the networks had wanted an early trial was so that the U. S. Supreme Court might pass on the appeal before next summer. That was regarded as important because if the high court ruled adversely to the networks they would have the entire summer, with its hiatuses, to plan and test new shows replacing giveaway and to get stable schedules underway for the following fall.

As it is, unless almost unprecedented speed is exercised in the legal proceedings, the final decision may come after next summer, perhaps breaking into programming and advertising campaigns in what is itself an interruption unprecedented in radio history.

Blame for the delay could not be attributable fairly to either side. However, one cause of delay was the fact that the FCC did not file its answers until close to the deadline fixed by court rules.

Next step is expected to be a meeting between network's counsel and FCC lawyers to fix a trial date with the consent of the Federal Statutory Court in the Southern District of New York which will hear the cases.

Slated for Today

November 21, 1949 • Page 25
WORLD WIDE CORP.

IN A MOVE for which FCC authorities could cite no parallel, the Commission last week called hearing on the privately produced program service of World Wide Broadcasting Corp.'s international broadcasting stations, the audience to the hearing ranging from interested parties to the Commission itself. The hearing was held to determine whether the Commission's rules and regulations made available to the applicant have or intended.

With the hearing on the license renewal application of the international stations FCC consolidated a hearing called simultaneously on an AM application of Greenwood Broadcasting Corp., operator of WFCH (FM) in Monticello, and controlled by Walter S. Lemmon, principal stockholder of World Wide. The consolidated hearing was set for Feb. 8 in Boston.

World Wide Broadcasting Corp. is licensee of international stations WRUL, WRW, WFRX, and WRUA, all located at Scituate, Mass. Facilities of international stations are leased by the State Dept. for Voice of America broadcasts, but World Wide obtains a portion of the time and use for broadcasts or the non-profit World Wide Broadcasting Foundation. Under the law, up to 25% of the time may be thus reclaimed; World Wide is the only international licensee to reclaim any.

Twelve Issues Involved

Twelve issues designated by FCC for the hearing range from inquiries into the past and proposed program service of the stations, to questions as to whether program time has been made available "in return for monetary contributions"; representations concerning the "non-profit and non-commercial" status of the stations, and whether FCC's rules on the announcement of sponsored programs have been met.

Another issue: "To determine whether the applicant has in the past and will in the future employ direct and other technical facilities so as to deliver maximum signals to the country or countries for which the service is intended."

Another: "To determine whether the applicant has or will broadcast programs directed solely or primarily to an audience in the continental United States."

The Commission said it also wants to know whether it has been correctly and fully informed about "the real party or parties in interest" and their qualifications and "monetary investments in the license corporation," and about the status of construction undertaken pursuant to FCC grants.

Another question raised by FCC involves the inter-relation of World Wide Broadcasting Corp., World Wide Broadcasting Foundation, and Radio Industries Corp., a holding company controlled by Mr. Lemmon which owns stock in the licensee corporation.

LORAIN CASE

PRELIMINARY hearing in the case which may determine the legal bounds of radio-newspaper advertising competition was awaiting decision in the Federal District Court in Cleveland late last week. It is the case in which the Government accuses the Lorain (Ohio) Journal of anti-trust law violations in the treatment of advertisers who use WEOJ-AM-FM Elyria-Lorain or the weekly Lorain Sunday News [Broadcasting, Sept. 26].

The hearing, held Tuesday before Judge Emerich Freed, was on the Justice Dept.'s request that, pending full trial of the case, the Journal be enjoined from rejecting lawful advertising copy merely because the advertiser also used the rival media.

Counsel for the Journal, which had the support of the American Newspaper Publishers Association opposing the request, contended any limitation upon a newspaper's right to accept or reject advertising would violate the Constitutional guarantee of freedom of the press. To grant the Government's request, Journal attorney Parker Fulton of Cleveland argued, would mean the paper might have to accept patent medicine ads, "sex material" and similar advertising which the Journal has traditionally banned.

Victor H. Kramer, assistant chief of the Trial Section of the Justice

FCC Sets Hearings

The AM application is for a new station at Greenwich using 1490 kc with 250 w fulltime. Issues in this case include the qualifications of Greenwich Broadcasting as they may be affected by the World Wide investigation, in view of Mr. Lemmon's dominant position in both companies. Other issues relate to the possibility of interference with WHOM Jersey City, WNLC New London, Conn., WBUD Morrisville, Pa., or services proposed in other pending applications.

The World Wide international stations operate for the most part with 50 kw, but FCC has authorized one to test with power up to 120 kw. Frequencies are 25.6-26.6 mc; 16.5-17.6 mc; 11.7-11.9 mc; 9.5-9.7 mc; 7.2-7.3 mc, and 6.0-6.2 mc.

Preliminary Arguments Heard

UNITED FRUIT

FEATURING the famous "Chiquita Bananas" song, the United Fruit Co. last Monday started a spot campaign on all Keystone stations located in 23 Eastern, Midwestern and Southern states.

The shifting schedule calls for use of variations of the "Chiquita" song on a 13-week cycle with cooperation by retail outlets. The campaign was planned by advertising of United Fruit and BBDO. Keystone's arrangements were handled by Noel Rhys, Eastern sales manager.

Borden Renews

BORDEN Co., New York, effective Dec. 1, renews sponsorship of "Countiy Fair Saturday 2-2:30 p.m. on CBS. The program is now in its fifth consecutive year. Kenyon & Eckhardt, New York, is the agency.

KBS Opens Banana Campaign

Preliminary Arguments Heard

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Preliminary Arguments Heard
radio time are considerable. Among them:

- Blue sky nature of the purchase. Lack of audience data on many foreign radios makes time buying difficult.
- Lack of contract standards.
- Lack of ratings standards.
- Difficulty of finding adequate talent in many foreign countries.
- Danger many stations are over-priced and bad bunching of commercials.

In New York, Albert M. Martinez, vice president of Melchor Guzman Co., Inc., is one of the specialists in the radio export buying field.

Thus far this year, the 150 stations represented by his company have had an increase in billings through his company of 24% over last year.

Mr. Martinez, a student of time selling in the foreign field since 1932, believes American companies have been big users of such time, particularly in the Latin-American field, because of their own background of commercial radio in the U.S., a huge advantage over other foreign sellers of goods who have never cut their eye-teeth in commercial radio, he explains.

Thus, in Cuba for example, American companies’ programs are able to dominate the entire market. There is adequate proof of that in surveys made every other month by the Asan, of advertisers of Cuba—one of the few surveys made regularly in the foreign field.

That survey showed for a recent period, for example, that of the 12 top programs on weekdays, 11 advertised American products and were sponsored by American companies. Four of the first 12 programs were sponsored by Procter & Gamble and seven by Colgate.

The Cuban survey is made by visits to radio homes over a three-week period every other month. Visits start at 9 a.m. and continue to 10:30 p.m., totaling over 50,000 visits in the course of a given three-week period. Visits average not less than 900 per quarter hour and at the peak listening time at 9:30 p.m. as many as 5,000 an hour. It is nothing to find 60% of all Cuba’s estimated 700,000 sets turned on. Weekday listening is heavier than Sunday dialing, due to better weekday programming, in the opinion of Mr. Martinez.

ONE buying tool that Mr. Martinez and others like him are looking forward to is the 1950 census in South America. That is expected to count radios, refrigerators and other items in addition to the traditional noses. The census may give the first reliable set-ownship figures in many parts of the continent.

Mr. Martinez sees a trend in the employment of more spots in foreign countries by American companies. The volume of spots used in some of the foreign countries is practically unheard of in present-day U.S. radio. It is nothing for Miles Laboratories Inc., on behalf of Alka Seltzer, to buy 135 spots daily over one station. What impact such a campaign might have is indicated by the fact that such announcements might be as frequent as ten an hour.

Alka Seltzer itself is one of the great sales successes in radio export timebuying. It has completely dominated numerous markets around the world through its constantly reiterated radio messages.

At Pan American Broadcasting Co., Arthur Gordon, sales manager, said its billings for stations around the world is up, with Latin America billings showing an 18% rise and Alaska a 38% rise. In Latin America alone the company represents over 60 stations in 20 countries.

J. J. Donelon, head of media at National Export Advertising Service, which handles foreign advertising exclusively, reported business of his agency in the radio field as holding about even but with South American placements out front. He foresaw that foreign stations generally would be offering more and more services to American advertisers, in addition to merely offering time.

Irwin A. Vladimir, president of Irwin Vladimir & Co., Inc., whose advertising agency does a big foreign business throughout the world, reported that billings were holding up and that if the dollar shortage were to ease, billings would increase considerably. He noted that American sponsors were becoming “more choosy” in their selection of foreign programs for sponsorship. Among the problems of trying to build good programs in many countries, he said, were the lack of good talent and labor restrictions on the importing of “canned” talent.

Guy Bolam, representing Radio Luxembourg, reported that a recent influx of American and English advertisers on his station, one of the key outlets in all Europe, has resulted in its commercial time being practically sold out. That record was attained although Radio-Luxembourg had to start from scratch after the war and despite the fact that it boasts the highest rate structure of any station in the world—$500 per quarter hour.

Commercial radio in Europe has been forced to make a comeback since the end of the war which should be important to ever increasing numbers of American exporters, according to Arno Huth, radio consultant and author of several books on international radio.

It is his belief that radio presents an advertising opportunity there which is especially important in view of the tight paper situation still constraining advertising in Europe’s graphic media.

It also is his belief that many American companies which could sell to Europe under the Marshall Plan are missing a chance to funnel their products overseas via a demand whetted by radio.

Many European stations have been considerably concerned about streamlining their commercial operations, he said. That desire gave birth to a meeting in Paris last June of commercial broadcasters and agency radio executives from ten countries or areas—Andorra, Austria, Belgium, France, Italy, Luxembourg, North Africa, Saar, Spain and Switzerland.

Outcome of the meeting was to set up a secretariat in Paris under the leadership of Louis Merlin, president and director general of the British Broadcasting Corporation. Further meetings already are planned for 1950 and a permanent trade association may result.

At the June meeting, stations decided to study cooperatively allocation of frequencies, technical standards, program exchanges, copy rights and commercial organization. Agencies decided to coordinate their experiences, methods and research in promoting radio and to provide for advertisers materials on rates, length of commercial and audience.
NEWSCAST PROFITABLE

RADIO NEWSROOMS pay off in profits, according to bookkeeping marshalled before the three-day annual convention of National Assn. of Radio News Directors, held Nov. 11-13 in New York.

Two station managers, Wilton Cobb, WMAZ Macon, Ga., and A. R. Vadeboncoeur, WSYR Syracuse, were among members of a five-man panel who discussed the economics of the newsroom. With them were these news directors: Orrin Melton, KSOO Sioux Falls; Bill Warrick, WJO Hammond, Ind., and Bill Krueger, KDAL Duluth. Title of their inquiry was “Profitability of Professional Radio Newsrooms.”

Their panel was one of a series of events during the convention which provided the newsmen with ammunition to take back to station management in NARND’s efforts to build up the role of the radio newsman. That management would have the ammunition fired at them was a sure bet. Few conventions have been attended by so many assiduous note-takers.

Mr. Cobb detailed the finances of the news set-up in his 10 kw CBS outlet. A five-man newsroom costs $1,500 per month, he said, of which salaries are 80%.

For that expenditure, WMAZ receives 59 hours of programming monthly at a cost of $20.00 per hour. Since transcription service for his station runs from $40 to $100 an hour, news programs are “an economic programming service even if never sold,” he argued.

Net from News Shows

But actually, a goodly portion of news programs is sold at WMAZ. Of the money brought in, 65% goes to maintain the news department and the rest can be credited to time sold. That net received for the time, said Mr. Cobb, equals what the station would receive, after all deductions, for the sale of its facilities for network programming.

“Actually, a station receives the same percentage—35%—of the actual money paid by clients to networks that we receive from our news department,” he said. The average value of the free time given on a network contract by a station of our size is exactly twice the cost of maintaining our news department.

“No if you are willing to give a network $3,000 worth of free time each month, just for prestige, programming and the possibility of eventually making a profit from network time sales, aren’t you justified in spending $1,500 a month to build a local news department with a proven ability and with the same future possibility of profit as pertains to the network?”

Further, Mr. Cobb insisted that news programming locally produced is superior programming, resulting in top listener ratings. One of his station’s local news shows, a 7 p.m. program, has a 25.9 Hooper. The Lone Ranger on the same station is rated at 21.7.

Even WMAZ’s daytime news at 1:15 p.m. rates at 15.1. That stands up against the top daytime soap operas on the same station as follows: Ma Perkins, 17.4; Big Sister, 16.1; Guiding Light, 14.4; Nora Drake, 12.8; Perry Mason, 14.1; Dr. Malone, 9.3; and Hilltop House, 8.7.

Mr. Vadeboncoeur reported that of the $500,000 to $700,000 a year gross of his station, 20% was from the sale of news. And of every dollar grossed from news, 41% was from local newscasts. The WSYR formula, he said, was to hire the best reporter the station could find in Syracuse and to let him pick his staff. The result has been the building of popular local newscasts, all sponsored, with few switches in sponsorship, he said.

Mr. Melton cited his own station manager, George Hahn, and another, John Meagher, of KYSM Mankato, Minn., as newsmen who discussed newsroom. Mr. Meagher was credited as saying that not only is the news department self-liquidating but that it adds immeasurably to the worth of the entire program structure.

Mr. Melton himself said that the news periods had the added value of making adjacencies valuable. Further, they have prestige value, promotion value, and enable the station to fulfill public service functions, he said.

High Returns

Mr. Warrick pointed out that his 250-w station spent $250 to $300 a month on news and received $500 to $700 in return—$2 back for every $1 spent. The monthly expenditure includes salaries for three men, wire service, telephone charges, supplies and travel, he said. The intake of $2 back for every $1 spent, did not, however, include the cost of air time.

He believed, however, that the station got other plus factors out of its news department. Those included listnership, prestige and valued adjacencies. Particularly, he stressed listnership, stating that the news department enabled his station to compete with nearby big-time Chicago outlets.

“Hush us,” he concluded, “if we are to have an audience, local news is not a luxury—it’s a necessity.”

Mr. Krueger told the directors that news also pays off as a loss leader even when it does not show a dollars and cents profit. His 5-kw station spends $1,650 monthly for news operations, including its three-man news staff.

ATTENDING ceremonies for the award of a briefcase in appreciation to Sig Mickelson of WCCO Minneapolis, outgoing NARND president, for his service to the organization were (I to r): Mr. Mickelson; Gen. Omer Bradley, joint chief of staff of armed forces; Jack Shelley, WHO Des Moines, newly-elected president; Edward R. Murrow, CBS commentator; Jim Bormann, WMT Cedar Rapids, second vice president; Sheldon Peterson, KLZ Denver, treasurer, and Ben Chatfield, WMAZ Macon, Ga., first vice president.

K & E PROMOTES Davis, Wolfe, Miller Are Vice Presidents

THREE executives of Kenyon & Eckhardt, New York, have been elected vice presidents of the agency. They are Hal Davis, publicity director; Robert D. Wolfe, manager of the Hollywood office, and Donald C. Miller, manager of the Detroit office.

Mr. Davis has been with the organization for the past four years after three years wartime service in the Navy. Prior to that he headed his own publicity organization and was with CBS for 6 years. Mr. Davis will continue as director of publicity and also will serve as a member of the basic plans board, to which he was appointed last week.

Mr. Wolfe has been with the agency for the past eight years. He has been manager of the Hollywood office for the past two years and prior to that he was associate director of the new director in New York.

Mr. Miller has been with K & E since February 1948 as manager of the Detroit office. Before that he was organizational manager of the Packard Motor Co. During 1942-43, he was with the U.S. Treasury Dept.

(Continued on page 81)

BROADCASTING • Telescating
Christmas reminder...

When you're thinking about what to give your business associates, customers, and friends, remember this...

Chances are they'd rather get Four Roses.

Your favorite retailer will be glad to make special arrangements for gift purchases and deliveries.

FOUR ROSES
AMERICA'S FAVORITE GIFT WHISKEY

FINE BLENDED WHISKEY in an attractive gift carton.
90.5 proof. 40% straight whiskies; 60% grain neutral spirits. Frankfort Distillers Corporation, New York City.
Turkey is a
Say “turkey” to anyone but an American and he thinks of a country bordered by the Mediterranean. Say “turkey” to any American and he thinks of roast fowl, potatoes, and all the trimmings.

That’s because roast turkey is an American symbol of Thanksgiving Day, of happy family gatherings on this holiday. Hence, the turkey is a sort of American institution.

Seven more American institutions, in a regional sense, are the seven Fort Industry Stations listed below. In the areas they serve, these stations have built up a record of public service that has made them community traditions. To advertisers this means prestige behind their products, attentive and responsive listeners to their sales messages.

THE FORT INDUSTRY COMPANY

WLOK, Lima, O.    WAGA, Atlanta, Ga.   WGBS, Miami, Fla.   WJBK, Detroit, Mich.
WSPD-TV, Toledo, O.   WJBK-TV, Detroit, Mich.   WAGA-TV, Atlanta, Ga.

National Sales Headquarters: 527 Lexington Ave., New York 17, Eldorado 5-2455
NAB Realigned

NAB AND ITS adolescent progeny—BMB and BAB—today stands reorganized, after more than a year of arduous work by the board of directors.

Last week in Washington the board completed the last phase of its job. It was not wholly according to plan, but appears to be close enough to it to satisfy the majority of member-broadcasters.

The basic realignment was charted last July at Portsmouth, N. H. There remained principally the disposition of BMB and of BAB. BMB, by board mandate, will be dissolved when the wide-awake nationwide study is completed this year. The board acted wisely in recommending that a new corporation be formed to plan research studies and other services, as may be determined by a tripartite group of broadcasters, advertisers and agencies. The project could, with needed modifications, follow the pattern of Broadcast Music Inc., the highly successful enterprise launched under the aegis of the NAB a decade ago, and which delivered radio from the chaos generated from a then monopolistic ASCAP.

The BAB, which sprang from a spontaneous movement initiated last April to combat competitive media and bring new business to broadcasting, has been functioning as a unit of the NAB. The original plan was to separate BAB from the NAB. The board last week decided to retain BAB as an NAB function, with the issue of separation to be considered at a later date.

It is not hard to fathom the reason. Maurice B. Mitchell, the aggressive young BAB director, is enjoying phenomenal success in his NAB district-meeting swing. He tells a straightforward-from-the-shoulder story on the competitive situation. He has the fire and the enthusiasm that simmered in the air. But it takes time and direction to build an organization that will give battle to the competitive giants. The directors decided that the board should figure in the strategy. They certainly have a point.

There are other considerations. All stations, of course, are avidly interested in business. The newer stations—because they have less of it—fervently look to BAB as the answer to their economic prayers. To many of them, other NAB activities may be regarded as secondary.

Any separate BAB, separately sustained, could result in defections from NAB membership, because many stations might be loath to pay into two tillers. Conversely, many of those stations have only cursory interest in BAB. Their interests lie in the broader aspects of association activity—in protection of the medium.

We go along with the concept that it's too early for a separation. BAB, cut loose from the NAB's apron strings, could get lost and hungry. NAB, without the numerical strength and incentive of newer and smaller entities, could suffer on the scoreboard.

The board, during its three-day session, covered a comprehensive legislative calendar. Joining of hands with the motion picture industry in the fight against censorship of the media of expression should yield tangible results, though they may not be immediately discernible. The most toward fusion with the FM Assn. certainly is desirable. Affirmative steps, at little last, were taken to combat the radio-tax threat implicit in the U. S. Supreme Court's refusal to review the Little Rock occupation tax on stations and the $50 per man salesman's license.

This board, we feel, has done the best job it could with what it had. But the NAB won't operate on momentum. From now on it will take team-work, direction and leadership.

SYLVESTER LAFLIN WEAVER Jr.

Sylvestor Laflin (Pat) Weaver Jr., NBC's new vice president in charge of television, has been equipped throughout the 18 years of his radio and advertising career with a secret formula, a secret combination of emotional chelors that are apt to lay a more vulnerable man low.

Mr. Weaver, a one-time $35,000-a-year employee of the late George Washington Hill, has survived that and other rigors of the trade because of an ability to withdraw from the screeching market place from time to time and refresh his mind and spirit in the quieter company of ancient thinkers.

As an undergraduate at Dartmouth, Mr. Weaver was intent on philosophy, a curricular choice which has since enabled him to restore himself after a vexing bout with a failing Hoopering, by browsing in the antidotal detachment of Aristotle or other inhabitants of the cosmic plane.

His present assignment promises to exert a severe strain on Mr. Weaver's metaphysical resources. He is charged with the creation of a semi-autonomous television network organization, one of three principal operating units into which NBC is being reorganized. And also with making it profitable.

Mr. Weaver, who has occupied a series of impressive offices in radio, television and advertising, did not have that career in mind when he entered Dartmouth and picked philosophy as his course. He wanted to be a writer. Philosophy, he thought, would provide the proper background for a literary career.

Upon graduation in 1930, he made a leisurely tour of Europe and the Mediterranean, roving through the remains of antique cultures he had come to admire in his studies of philosophy and history at Dartmouth. Returning from the peaceful ruins of the old country to a depression-ridden America of 1931, Mr. Weaver began his literary career by selling magazine material to soldiers in New York, a community which at that moment seemed uncharitable if not downright hostile to fledgling authors.

After two months of foisting the Ladies Home Journal and Country Gentleman on re- existing housewives while his heart was actually in the Acropolis or Thebes, Mr. Weaver decided to quit the path toward schizophrenia and confine his energies to modern civilization.

He returned to his family home, Los Angeles, and went to work for Young & McAllister, direct mail and printing firm, as a writer and salesman. He also was editor of the Blue Pencil, the magazine of the Los Angeles (Continued on page 38)

BROADCASTING • Telecasting
GREAT PROTECTOR

This little 2-pound Chihuahua feels safe on the paw of his 150-pound pal, the Great Dane. The big dog makes a great protector.

W-I-T-H is a great protector, too, for advertisers in the tough, competitive market of Baltimore. W-I-T-H protects your profits from advertising by providing real low-cost results.

It's easy to see why. W-I-T-H delivers more loyal home listeners-per-dollar than any other station in town. And in addition to this biggest home audience, a recent survey, made under the supervision of the Johns Hopkins University, showed that of all radios playing in barber shops, 49.3% were tuned to W-I-T-H. That means that a little money does big things on W-I-T-H.

Call in your Headley-Reed man today and get the whole W-I-T-H story.
FM HOURS

FCC PROPOSED last week to require FM stations to operate at least as many hours daily as their AM affiliates, and, in the case of FM-only stations, to reach a minimum of 12 hours per day after two years on the air.

The proposal, announced Wednesday, followed the recommendations advanced last August by the FCC (BROADCASTING, Aug. 8). Current rules (Sec. 3.261) require at least six hours' daily operation — three between 6 a.m. and 6 p.m., and three between 6 p.m. and midnight.

Under FCC's new plan, adapted from FMA's, the current requirement would stand as the minimum during a station's first year of operation. In the second year the minimum would be four daytime and four nighttime hours, and thereafter it would be eight hours daytime and four at night.

FM stations operated jointly with AM outlets would be required to meet these minima and also to operate as many hours daily as the AM station. Thus FM affiliates of AM daytimers would be required, like all other FM stations, to operate at least three hours at night during the first year and at least four thereafter.

 Authorities said tentative surveys indicate about 40% of FM stations operate in the neighborhood of current minimum requirements and that about the same percentage operate fulltime, or close to fulltime, leaving around 20% whose falls into the "in between" category.

Of the estimated 740 FM stations now on the air, FMA figures indicate almost 85% have AM affiliates.

FCC pointed out, as RMA did in its petition, that the present minimum requirements were fixed when there were around 30 stations on the air as against today's 740, and that it was recognized at the outset that more time ultimately would be required.

FCC's proposal also made clear that "daily" includes Sundays.

The Commission said comments favoring and against the proposed change would be accepted through Dec. 19. Text of the proposed new rule:

Section 3.261. Time of operation. All FM broadcast stations shall be licensed for unlimited time operation. A minimum operating schedule per day, including Sundays, shall be maintained as set forth below:

(a) Where the FM broadcast station is owned or controlled by an individual or group (including all individuals and groups under common control), which does not also own or control a standard broadcast station in the same community, town, city, or metropolitan district, the FM broadcast station shall be operated as follows:

(1) During the first full year of operation the minimum operating schedule shall include not less than three hours between 6:00 a.m. and 6:30 p.m. and three hours between 6:30 p.m. and midnight.

(2) During the second full year of operation the minimum operating schedule shall include not less than four hours between 6:00 a.m. and 6:30 p.m. and four hours between 6:30 p.m. and midnight.

(b) Where the FM broadcast station is owned or controlled by an individual or group (including all individuals and groups under common control), which also owns or controls a standard broadcast station in the same community, town, city or metropolitan district, the FM broadcast station shall, in addition to meeting the requirements of subsection (a) above, operate at least as many hours per day between 6:00 a.m. and midnight as a licensed and operating standard broadcast station.

(c) "Operation" includes the period during which a station is maintained pursuant to special temporary authorizations or emergency operating changes as well as during the license period.

(d) In an emergency when, due to causes beyond the control of the licensee, it becomes impossible to continue operation, the station may cease operation for not more than 10 days; provided, that the Commission and the engineer in charge of the radio district in which the station is located shall be notified in writing upon cessation of operation and upon resumption of operation.

STATUS of broadcast station authorizations and applications at FCC as of October 31 follows:

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<thead>
<tr>
<th>Station Type</th>
<th>FM</th>
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</thead>
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<td>Authorized</td>
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<td>815</td>
</tr>
<tr>
<td>Licensed (All on air)</td>
<td>2,011</td>
<td>472</td>
</tr>
<tr>
<td>Conditional grants</td>
<td>334</td>
<td>89</td>
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<tr>
<td>Total applications pending</td>
<td>566</td>
<td>196</td>
</tr>
<tr>
<td>Requests for new stations</td>
<td>350</td>
<td>394</td>
</tr>
<tr>
<td>Changes in existing facilities</td>
<td>288</td>
<td>3</td>
</tr>
<tr>
<td>Deletion of licensed stations in September</td>
<td>56</td>
<td>1</td>
</tr>
</tbody>
</table>

FROM Richmond and New York come reports of the outstanding success scored by Tune-O, a new show in which a bingo-type game is played by listeners at home involving identication of tunes. In both cities, listeners are reported to flock to their grocery stores each evening to line up for the Tune-O show. Each Tune-O card is worth $500 if all the answers are scored correctly. The ratings of Tune-O over WMCA New York. The show is broadcast on the head of the Lakes Network to reach a minimum of 6,000,000 listeners.

To Arrowhead, WECB Posts

THE ARROWHEAD Network and the Head of the Lakes Broadcasting Co. have announced the appointment of Mr. Marlin E. Smythe as manager of WECB Duluth, Arrowhead's Minnesota group of stations. Mr. Smythe replaces H. E. Westmoreland, former director of operations, who has opened his own agency (H. E. Westmoreland Inc.).

A veteran of 25 years in the radio industry, Mr. Smythe started his career as an entertainer at KYA San Francisco in the twenties. Besides his radio activities, he is known as an expert in the juvenile problem field.

FM Stations Reaching Minimum Time

Brochures in the "in between" category.

WQRX NEW HOME

In Times Bldg. By Spring

NEW STUDIOS and offices for WQRX New York are now under construction in the building of the New York Times, owner of the station. Completion of the work, which will bring the station for the first time under the same roof with its parent company, is scheduled for the spring of 1956.

The station will occupy about 18,000 square feet of space, approximately one third of which will be devoted to studios and a large record library. Five studios will be housed on the ninth floor of the building at 229 West 45 St., and offices will be located on the west end of the tenth floor. A private stairway will connect the two floors.

Two large and three small studios have been designed to accommodate the latest acoustical developments in AM and FM broadcasting. A master control and a subsidiary control room will be designed for utmost flexibility of operation.

Shreve, Lamb & Harmon, architects who designed the new addition, and Rheinstein Construction Co. estimate it will be completed by the end of March.

NAB SLIDE FILM

Radio Selling Power Cited

NAB's slide film argument on behalf of radio's selling power was presented to the Washington Ad Club last Tuesday by Maurice B. Mitchell, director of NAB's Broadcast Advertising Bureau. The film is entitled "How to Turn People Into Customers."

The film has been shown by 235 stations, Mr. Mitchell said, and by the end of the year will have been seen by 80,000 retailers.

Attending the luncheon were several NAB board members and President Justin Miller. The directors were Frank U. Fletcher, WARL Arlington, Va.; George D. Coleman, WARI Scranton; Eugene S. Thomas, WOIC (TV) Washington, and Robert Enoch, KTOK Oklahoma City.

Mr. Mitchell described the local retailer as radio's biggest customer. He traced the growth of radio as an advertising medium that gets results and told how to sell at a profit with less effort via the airwaves.

BROADCASTING • Telecasting
cultivate
EXTRA SALES
with New England’s
FARM-MOST STATION!

Want to boost your farm market sales? Do it in New England... where total agricultural cash receipts exceed $790,000,000* yearly!

Want top coverage among New England farmers? Get it with WBZ and WBZA.. the Westinghouse stations that reach 80 percent or more of all New England, both urban and rural!

Tell your story on the New England Farm Hour, the WBZ early-morning feature that helps start the day for so many Yankee farmers.**

Well-placed participations available, as segments or announcements, from 6:00 to 7:00 AM, Monday through Friday. Check WBZ or Free & Peters.

* Federal Reserve figures.
** In a single week in October, more than 1,000 New England farmers wrote in for copies of bulletins mentioned by Roger Harrison, Farm Hour director.
THAD M. SANDSTROM named general manager of KSEX Pittsburgh, Kan. He has been with station since January as sales manager. Prior to that he was promotion manager of KTOP Topeka, Kan. He succeeds JAMES M. GRIFFITH who has purchased an interest in KVAK Atchison, Kan.

PHILLIP WOOD, for nine months assistant general manager of WAMC Madison, Wis., appointed assistant to MILTON L. GREENEBAUM, president and general manager of Saginaw Broadcasting Co. and WSAW Saginaw, Mich.

C. ROBERT RAY reappointed station manager of WBUX Lexington, N. C., after serving with WLOE Leesville, N. C., as commercial manager for past seven months.

WENDELL B. CAMPBELL, recently appointed manager of WCCO Minneapolis, named member of board of directors of Minneapolis Aquatic Festival.

MILTON H. MEYERS, general manager of WCCO Waterbury, Conn., and FORD BILLINGS, commercial manager for station, named to membership in Radio Pioneers Club. Minimum requirement for admittance to club is 20 years' service to broadcasting industry.

WALTER A. NIELSON, station manager of WORC Middletown, Conn., and Emma Lou Kehler have announced their marriage.

FRANK BURKE Jr., general manager of KPVD Los Angeles, is the father of a girl, Shelley Glenn.

Respects

(Continued from page 36)

Advertising Club, through 1931.

The next year he joined the Don Lee network as a copywriter. He wrote for such early-day radio successes as the Blue Monday Jam- boree and Hollywood Hotel. In 1934, he was assigned to Don Lee's San Francisco operations as program manager. A year later he quit to try his luck again, on what he fervently hoped would be a higher level than his first experience, in New York.

Mr. Weaver's second professional venture into the big city was a success from the start. As a freelance writer, producer and director he worked on a network of network shows, and before his first year was out he was hired by Young & Rubicam to produce the Fred Allen program.

Two years later he became manager of the agency's radio department. Within a year and a half that Mr. Weaver joined the American To- bacco Co. in charge of Lucky Strike advertising. He was 30 years of age. Before his 31st birthday he rose to advertising manager of the American Tobacco Co., the right hand man to Mr. Hill in the com-

pany's advertising matters.

Mr. Weaver and Lucky Strike Green left the war for at about the same time. In 1941 he became associate director of communications for the Coordinator of Inter-American Affairs in Washington.

After two years of desk work, he applied for active duty in the Navy. Soon he was serving as commanding officer, a lieutenant, of a patrol craft in the South Atlantic.

During unexpected assignees of this period, Mr. Weaver's literary bent reasserted itself. He wrote, among other things, a novel which he describes as "socio-political" in nature. Still unpublished, it awaits rewriting at some future date when its author is not so preoccupied with the broadcast-word.

JOINS AFRS

In November 1944, Mr. Weaver was transferred from sea duty to the Armed Forces Radio Service in Hollywood where he was program manager. Among other memorable programs that he produced at AFRS was a two-hour Command Performance on V-J Day.

The war over, Mr. Weaver returned to the American Tobacco Co., in charge of advertising. Two years later he went back to Young & Rubicam as vice president and director of radio and television as well as a member of the agency's plans board and executive committee.

It was from that position that he was hired by NBC last summer to take over the top television job.

Mr. Weaver was born in Los Angeles Dec. 21, 1908, the eldest in a family of four. A brother, Winstedt Weaver, slightly younger than Sylvester, grew up to become widely known as Doodle Weaver, a comedian now with the Spike Jones act. A sister, Sylvia, is now fashion editor of the Hollywood Citizen-News, and the other sister Mrs. Paul Fritz, is married to a prominent Los Angeles attorney.

The first Sylvester arrived before his parents had settled on a name for him. For some time his father referred to him as Pat. The nickname stuck, and he has been called that all his life.

Mr. Weaver married an actress, Elizabeth Ingila, Jan. 23, 1945. They have two children, a 3 1/2-year-old son, Tranjan Victor Charles Weaver, on whose name, appearance to the contrary, his parents had definitely settled before he was born, and a daughter, Susan Alexandra, a month old.

Mr. Weaver's principal avocations are skiing and swimming. Each winter he takes a month's vacation to visit Sun Valley. He is somewhat frustrated in water sports in recent years. Like many Californians transplanted to the eastern seaboard, Mr. Weaver finds the Atlantic mild. He yearns for the long rolling waves of the Pacific which, unlike the choppy waters of the Atlantic, are good for surf riding.

His fraternal memberships are in Phi Beta Kappa and Phi Kappa Psi.

PARENT TEACHERS

Radio Ad Honesty Stressed

ROJO'S responsibility for honesty in advertising was stressed by Nick Nelson of the KPAC Los Angeles Uncle Woa Bill program in a discussion on children's programs at a meeting of Hugo Reid Parent Teachers Assn. in Arcadia Nov. 7 [Broadcasting, Nov. 7].

One of a four-man panel representing the Southern California Broadcasters Assn., he pointed out children's loyalty to sponsors of their favorite shows and stated that broadcasters should see to it that inferior products are "footed off on kids." He added that radio's "unwritten code of ethics" has succeeded in this.

Other panel members were Martha Gaston Bigelow, KFOX Long Beach account executive and regional chairman of the Assn. of Women Broadcasters; Allan D. Courtney, NBC Hollywood director of public relations, and Jeanne Gray, KMPC Hollywood women's editor.

INAGURAL of WMAL Washington's new juvenile program Firefighters is marked at luncheon attended by sponsor, agency, station and civic officials, including (l to r): Kenneth Berkeley, vice president, WMAL; Chief Joseph A. Mayhew, District of Columbia Fire Dept.; Lewis Edwin Ryan, owner, Lewis Edwin Ryan Organization, agency on the account; Lewis G. Groves, president, Chas. Schneider Baking Co., sponsor, and William B. Doore, Lewis Edwin Ryan account executive. Firefighters is a new contest over WMAL Monday through Friday, 4:45 p.m.

GLEN A. HARMON joins KACK- AM-FM Tulsa, Okla., as commercial manager. He was formerly regional account executive of WBBM-PAR Chicago. He succeeds KOMO Tulsa, account executive of KFMJ Tulsa and KBEY Oklahoma City, also joins staff of KACK-AM-FM.


INDEPENDENT METROPOLITAN SALES, Chicago, appointed national representative for KLMS Lincoln, Neb.

EARLE BROOME appointed commercial manager of WBUX Lexington, N. C.

DOYLE OSMAN, formerly general manager of KKO El Centro, Calif., joins KFAC Los Angeles as account executive.

FORJORD & CO., national radio and television station representation, announces removal of its Los Angeles office to larger quarters at 1127 Wilshire Blvd., under management of LAWRENCE KRASNER.

ROBERT FRANKLIN ADAMS, previously with Jack Adams Concert Management, New York, joins sales staff of WBBC New York.

WILLIAM REED Jr., salesman at WCBS New York for past year, appointed account executive in New York office of John Blair & Co., radio representative. Mr. Reed was salesman at WINS New York for four years.

RUDOLP PETERSON, former president of Hollywood Recorded Features, Chicago, joins local sales staff of WBBS New York. He is former business manager of Schwimmer & Scott, Chicago agency.

EDWARD LARIN, formerly with Radio Sales and L. L. STEARNS, formerly with WBBS New York, added to New York office of Radio Sales-Television and Account executive. HAROLD DAVIS, formerly assistant commercial manager at WCAU Philadelphia, named to replace Mr. Larkin in his Radio Sales account executive post.

AL ALPERSTEIN, formerly advertising manager of H. H. Butler stores and general manager of Charles H. Rogers Advertising, joins Pan American Broadcasting Co., New York, as sales promotion manager.

MELCHOR GUZMAN Co., N. Y., appointed U. S. and Canadian representative for Radio Program Continental Network of Republic of Panama.

MORT LOWENSTEIN, commercial manager of WCAM Camden, N. J., is the father of a boy, David, born Oct. 28.
**FARM DIRECTORS**

**Annual Session Opens Saturday in Chicago**

PROBLEM of selling farm programs to advertisers and the practical use of television in agricultural areas will highlight the annual convention of the National Assn. of Radio Farm Directors, scheduled to meet in Chicago's Stevens Hotel Saturday and Sunday, Nov. 26-27.

The convention will be held simultaneously with the National 4-H Congress for which extensive radio and TV plans have been made, according to the U. S. Dept. of Agriculture. Farm directors also will take in the congress, slated to get underway Sunday.

Marcia B. Mitchell, director of Broadcast Advertising Bureau, will address the group Saturday, speaking on "Farm Programs for Advertising." Also on the Saturday agenda is a panel video, tentatively titled "Practical RDF Television," with Mal Hansen of WOW Omaha as chairman. Others scheduled to participate include Bill Givens, WGY Schenectady; Layne Beatty, WBAP Fort Worth; Tom Page, WNBC New York, and a USDA representative.

On Sunday, following NARFD business and committee reports, the group will delve deeper into the selling phase of farm shows. Topics set for discussion are "Selling Farm Programs" and "Servicing the Farm Program and Keeping It Sold." Speakers during the two sessions include:


NARFD President Wallace Kelderly, of KGW Portland, Ore., will preside over the two-day meeting during which RDFs will elect new officers. A reception is being planned by the Citizens' Committee for the Hoover Report.

Plans also have been completed for three recording rooms, complete with tape recorders, to be placed at the disposal of farm directors, according to Joe Tomkin, chairman of the radio-TV group at the 4-H Congress. Reservation charts will be available for those desiring to make recordings.

RDFs and extension editors also will be able to use WJR Detroit's recording bus, according to Marshall Wells, station farm director. Many RDFs are expected to beam shows by direct wire from Chicago. Larry Haag, WCCO director, plans a daily feed.

**ROSE BOWL GAME**

CBS Gets Radio-TV Rights

THE ANNUAL New Year classic, the Rose Bowl football game, to be played this year on Monday, Jan. 2, will be broadcast and telecast exclusively by the CBS radio and television networks under sponsorship of Gillette Safety Razor Co., Boston.

Red Barber, CBS sports director, will do the radio play-by-play, with the television announcer still to be selected. As in 1949, the video coverage will be set up so that KTTV (TV) Los Angeles carries the game, played in Pasadena, Calif., "live," with other CBS-TV affiliates telecasting filmed highlights the next day. Mason Inc., New York, is the Gillette agency.

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**TABLE 1:**

<table>
<thead>
<tr>
<th></th>
<th>TV</th>
<th>FM-A</th>
<th>AM</th>
<th>All Sets</th>
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</thead>
<tbody>
<tr>
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<td>39</td>
<td>157</td>
<td>513</td>
<td>963</td>
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<tr>
<td>Feb.</td>
<td>30</td>
<td>153</td>
<td>506</td>
<td>859</td>
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<tr>
<td>Mar. (five weeks)</td>
<td>32</td>
<td>126</td>
<td>457</td>
<td>615</td>
</tr>
<tr>
<td>Apr.</td>
<td>48</td>
<td>164</td>
<td>569</td>
<td>781</td>
</tr>
<tr>
<td>May</td>
<td>50</td>
<td>162</td>
<td>534</td>
<td>748</td>
</tr>
<tr>
<td>June (five weeks)</td>
<td>50</td>
<td>160</td>
<td>529</td>
<td>739</td>
</tr>
<tr>
<td>July</td>
<td>79</td>
<td>232</td>
<td>718</td>
<td>1,029</td>
</tr>
<tr>
<td>Aug. (five weeks)</td>
<td>55</td>
<td>199</td>
<td>653</td>
<td>847</td>
</tr>
<tr>
<td>Sept.</td>
<td>52</td>
<td>205</td>
<td>660</td>
<td>927</td>
</tr>
<tr>
<td>Oct.</td>
<td>50</td>
<td>207</td>
<td>677</td>
<td>934</td>
</tr>
<tr>
<td>TOTAL</td>
<td>375</td>
<td>1,013</td>
<td>3,297</td>
<td>5,685</td>
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**KXXX COLBY SALE**

**KMJMJ To Buy for $83,500**

KXXX Colby, Kan., 5 kw daytime on 790 kc, has been sold by John Hughes and associates for $83,500 to KMJJ Grand Island, Neb., subject to FCC approval, it was announced last week by both stations. KMJJ is headed by Don Searle, chief owner, who also has interests in KROL Boulder and KCOL Fort Collins, Colo.

Mr. Hughes, 53% owner of KXXX, recently acquired control of that station upon approval by the Commission of his purchase of 50 shares owned by Robert H. Nugent [BROADCASTING, Nov. 7, 14]. Mr. Hughes now holds 350 of total 600 shares in KXXX, with remaining interest being divided among 20 other individuals, including station employees.

KXXX was authorized in 1947 and is licensed to Western Plains Broadcasting Co.
NAB Revamping
(Continued from page 38)

Neil McNaughten, engineering director, who heads the NAB Proceedings
long enough to appraise the board of developments.

BAB received an enthusiastic endorsement from the chairman for its
achievements under Director Maurice B. Mitchell. Mr. Mitchell told of the bureau’s activities including the
cooperative card-index list of which about one-fourth comprises television business.

The special BAB policy committee
under Robert Encho, KTOO Oklahoma City director, was
dissolved by the board.

Mr. Encho had been active in sponsoring the BAB idea at the
Chicago convention last April. BAB
policy direction now is up to a new
standing committee which reports to
the board. BAB will continue to operate with New York as headquar-

eries.

An annual budget of $242,000 was asked by BAB, a considerable increase from the present fund. The
board voted to turn the present BAB staff no larger than that of the predecessor Dept. of
Broadcast Advertising though the whole BAB idea was conceived with the transfer of a staff. The board will take up the budget in February, and asked that a list of specific projects be submitted.

Special Committee

The idea of forming a special board committee to handle such
matters as participation in legal proceedings and appearances before
government agencies developed after consideration of the U. S. Supreme Court re-
fusing to review the Arkansas tax case. The board will study proposals for the court appearance and government contact
with the FCC. Special committees “in view of the importance of
proper decisions” as such matters arise.

NAB is entering the petition for the Supreme Court rehearing as amicus curiae of the Arkansas radio
case. The board was told the decision may be continued even if the rehearing plea is denied. This would take the form of an entirely new proceeding.

Another special board committee was set up to study eligibility to
attend district meetings and improve the annual convention. Most district directors have permitted non-
members to attend meetings this year. The policy has been part of the drive to increase membership.

This committee will report in Febru-
ary (see board election story, page 41). The

Quick action was taken to in-

New officers were elected: W. C. Stringer, director of FM and
special services, was sent to the
District 8 meeting starting today
(Monday) in Detroit to contact non-member guests.

The board agreed that membership solicitation should be handled on a personalized basis. It was

NARB delegates learn about navigation equipment aboard an ice breaker
(see Ernest Lapointe) which took them on a tour of the St. Lawrence. L. to r are Commander, C. P. Edwards, Canada’s Deputy
Minister of Transport for Air, chairman NARB conference; Capt. Marchard of SS Ernest Lapointe; FCC Comr. Rosel H. Hyde, U. S. delegation chairman; Dr. Jose R. Gutierrez, Director of Consulate and vice chairman of Cuba’s delegation, and Alan D. Hodgdon, leader of the British West Indies delegation from the Bahamas.

... suggested NAB officials be sent around the country to contact non-
members and acquaint them with NAB’s services.

No indication was given of the status of FMA members if they are absorbed by NAB. Many FMA members also belong to NAB.

The special TV dues were continued. Member audio stations pay $10 a month for their TV affiliates.

TV-only stations pay $1,500 a year. The 12½ cut in AM dues was extended from Dec. 31 to the Febru-
ary board meeting.

BMB recommendations of the Structure Committee, headed by Clair R. McCollough, WQAL-
caster, Pa., all adopted by the board:

The present BMB is terminated and its assets appraised; a new corporation be formed to take over the assets of BMB under the following conditions: 1. Subscribers, to extent of legal rights, be offered stock in new corporation or cash for their ratio share of the assets. 2. Additional stock be offered other stations and interested parties. 3. The corporation’s board be representative of agencies, advertisers and broadcast-
casters. 4. A new corporation proceed with research and other studies as determined by its board.

Dr. Kenneth H. Baker, acting president of BMB on leave from NAB’s research directorship, reported on the bureau’s financial condition. The bureau owes NAB $76,000 for a loan.

In plotting BMB’s future the Audience Measurement Committee met until midnight, the previous Saturday, Nov. 12. It made a se-
ries of recommendations that went deeper into corporate details of the measurement project than the gen-
eral recommendations of the Structure Committee.

The committee felt that any new project should measure station to program re-act and appraise public opinion on questions of gen-
eral interest. It did not suggest any special type of technique, how-
ever. desiring mainly to lay the groundwork for a measurement service that would meet the needs of agencies and advertisers as well as broadcasters.

Committee members agreed radio’s customers demand this type of measurement service. BAB, as NAB’s sales promotion weapon, is well in the inter-media competition for the advertising dollar.

Measurement Study

The committee was reminded that NAB district meetings this fall have adopted resolutions calling for a study of the situation. Details of the corporate structure of the new service were re-
ferred by NAB’s board, after hearing the committee’s report, to the present BMB board which only last week had reviewed the status of the survey (see this story).

Another meeting of the BMB board was scheduled for last Fri-
day, Nov. 18. BMB’s ruling body was scheduled to take up the NAB committee’s recommendations as sub-
mited to NAB’s board.

The NAB committee favored for-
mation of a stock corporation with the same name. Stock would be

NARBA SITUATION

Highlighted by NAB Action

ADOPTION by the NAB board of a firm resolution calling for cessation
of Cuban interference and adoption of a satisfactory North
American treaty featured the hemi-
spheric allocation situation last week as the third NARBA confer-
ence continued in its third month (see NAB story page 23).

Word from Montreal indicates that bilateral meetings are trying to iron out individual allocation problems. A feeling of optimism prevails that the conference will succeed unless unjustifiable de-
mands are not withdrawn.

In Washington, the FCC can-
vased the latest NARBA develop-
ments in a lengthy Monday meeting of the Commission and top staff executives, with primary attention focused on the Cuban position. The upshot was reported to be reitera-
tion of the “hold the line” position which both FCC and the State
Dept. authorized in their appraisals of the Cuban demands earlier [BROADCASTING, Nov. 7].

NAB President William J. Miller met Wednesday with Capt. John S. Cross, of the State
Dept. Communication Divi-
sion, to review the whole problem. The State Dept. called the meeting to hear broadcasters’ views on the negotiations.

Text of the NAB board’s NARBA resolution is as follows:

WHEREAS, since the expiration of the Modus Vivendi on March 29, 1949, Government authorities in the United States have been stopping the operation of radio stations on the American side of the border in such manner as to severely damage the interest of American radio broadcasting stations, resulting in the serious degradation of program service to millions of listeners in the United States of America and a steadily growing expression of public indignation toward Cuba;

BE IT THEREFORE RESOLVED that the NARB refer to the Do

South American governments to bring pressure on the Government rescind all licenses issued since the expiration of the Modus Vivendi which are not in accordance with the provisions of that agreement, and

FURTHER RESOLVED that the NARB refer to the Do

Administration, the FCC and the United States delegation at Montreal the vital necessity of a new treaty based on a fair and equi-
table division of facilities within the existing international spectrum in ac-

The American Assn. of Advertising Agencies and the Assn. of National Advertisers, comprising two-thirds of the BMB board, went on record at that time as endorsing the need for BMB and urging continuation of this type of audience service.

offered present BMB subscribers, or as an alternative they would re-

sider the value of the assets the present BMB may have.

Recognizing broadcaster’s con-
tinued complaints that they have only one-third of the present BMB directors, the NAB committee suggested that broadcast stockholders have board control, with agencies and advertisers also participating through directors.

The board would consist of five directors—one each for large, medium and small network affiliates; one each for large medium and

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Phoenix Picked

NEXT meeting of the NAB board will be held the first or second week in February at Phoenix, Ariz., the board decided just before winding up its three-day meeting in Washington (main board story this page). The meeting will concentrate on next year's budget. Last action of the board Thursday was adoption of a motion to sing "Happy Birthday" to President Justin Miller.

Stock ownership, it was felt by the committee, should be handled through broadcasters, agencies and advertisers rather than through associations. It was proposed to issue $1 million of $10 par common stock, to be sold in 1950 by the BMB board. Liquidation of the present BMB would start Jan. 1, 1950.

Under the committee's plan the new corporation would be authorized to take over BMB's cards, mailing lists and other assets. If any money is realized from the first two BMB sales, half this would be applied to a promissory note to be issued by NAB in helping the new project get underway.

FMA's Executive Committee was expected to consider NAB's merger invitation at a Friday meeting. The idea had developed Oct. 20 at a meeting of the NAB-FMA Liaison Committee. FMA's executive group was expected to submit the matter to the board of the FMA board, which in turn would hold a referendum of the FMA membership to determine whether to accept the invitation.

The plan provides for a fulltime paid FM director, to be named by the NAB president. The FMA board would name three members to serve with two NAB members as the NAB FM Committee. It would advise the FM director.

The NAB's FM section would gather and compile information of FM operations and new programs, including set distribution, and conduct continuing research studies on NAB FM operations and new programs, including set distribution, and conduct continuing research studies on FM listeners and station coverage. Station data, sales plans, program and promotion ideas and management studies are included in the service. The FM director would cooperate with all departments.

Liquidation of FMA's assets was construed as strictly an FMA project.

Mr. Stringer, who normally handles news projects, management studies, the convention equipment exposition and other matters, has been directing NAB's FM operations as part of the Audio (now Radio) Division under Director Ralph Hardy. A series of FM management and coverage studies is underway.

The revised standing committee structure was recommended by the Structure Committee and accepted by the board. It provides for ten standing committees as follows: Assn. of Women Broadcasters, Broadcast Advertising, Employ-Employer Relations, Engineering, FM, Government Relations, Separate Radio and Television committees (each representative of management, programs, sales, research, public affairs, and standards. See NAB's by-laws [Broadcasting, Oct. 31].

In addition, district directors will be elected with directors in odd-numbered districts, and directors-at-large will be elected in even-numbered districts. Directors elected at the next balloting will take office at the April convention whereas the board has abandoned its practice of having regular election meetings. (See main NAB board page 23.)

Two TV directors were elected by the board at last meeting: Eugene S. Thomas, WOIC (TV) Washington, and Robert D. Swesey, WDSU-TV New Orleans (see Telecasting, page 3). Thus eight district directors and 10 directors-at-large will be elected this winter out of the total of 27 board members. NAB President Justin Miller also serves on the board.

Nominating forms and certified lists of directors will be sent to member stations Jan. 10. The forms are to be returned to NAB by Jan. 25. Nominees will be notified Jan. 26 and have a chance to accept or reject.

Final election procedure will be mailed Feb. 19. NAB will certify results of all elections Feb. 28.

Under new election procedure, half the directors-at-large will be elected each year. To get this under way, the nominee in each at-large group receiving the largest number of votes will serve a two-year term. The second candidate will be elected for one year.

The by-laws revision provides that the NAB secretary-treasurer's office conduct elections. This action was taken as an economy move, since an independent accounting firm had conducted previous elections.

Nine new associates were received by the NAB board last week: Bruce Eells & Assoc., Hollywood, transcriptions; National Research Bureau, Chicago; and these consulting engineers: Kline Engineering Co., Rye, N. Y.; Chambers & Garrison, Washington; Craven, Lohnes & Culver, Washington; George C. Davis, Washington; William L. Foss, Washington; Janaky & Bailey, Washington; McNary & Wrathall, Washington.

The secretary-treasurer's membership report to the board, as of Nov. 30 showed 1,152 AM members, 518 FM, 36 TV and 77 associates. The number of TV members as of this week is 37.

Admission of consulting engineers represents a change in NAB policy. Following complaints made by NAB associate membership for engineers involved ethical problems, the board voted to terminate their memberships effective Oct. 1, 1948. Last spring the NAB membership committee, following suggestion of the engineering committee members, recommended engineers be readmitted and the board accepted this suggestion at its meeting last July.

All but two board members were present last week. G. Richard Shafto, WIS Columbia, S. C., representing medium stations, was busy with the formal opening of new studios. Howard Lane, WJJD Chicago, representing large stations, could not attend because of illness in his family.

Those present:

Harold E. Fellows, WEER Boston; District 1; Michael N. Hanna, WHCU Whitehorse, N.Y.; District 3; George D. Coleman, WBGB Scranton, Pa.; District 3; Campbell Arnow, WTAR Norfolk, Va.; District 4; Allen M. Woodall, WDAK Columbus, Ga.; District 5; Henry G. Garbow, WWCO Memphis, Tenn.; District 6; Gismonde N. Nunn, WLAP Lexington, Ky.; District 7; Harry M. Bluner Jr., WFLA Indianapolis, Ind.; District 8; Charles C. Case, WLBK Peoria, Ill.; District 9; William B. Curran, WMT Cedar Rapids, Iowa.; District 10; John F. Meagher, KYSM Mankato, Minn.; District 11; Robert D. Enoch, KTOK Oklahoma City, District 12; Clyde W. Rembert, KRLD Dallas, Dist. 12; Hugh R. Terry, KLZ Denver, Dist. 14; Glenn Shaw, KLX Oak- lard, Calif.; District 15; Calvin J. Smith, KFC Los Angeles, District 16; Terry R. Spence, KXRO Aberdeen, Wash., District 17.


Participating for NAB were: President Justin Miller; C. E. Arney Jr., secretary-treasurer; G. Emerson Markham, chairman, Television Div.; Ralph W. Hardy, director, radio Div.; Don Petty, general counsel; Robert K. Richards, director of public affairs.

**NEED MORE COVERAGE?**

Does your "Listener impressions per dollar" cost reflect the "smell"? You need KFYR with its choice 550 kilocycle frequency, and its 5000 watts of power, located in an area noted for its excellent ground conductivity. And also noted for its form income!

Add 24 years of listener loyalty to these facts, and you'll see why KFYR is your best buy. Ask a John Blair man.

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NAB Revamping  
(Continued from page 41)

ards and education). Nonaffiliated Stations Committee and Standards and Education Committee.

Total number of committee members would be 58, about one-third the membership of the present 19 committees. This is expected to cut sharply the annual expense for committee meetings.

All committees would have five members except Radio and Television, each of which would have nine members. The president is authorized to appoint alternates to serve if regular committee members cannot attend meetings. There would be two alternates for each five-man committee and one for nine-man committees. Alternates would be picked from former committee members and get copies of minutes.

In making functional changes the board decided to change the name of the Public Relations & Publications Dept. to Public Affairs Dept. After hearing the reorganization Committee's recommendation the board voted on several titles including assistant to president, public affairs, public relations and public. Public affairs got the most votes.

The Assn. of Women Broadcasters department was transferred from public affairs to the president's office. At present the AWB department is operating without a director, Pat Griffith having resigned in October to accept a position at WHO Des Moines.

Information Service

The Public Affairs Dept. told the board it will soon start a new information service to acquaint stations with material of aid in daily operations. It will consist of "news about radio and television," coming from the "NAB Radio-News Bureau.

The board approved a plan to hold a membership referendum on an amendment to the by-laws which would authorize the board to fix dues for various classes of stations without regard to the calendar year.

The Finance Committee's recommendation that the present budget be kept in effect, with a detailed budget review at the February board meeting, was accepted. Chairman of the Finance Committee is John F. Meagher, KYSM Mankato, Minn.

Under an interpretation approved by the board, the new by-law limiting director service to two consecutive terms will apply to all terms starting in 1949.

The board voted to make a study of station use of SESAC material.

C. E. Arney Jr. was re-elected NAB secretary-treasurer.

WBDC Hartford, Conn. praised by Hartford Hospital and Open Hearth, local community agency, for its public service policy of aiding hospital staff.

Center tuning house including phasing networks, pattern transfer antenna and tuning house transmission line contactors Nos. 1, 2, 3 and 4.

"VOICE" TRANSMITTER

Munich Uses Complex Phasing Equipment

ELABORATE phasing equipment—perhaps the most intricate in the world—now is in use at the new 150,000 w medium-wave Voice of America transmitter in Munich. Station operates on 1195 kc.

Weldon & Carr, consulting engineers, who installed the equipment, call the job "probably the world's most elaborate . . ." The transmitter is equipped with a directional antenna system for phasing, using three different patterns. The patterns depend on the area to which the program is directed. Any one of the three patterns, according to the engineers, can be selected by the control operators at the transmitter plant by means of pushbutton controls.

These controls instantly

CBS SALES

Month Total $31/2 Million

WILLIAM WRIEGLEY Jr., Co., Chicago, has purchased the CBS comedy series Life With Luigi, bringing to $5,000,000 the total of CBS radio sales for the past month, according to the network.

The program, a CBS package starring J. Carrol Naish as an immigrant faced with new-found problems in America will be aired starting tomorrow (Nov. 22), on Tuesday, 9-9:30 p.m., changing time periods with Europe, which moves to the 9:30-10 p.m. slot.

Arthur Meyerhoff & Co., Chicago, is the Wrigley Agency.

ABC GROSS

Quarter Over $8 Million

ABC GROSS SALES for the quarter ended Sept. 30 were $8,324,972 less than the previous quarter but more than the same quarter last year.

Figure for the previous quarter was $10,488,648 and for the same quarter in 1948, $7,376,214.

FCC FIRE DAMAGE

No Serious Record Loss Indicated

NO MATERIAL LOSS of records has been found as FCC surveyed the damage caused by explosions and fire in its Washington head-quarters Nov. 1 [Broadcasting, Nov. 7] and began to organize itself for "business as usual."

"We're right back in business," one official reported.

He said tentative examinations indicated that the files in the License Section, heart of the Commission's record-keeping activity, appeared to be "100% okay."

He noted that there naturally was some water and fire damage to files but that this appeared to be at a minimum and for the most part such losses could be replaced by duplicates on file elsewhere in the Commission.

Other officials said this was also true in the case of papers which were on desk-tops being processed when the blasts occurred and which in some cases were blown out of the building or destroyed or damaged in the debris.

A big hurdle to rapid return to normal activity was removed when authorities ruled that the License Section, with its room after room of records, need not be moved from its eighth floor quarters, near which the explosions originated. Serious delay might have been encountered if it had been necessary to move this section to other quarters, perhaps outside the New Post Office Bldg. where FCC maintains most of its Washington offices.

MBS ACCOUNTS

Over $3 Million in 10 Days

NEW ACCOUNTS and renewals at MBS during the past 10 days has totaled $5,800,000, A. N. Huit, vice president in charge of sales, announced last week.

The amount represents three hours of new programs per week and two hours and 40 minutes of renewals by present sponsors.

Two of the sponsors, American Federation of Labor, on MBS for the first time, and Miles Labs, now in its fifth year with MBS will spend more than $1 million each with the network during 1950.

New programs are as follows (all for 52 weeks):

* * *

MBS, Frank Edwards, placed direct; Hallicrafters Co. (TV), Chicago, Hollyhock Quiz, through Sorensen & Co., Chicago; Chamberlain Sales Corp. (hand lotion), Chicago; John B. Kennedy and the News, through BBDO, Chicago; Doubleday & Co. (books), New York, new program Mon.-Fri., 10-10:30 p.m. and Sunday 1-1:30 p.m. title not yet known, through Huber-Boose, New York; Benjamin Moore Co. (paint manufacturer), Your Home Beautified, through St. Louis agency, Frank Lloyd (pipe manufacturer), Big Band, Story Time, through Hubers, New York.

Floor week renewals are: Mail Pouch Tobacco Co., New York, Fishing & Hunting, bringing in $100,000, through Charles W. Hoyt Co., New York; Philadelphia Public Relations, through American Press Agency, through Glenn-Jordan-Stillzel Agency, Chicago; Radio Bible Class, same name, through Stanley G. Boynton, Detroit.

Mfg. Co., Dallas, Tex., is illustrated by the photographs on this page.
ROCKY MT. UNIT
Carman Heads New Network
FORMATION of the Rocky Mountain Broadcasting System and election of S. John Schile, KUTA Salt Lake City sales manager, as vice president in charge of sales, have been announced by President Frank C. Carman, president and general manager of KUTA.
The RMBS group is comprised of six owned and operated stations: KUTA Salt Lake City; KGEM Boise; KLLX Twin Falls; KEIO Pocatello; KIFI Idaho Falls; KOPR Butte, Mont.; and nine affiliated stations: KMON Great Falls; KOOK Billings; KPKE Livingston, Mont.; KELK Elko; KENO Las Vegas; KBFC Cheyenne; KRAL Rawlins; KVOC Casper, Wyo.; KBIO Burley, Ida.; and independents: KVOG Ogden and KCSU Provo, Utah.
Mr. Carman has headed KUTA since its inception and during the

RMA Meet
(Continued from page 27)
and distributors through voluntary subscriptions will be acted upon by set manufacturers at a special meeting. Slide films would be prepared to encompass, in condensed form, topics already discussed by speakers at seven previous meetings sponsored by RMA.
Plan also provides for one-night "Town Meetings" for dealers and service technicians. Slide films would be shown for TV set servicing and to provide information on standard business practices, according to R. C. Sprague, chairman of RMA's "Town Meetings" committee.
Mr. Sprague reported that 71 TV stations now are showing the series of short films prepared by the committee and titled "Tips for Better Television." Success of the Washington "Town Meeting" in point of attendance also was re-counted to the RMA board.

To Set Meeting
Chairman Sprague was authorized to set a meeting with manufacturers on the "Town Meeting" subscription plans following a recommendation by the RMA Set and Parts Divisions.
A research survey of the potential market for TV receivers in the near future also was voted Wednesday by the Set Division Executive Committee. RMA industry statistics group would be asked to hand the survey under the chairmanship of Frank W. Mansfield.
The Set Division Executive Committee also decided to set up a special committee to investigate the chronic complaint that television hurts sports attendance. Group will work with Television Broadcasters Assn. in an effort to evolve a plan "acceptable to all interests." This action was taken after the group heard reports that some colleges and universities are considering a united ban on football telecasts. Manufacturers referred particularly to refusal of certain West Coast colleges to grant television rights to games. It was pointed out, however, that telecasts of football games have stimulated TV set sales, and also boosted attendance in some areas.
Receiving the report is Director H. L. Hoffman, president of Hoffman Radio Corp., Los Angeles. Other members are Director J. B. Elliott, Camden, N. J.; Leonard F. Cramer, vice president of Allen H. Dubont Labs; A. A. Brandt, general sales manager, Electronics Dept., General Electric Co.
In another move, the Set Division Executive group approved eventual adoption of a series of official tests so that motor carriers will agree to transport TV receivers with cathode ray tubes mounted in place. RMA-approved tests, fashioned by the Traffic Committee, are to be recommended to all set manufacturers.
The traffic group currently is gathering data on the percentage of set-mounted picture tubes damaged in transit.
A broad revision of the recommended RMA standards, including its extension to cover TV receiver sales, was considered Monday by the RMA Service Committee under Chairman A. T. Alexander. The committee decided, however, to submit the proposed changes first to division executive committees and then to all RMA members—before presenting the revised warranty to the board for adoption.
Current TV set advertising practices also are being explored with a view to industry reform. RMA's Set Division was told by Chairman W. L. Stickel of a Sales Managers Committee.
Dr. W. R. G. Baker, Engineering Dept., told RMA's board that FCC has requested information data in connection with a TV set radiation inquiry. Material assembly gathered by the Radio Receiver Section, which will assist FCC within the limit of authority of the Commission regarding receivers.
A special committee also was established to consult government officials on U. S. regulations governing non-military purchases, and to report subsequently to RMA members.
Question of whether Parts Division members should report their sales figures confidentially for tabulation of industry totals also was discussed. Meanwhile the Transformer Section voted to inaugurate monthly statistics on dollar volume of sales by section members.

Hear Progress Reports
Progress reports on a number of activities were presented during the three-day meeting. Reports covered observance of National TV and Teleradio Week, Oct. 30-Nov. 5, and gratification expressed at wide-spread dealer participation in joint promotion; decision of the U. S. District Court of Pennsylvania exempting TV films from state censorship (which was pushed by RMA directors and its general counsel); international outlook for exports of American radio and television products.
Appointment of Harry E. Moon as chairman of the Record Changers & Phonograph Accessories Section, also was announced. Mr. Moon succeeds Richard E. Laux.
The RMA board accepted an invitation from the Canadian RMA board to attend a joint conference April 20-21 at the Chanticleer Hotel, Ste. Adele. RMA will hold its next board meeting at the Stevens Hotel in Chicago, Feb. 15-17.
RADIO- PRESS

Must Fight Jointly—Quarton

By WILLIAM B. QUARTON

IT occurs to me frequently that radio and newspaper men, in the fun jabbing each other that one of these days they may knock each other senseless. That will do neither of them any good, and it certainly will not benefit the country, either.

The government's anti-trust suit against the Lorain (Ohio) Journal is a good example of the kind of knock-out that is likely to follow such jabbing. The newspaper in this instance is accused of conspiring to injure WEOL in nearby Elyria by refusing to accept advertising from firms which also sponsored radio programs. It's the first suit of this sort, and let's hope it won't be the last.

In a fit of temper and business resentment, the Lorain publisher has placed himself and the rest of us in an untenable position. If the Dept. of Justice is right in this suit, it would win the power to force the Lorain Journal to accept advertising copy from ANY advertiser, so long as we would pick up the news.

The threat to the basic freedoms of press and radio inherent in such an extension of federal control are perfectly clear.

Need for Judgment

On the one hand, we resent the stupidity of the Lorain publisher; but on the other, we must help him resist this threatened intrusion of his rights and ours. We can't expect the government to tell us we must take ANY copy so long as it conforms to law. If reputable radio stations and newspapers are to maintain their independence, they must exercise their own judgment in all matters and maintain their own standards. No government might put a floor under the level of radio and morals, but most broadcasters and publishers would find the floor too low for their own standards of production.

The government is not yet bold enough to interfere directly with the broadcast and publication of news. But advertising is information, too; and it would be detrimental to the public interest as well as our own, if we ever were put in the position of having to accept beer and liquor advertising, for example, simply because there is no state law against such advertising. We must retain control.

Another example of this radio-press jabbing is the circus-style handling by the press of reports on the suit to stop giveaway programs. As far as most broadcasters and newspapermen are concerned, there is little difference program-wise whether the FCC does or does not stop the giveaways because radio management generally agrees it is fundamentally unwise to "buy" radio announcements.

Broadcasters should be able to see that the government is striking at a weak point—the giveaway programs set a precedent for deeper penetration later into the broadcasters' right to control the programs they broadcast. And whatever steps the FCC would seek to follow government aggression in the attempt to force the Lorain paper to accept ANY advertising within the law. Both steps are in the direction of censorship; mild censorship in the beginning, but look out for what may follow.

The newspapers are having too much fun poking radio to see the real point. The broadcasters should be smarter than that.

There is another group—the politicians—whose position in this matter should be thoroughly understood. As politicians, some are line and some are not so fine; but as people, we like the great majority of them. The news fraternity knows that there is little abiding friendship among the politicians for such policies. Facing-facts, we must conclude the basis for this attitude is a gnawing realization that news is increasingly becoming the public watchdog to discourage certain self-seeking practices among politicians. Other public servants in appointive positions beyond the reach of the voters also are sensitive to the constant watchfulness of the unshackled newspaper press and radio. Such watchfulness is not the atmosphere in which many calculating politicians like to operate.

One hundred and fifty years ago, the only medium of mass communication was the printed page; and consequently, the first amendment speaks of "freedom of the press." But freedom of the press was a consistent, unquestionably had in mind all sources of public information. Unquestionably, radio's newspapers and analysts and columnists have the same rights as editors in radio studios or as the reporter and the columnist in newspaper offices. They have the same basic rights, and they have the same equal protection under law from any agency which might try to intimidate or gag them.

It's true and tragic that both radio and newspapers, with a common right to defend, have played into the hands of political forces along with the opposition to try for an attempt to extend their control over the mass information media. If the courts rule that a newspaper must print anything that comes within the law, the press becomes a common carrier, subject to regulation by ANY utility or railroad. And if the government wins the right to outlaw the giveaways, then we will have lost our freedom to control our broadcast programs—all forms of expression, including radio. So, government censorship will have encroached on the basic right of freedom of expression which press and radio should guard with equal vigilance.

It's time to join hands and work together.

RADIO AND MOVIES

NAB, MPA Pledge Joint Efforts

NAB and the Motion Picture Assn. are pledged to work toward solutions to the problems of those days they may knock each other. The efforts of the two associations, along with staff members, are likely to work out solutions to these problems.

NAB and the Motion Picture Assn. have been working toward this goal. The joint committee of broadcast and motion picture interests will meet and work toward a solution of the problems.

MR. QUARTON

Radio and motion picture interests have been working toward solutions to the problems. The efforts of the two associations, along with staff members, are likely to work out solutions to these problems.

Text of the joint resolution:

Freedom of expression is the birthright of all Americans. Tonight, representatives of broadcasting and the motion picture industry jointly pledged to protect that birthright.

The men who wrote our Constitution knew well that the keynote of the arch of freedom is freedom of expression. They knew that without this freedom no others would be possible. They could not foresee the giant printing presses of the future; much less could they dream of radio, the motion picture or of television. But they had seen free speech and their own free press suppressed and denied under a tyrannical government; and they understood its importance.

They knew, as we cannot safely forget, that censorship of any kind is deadly to that concept. We are joined to oppose censorship from any source, on any front, from any direction.

It is fundamental truth that no one medium of expression can have its freedom abridged without peril to all others.

The citizen himself—the individual American—is unsafe in this constitutional guarantee of freedom of speech so long as the freedom of any agency of expression is encroached upon.
since 11.5% of the agencies reported fewer stations willing to accept their business. The same percentage, 11.5, of respondents indicated they had noted no change in the number of stations willing to take P. I. duty.

Advertisers, naturally wanting to get as much station time as for little as possible, are turning in increasing numbers to per inquiry. A large majority of agency executives, 76.9%, said they have noted that more sponsors are interested in per inquiry advertising than a year ago. Agency executives said fewer advertisers were interested, and 23.1% reported they had seen no change from last year.

As to the agency's attitude toward P. I., 54.5% indicated they would reserve judgment on accounts approaching them with this type business. Outright opposition was expressed by exactly 5% of the agency executives and 15.2% said they were in favor of per inquiry deals.

Although television expanding rapid gains in the number of facilities and volume of advertising dollars, where is this money coming from? Most agencies indicated television money was coming from several different sources, with 42.6% saying at least part of it was from radio budgets. Of those who indicated their clients were taking money from radio to TV, 20% said this was the only source advertisers were tapping. Second largest source of funds was said by 28.4% of the agencies to be new money. Where new money is added other budgets are being cut to some extent to make up the required TV funds. Experimental budgets were given by 17% of the agencies as the source of TV money with 25% of these stating this was the exclusive source. Other established media are providing 8.5% of the funds, according to the agencies, while newspaper and sales department budgets provide 4.3% each. One agency stated it is difficult to put a finger on the exact source of television's revenue, from agency replies received it would appear that new money and experimental budgets are being supplemented by radio money to foot the bill.

On a recent free time deal in television—the World Series telecasts where stations were offered coverage, complete with commercials on a no-pay, no-charge basis—agency executives were divided almost evenly. As to whether stations should have accepted the telecasts on this basis, 51.7% of the agency respondents said no. The remaining 48.3% said they felt stations were justified in giving the

Lorain Case
(Continued from page 20)

\(L.\) to submit supplemental written material in support of the points they argued. Presumably a decision will be announced within a few weeks. Date of the trial of the case has not been set.

First of its kind and being watched closely by both broadcasting and publishing industries, the case is expected ultimately to reach the U. S. Supreme Court, regardless of the outcome in the lower courts.

Journal Publisher Samuel A. Horvitz has maintained, in an affidavit filed with the court, that the Journal has "never ... interfered with, restrained or otherwise obstructed the dissemination of news or advertising throughout Lorain and vicinity by other newspapers, magazines, or radio stations.

The Journal, he said, has made it a policy to "protect the Lorain market in the interest of local business houses" and accordingly has attempted to attract new business to that area and has refused "advertisements of out-of-town establishments that would tend to draw business from the Lorain market" [BROADCASTING, Nov. 7]. Mr. Horvitz in his affidavit also challenged the Government to include in its case the statements of many Lorain merchants who were contacted by Justice Dept. investigators.

The Justice Dept. contended in reply that Mr. Horvitz's own statements supported the Government's position and that the publisher failed to answer many complaints of local merchants.

The Journal is owned by Mr. Horvitz and his brother, Isadore, who also operate the Mansfield (Ohio) Journal. The two papers were denied AM and FM permits by FCC more than a year ago on grounds that in Mansfield the owners had sought to suppress competition and gain an advertising monopoly [BROADCASTING, July 18, 1948]. The papers denied FCC's charges and currently have an appeal pending before the U. S. Court of Appeals for the District of Columbia.

When the anti-trust suit was first filed, Samuel Horvitz branded it a government 'reprisal' for editorial attacks on the FCC.

**FIGURE THE ODDS... by KXOK**

it's only 200 to 1 against your owning a plane by 1956

BUT THE ODDS ARE IN YOUR FAVOR when you pick Charley Stokoe's "Town and Country" program on KXOK to sell farm products. Persua- sive salesman, Charley Stokoe, is widely known in KXOK-land, with legions of listeners from 6:00 to 7:30 a.m., Monday through Saturday. To build sales in the Ohio-to-the-Adirondacks 112-county, 5-state coverage of KXOK . . . phone, write for availability today . . . or call your John Blair man.

**WSUA Officers**

WITH resignation last month of Warren G. Davis as president of Radio Station WSUA Inc., Bloomington, Ind., new roster of officers presiding at WSUA includes the following: L. C. J. Yeager, president; James C. Warren, secretary and treasurer, and A. E. Tyler, general manager.

We don't sell "time!"

We USE time to increase your sales and profits.

**WGRD** Grand Rapids, Michigan

**BROADCASTING** • Telecasting

**RWG PROPOSALS**

Will Be Presented Today

RADIO WRITERS Guild, bargaining over salaries, news and continuity writers, today will present counter proposals to ABC, CBS and NBC at a mediation meeting presided over by Federal Mediator J. R. Mandelbaum.

RWG has turned down proposals of the networks which would have set a grievance procedure for discharges and which would have granted four weeks severance pay after one year's service instead of after two years, as now. RWG considered the proposals unacceptable, as not providing sufficient job security and severance pay. Its counter proposals will not be made known until after today's meeting.

November 21, 1949 • Page 45
Nielsen

(Continued from page 27)

Charles W. Knowles (president of Cherry & Webb Co. and treasurer of WPRO), treasurer and director 715%
Bernice Phelps, executive vice president, general manager and director 1215%
Ira Herbert, vice president in charge of sales and director 1215%
Ted Cott, vice president in charge of programs 1215%

4. As television grows, radio will become increasingly important as a means of reaching small-town and rural markets—which are difficult and costly to reach by other methods, but highly important to the food manufacturers. And these markets—larger than many advertisers realize—are seldom given the amount of promotion they deserve.

5. As television grows, there will be a continual change in the city-size characteristics of both television and radio. While it will be possible, at every stage in this development, to achieve almost any desired balance or distribution of advertising effort by city sizes or markets, only those advertisers who make a thorough, continuous study of the subject can hope to get maximum sales results from their advertising dollars.

WNEW

(Continued from page 23)

of WNEW with Miss Judis and Mr. Herbert." He said that, upon FCC approval, there would be no change in management or policy direction of the station and that the individuals who were responsible for its great success would continue to operate it with the added stimulus of ownership-participation.

"I welcome this opportunity to expand my interests in radio," Mr. Cherry said. "WNEW is performing exceedingly well in the world's first market and will continue to render what I regard as the finest public service in America."

With the sale of WNEW, Mr. Bulova relinquishes his remaining station ownership interest. He recently disposed of WOV in New York in a transaction in which the station executives participated. That sale was predicated upon the FCC's duopoly regulations but was delayed several years because of litigation. Mr. Bulova has held ownership interests in a half dozen stations during the past dozen years.

WNEW, which operates on 1130 kc, pioneered the disc jockey formula and has held consistently high ratings. It has been the bellwether among independent station operations and was among the first of the higher-powered stations to begin 24-hour operation.

Last year, it is understood, WNEW had gross time sales of more than $2,300,000, and its net income prior to taxes reportedly exceeded a half million dollars.

The ownership of WNEW under the new corporate structure will be as follows:

William S. Cherry Jr., president and director 483%

PEABODY AWARDS Radio-TV Forms Are Mailed

ENTRY FORMS for the George Foster Peabody radio and television awards were mailed to station and network managers last week.

Dean John E. Drewry, of U. of Georgia's Henry W. Grady School of Journalism which administers the awards, said they will be announced nationally, understanding, Dean Drewry said.

Each entry should give: Title of program, name of station or network, address, classification in which entry is submitted, name of person making entry, whether entry has transcription attached, and brief description of program along with reasons it should be considered best.

Robert H. Schofield

ROBERT HARTWELL (Penny) SCHOFIELD, 46, account executive at KOMO Seattle, died in his sleep at 4:16 am. He had been active in Seattle radio for 16 years. Born in Schofield, Okla. in 1903, Mr. Schofield went to Seattle at the age of 13 and was graduated from the U. of Washington in 1924. His first employment in radio was at KIRO Seattle. Surviving are his mother, a sister, and a brother.
A man with a shotgun went into a bleak wasteland, pointed his weapon blindly in the air, pulled the trigger and hoped the scatter of the shots would hit something.

That's the beginning of an old, old story but it is none the less true that many Americans have looked on the purchase of radio time in stations outside the United States as being the same kind of aimless operation.

That view, however, apparently is not shared by many of America's big radio advertisers, who have been buying radio time abroad for years.

Reports from authorities on buying time in foreign markets indicate that such purchases have been at a peak and are going higher and higher.

Such a constantly accelerating business volume has been attained in spite of two discouraging influences—dollar shortages and import restrictions.

Now, however, because of the currency devaluations in Great Britain and other countries in the past weeks, some foreign timebuyers believed it possible that the dollar shortage eventually may be licked.

At any rate, some of the experts tended to view currency devaluations abroad as likely to bring an immediate impetus to foreign radio and later a long-term increase.

An immediate boost was looked for from advertisers who might rush to buy time at old rates before stations change their cards. Rates to Americans are quoted in terms of local currencies and it was expected that such rates would go up, although even after increases it was expected they would be less in terms of dollars than before devaluation. Meanwhile, until such cards change, an American advertiser was in for a windfall caused by the new exchange differences.

Also, it was expected that American companies might buy more for devaluation might mean that many foreign countries would soon find it economical to switch from an American product to a product of another country. The American advertiser was expected to react to that competitive situation by harder selling and hence more advertising.

Ultimately, it was considered that if devaluation is successful, the volume of all trade will rise and so also trade with the United States. Should that happen, then the dollar shortage itself eventually might be licked.

That the dollar shortage disappear, many American advertisers who have been building up huge sums in local currencies abroad would finally be able to get their money out in dollars.

The dollar problem has been troubling more and more American advertisers in such countries as Argentina, Bolivia, Chile, Uruguay, Peru, Ecuador, Brazil, Colombia, Mexico and various countries of Europe.

Some American companies, however, have not been content to build up foreign currency accounts. Instead, they have been buying local goods with their local currency surpluses and shipping the goods to the U. S. for resale. Others have been setting up branches in foreign countries, where surpluses may eventually be rebound to the profit of American stockholders.

The currency problems, however, are part of an old story to the foreign advertiser and foreign timebuyer. Though they were being studied more intensively in the past weeks because of the devaluation moves, they are just a part of the foreign time buying picture.

Also in the picture are these facts and trends:

- Billings through foreign station representative offices in New York are way up.
- Many foreign stations are doing well. While most still have time to sell, some are booked almost completely.
- In the Latin American field, the tendency is for American advertisers to buy spots instead of programs—a reversal of the former practice.
- Many foreign stations are now willing to offer more services, such as earnest administration, than formerly.
- There is some evidence that time buying by American companies is increasing faster than newspaper and magazine buying abroad.

The problems in buying foreign
By BRUCE ROBERTSON

IT WOULD be a "serious error" for advertisers to conclude now "that radio is washed up and that appropriations should be shifted to other media," Arthur C. Nielsen, president of A. C. Nielsen Co., said Wednesday in an address to the Grocery Manufacturers of America at New York's Waldorf-Astoria Hotel. This is true, he said, despite the serious inroads that television viewing has made on evening radio listening in TV homes.

However, he urged his audience to study television closely. "Unless you're now to acquire a thorough understanding of this new development," he said, "you may not only miss the great profit opportunity it offers, but you may make some costly mistakes in your use of other advertising media—for television will exert a profound effect on other major media."

Disclosing facts developed in recent weeks from the Nielsen Radio and Television Index Services, Mr. Nielsen reported that when a video set comes into a home the effect on daytime radio listening is negligible, but in the evening this is what happens:

**HOURS PER EVENING**

<table>
<thead>
<tr>
<th>Radio station</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>Before TV</td>
<td>1.65</td>
</tr>
<tr>
<td>After TV</td>
<td>3.16</td>
</tr>
<tr>
<td>Change</td>
<td>+1.51</td>
</tr>
</tbody>
</table>

With the number of TV homes rising from 60,000 in January, 1947, to 2,100,000 as of August, 1949, "television is coming rapidly," Mr. Nielsen said, but he also reported that radio homes have increased from 28,800,000 in 1940 to 39,281,000 this week. He added that this increase in radio homes has been accompanied by an increase in hours listened per home, creating this trend in home hours of daily radio listening:

- 1943 (January-March) | 139 Million
- 1944 (January-March) | 146 Million
- 1949 (January-March) | 198 Million

"Even during the past year (when television has exerted its maximum effect to date) and even for the evening hours (when the television effect is greatest), radio listening trends are not particularly unfavorable," he said, noting:

**SHARE OF TOTAL HOMES USING RADIO**

<table>
<thead>
<tr>
<th>First 4 mos. of year—6 p.m. to 11 p.m.</th>
<th>%</th>
</tr>
</thead>
<tbody>
<tr>
<td>1948</td>
<td>48.4</td>
</tr>
<tr>
<td>1949</td>
<td>47.7</td>
</tr>
<tr>
<td>Change</td>
<td>-0.7</td>
</tr>
</tbody>
</table>

**RMA MEET**

**EXECUTIVES of the Borden and Vick companies were guests of the Spot Radio Clinic of the National Assn. of Radio Station Representatives, at the November session. l to r: Seated—William D. Howard, assistant to the general manager, Vick Chemical Co.; Fred F. Hague, George P. Hollingbery Co.; Henry M. Schachte, national advertising manager, the Borden Co.; standing—James Scovens, vice president, Free & Peters Inc.; T. F. Flagg, managing director, NARSR; Jerry Lyons, Weed Co.; Richard Gerkin, John Blair & Co.; Thomas Campbe.**

**ESTIMATES of set production for 1950 and general review of current activities by various committees dominated the industry-wide fall meeting of Radio Mfrs. Assn., held last week, November 14-16, at the Roosevelt Hotel in New York.**

In addition, RMA set up special committees to investigate a threatened ban on football telecasts and to obtain government opinion on certain regulations involving non-military purchases; reviewed progress of National Radio & Television Program and the national "Town Meetings" program, and reported on various facets of television activity.

The RMA board of directors also authorized a plan urging organization of a National Television System Committee to gather data relative to allocation of UHF frequencies and lifting of the freeze on VHF, and to recommend basic standards for development of color television. Proposal will be submitted to FCC (see TELECASTING, page 15).

Max F. Balcom, chairman of the Tube Division and former RMA president, predicted production of 3,700,000 TV receivers next year—based on an informal poll of division members. TV receiver output for 1949 is expected to reach 2 1/2 million sets, exceeding early year estimates by nearly 500,000, he added.

Radio set production, broken down into FM-AM and FM, AM only and auto radios, will approximate some 10 million units by the end of the year (see story, page 39), Mr. Balcom said, conceding that supply had fallen short of demand through industry cutbacks.

Overall radio-television dollar volume will approach the $800 million mark on the production level this year, RMA said—it seems assured of surpassing 1948's record peak of $750 million—with TV accounting for roughly 65% of all sales.

A proposal that the "Town Meetings" program in some 60 TV areas be held by manufacturers

(Continued on page 45)
if you want to cover the country...

talk to Du Mont. 99% of the television receivers in the country can receive your program over the Du Mont Television Network, either live or by teletranscription.

Du Mont programs shown live on these stations

- WAAM, Baltimore, Md.
- WNAC-TV, Boston, Mass.
- WNB-IV, Buffalo, N. Y.
- WGN-TV, Chicago, Ill.
- WCPO-TV, Cincinnati, Ohio
- WEWS, Cleveland, Ohio
- WTOL, Columbus, Ohio
- WJIO, Dayton, Ohio
- WJPK-TV, Detroit, Mich.
- WICU, Erie, Pa.
- WLAV-TV, Grand Rapids, Mich.
- WJAC-TV, Johnstown, Pa.
- WTMJ-TV, Milwaukee, Wis.
- WNHC-TV, New Haven, Conn.
- WABD*, New York, N. Y.
- WFIL-TV, Philadelphia, Pa.
- WDTV*, Pittsburgh, Pa.
- WTVR, Richmond, Va.
- WHAG-TV, Rochester, N. Y.
- WRGB, Schenectady, N. Y.
- KSD-TV, St. Louis, Mo.
- WHEN, Syracuse, N. Y.
- WSPD-TV, Toledo, Ohio
- WTGT*, Washington, D. C.
- WDEL-TV, Wilmington, Del.

Programs shown on these stations by Du Mont teletranscription

- KOB-TV, Albuquerque, N. M.
- WAGA, Atlanta, Ga.
- WBR-C-TV, Birmingham, Ala.
- WBT-IV, Charlotte, N. C.
- KBTV, Dallas, Tex.
- WFMY-TV, Greensboro, N. C.
- KLEE-TV, Houston, Tex.
- WSAT-IV, Huntington, West Va.
- WFBB-TV, Indianapolis, Ind.
- WMBC-TV, Jacksonville, Fla.
- KTEL, Los Angeles, Calif.
- WAVE-TV, Louisville, Ky.
- WMCT, Memphis, Tenn.
- WTVJ, Miami, Fla.
- WDSU-TV, New Orleans, La.
- WHY-TV, Oklahoma City, Okla.
- KMTV, Omaha, Neb.
- KSL-TV, Salt Lake City, Utah
- KPIX, San Francisco, Calif.
- WTCN-TV, St. Paul, Minn.
- KING-TV, Seattle, Wash.

*Du Mont owned and operated stations

515 Madison Ave., New York 22, N. Y.
Detroit's major-league sports station

FROM Detroit Tiger ball games to University of Michigan football . . . and now to Red Wing hockey. That's the major-league sports line-up at WWJ-TV, first television station in Michigan.

Detroit has always been a sports-crazy town, and WWJ-TV has catered to sports fans ever since its beginning three years ago. Today, it's paying off!

Detroiters not only look to WWJ-TV for the best in sports, but also for the best in everything else . . . local and NBC programming, clearer pictures, better engineering and production know-how. If you want to tell your product story effectively and visibly to the multi-billion dollar Detroit market, do it on WWJ-TV, tops in television in Detroit.

FIRST IN MICHIGAN

Owned and Operated by THE DETROIT NEWS

ASSOCIATE AM-FM STATION WWJ

NBC Television Network
TELEVISION AUTHORITY, projected as the one big video talent union, was born last Wednesday and while still in swaddling clothes found itself in a fight with two of its brothers—Screen Actors Guild and Screen Extras Guild.

The screen guilds protested TVA’s birth because they view jealously the assignment of jurisdiction over video films to another union.

It was in spite of negative ballots by the two-film unions that the international board of the Associated Actors and Artists of America (AFRA), parent organization of all performers’ unions, voted TVA into existence at a board meeting in New York.

But when born, TVA took a position alongside the two film guilds as a branch of the 4A’s. Among other 4A branches, all of whom voted for creation of TVA are: American Federation of Radio Artists, American Guild of Variety Artists, American Guild of Musical Artists, Chorus Equity Assn. and Actors Equity Assn.

Indeed, it was the radio union, AFRA, which was among the leaders in the fight to bring TVA into being. George Heller, AFRA’s national executive secretary, has often been put forward as the man most likely to be TVA’s top paid officer.

Mr. Heller was among those who acted as midwife while the four suffered excruciating labor pains over the film jurisdiction question.

Other Talent Union Seen

Even so, the new union was born with the threat that there will be more than one talent union in television. It is the intention of the 4A’s to treat this problem by mediation.

According to Paul Dullzell, international president of the 4A’s, TVA was voted into existence under the following limitations: “With the express understanding that Television Authority shall agree to mediate all matters that may be in dispute with Screen Actors Guild and Screen Extras Guild.”

“The offer of mediation,” Mr. Dullzell continued, “points the way to a peaceful and just settlement, fulfills the need of the television performers to organize and will preserve harmony among all actors in the industry.

“It is inconceivable that actors should be involved in any controversy when a way to avoid it could so easily be accepted.” It sincerely hoped that the actors of America will compose their differences through the peaceable and traditional procedure of mediation. It earnestly urge them to do so since the need for organization is pressing and cannot be long delayed.”

The Screen Actors Guild, international board, concurred. Its general statement, said that the 4A’s board has not at this time vested authority in TVA over video films and, in effect, too, said that had better not happen or a war would be on.

SAG Statement

The SAG statement was issued under signature of Kenneth Thompson, SAG television administrator, who came from the West Coast with Pat Somerst, SAG assistant executive secretary, to attend the 4A’s board meeting. Mr. Thompson’s statement was framed after long-distance telephone communications with SAG in Hollywood.

It said:

The statement issued by the 4A’s regarding Wednesday’s action by the SAG’s board in creating a new film union, omits a most important fact, namely, that the motion voted upon by the board specifically withholds action on the issue of jurisdiction, that the 4A’s board has not attempted at this time to vest TVA authority to represent performers in motion pictures made for television.

In accordance with the previously announced position of Screen Guild and Screen Extras Guild, these film guilds would resist any such move.

NAB TV DIRECTORS

Swezey, Thomas Elected

Two television directors-at-large were elected by the NAB board last Tuesday morning at its Washington meeting (see main board story page 23). They were Robert D. Swezey, WDSU-TV New Orleans, and Eugene S. Thomas, WOIC (TV) Washington.

Mr. Thomas took part in the meetings starting the same morning. Mr. Swezey arrived in Washington Tuesday evening and joined the board the next morning.

A third board member sat for the first time—Harry M. Bitter Jr., WFBM Indianapolis, representing District 8 (Ind., Mich.). Mr. Bitter was elected last July 11 to fill the vacancy created by resignation of Harry Bannister, WWJ Detroit.

Eligibility of the 39 TV members of NAB to two directors-at-large arose from revision of the by-laws last month [BROADCASTING, Oct. 31]. TV became entitled to two directors when the membership reached 25. The same requirement applies to FM.

Mr. Swezey has been executive vice president of the WDSU stations in New Orleans since last Feb. 1. He had previously been vice president and general manager of Mutual Network and had served as chairman of the subcommittee that drafted the NAB Standards of Practice.

Mr. Thomas became manager of WOIC (TV) Washington in the summer of 1948. He had been sales manager of WOR New York. He, too, has served on a number of NAB committees and is ex-chairman of the Sales Managers Executive Committee. Last May Mr. Swezey presided at the TV session of the Advertising Federation of America convention. Mr. Thomas, AFA director, spoke then.

OPPOSITION MOUNTS IN SCREEN GUILDS

The guilds awaited word from the eastern talent unions regarding a proposal for an equal partnership in the field of television which is being explored by the various talent unions. The guilds previously offered mediation, where necessary, still stands.

The reference to an offer by the SAG to mediate is different from the mediation proposal of the TVA proponents. The latter want to mediate the entire film jurisdiction question. SAG wants to mediate only a “some gray area or shadowland” comprising film spot commercial announcements and film inserts, retaining jurisdiction of all the rest of the film video field.

That difference of the area to be submitted to mediation is said to be the major issue which set the two screen guilds against their new brother even before his birth.

Hollywood Action

That the screen guilds would reject the TVA at the international board meeting Wednesday was taken for granted. At the annual meeting of Screen Guilds in New York Nov. 13, the entire membership voted against participation in the TVA. Reason for that action was that the TVA plan provided for giving TVA “control over actors in motion pictures made for television and such sets up two unions for actors working in motion pictures.”

At the same time, however, the guilds membership voted that efforts to find a peaceful solution be continued, including partnership agreement. If a peaceful solution failed, it was voted, the guilds would like to proceed immediately to program the field of motion pictures made for television. A subsequent guild announcement stated that such organization work already was under way.

WTTV (TV) OPENS

Is Indiana’s Second Outlet

WHEN WTTV (TV) Bloomington, Ind., owned and operated by Sarkes and Mary Tarrzin, began formal operation Nov. 11, it became Indiana’s second video outlet. At the same time Bloomington laid claim to being the nation’s smallest city to have a television station.

Sen. Homer Capheart (R-Ind.) together with other state and local officials dedicated the new TV outlet. Station Manager Glenn Van Pelt, who outlined station policy, said some film would be used but emphasis would be placed on public service TV shows.

WTTV, the first to apply for a television station in Indiana, followed WFBM-TV Indianapolis’ operation because its engineers were most of the major equipment used, station officials report. High praise of Mr. Tarrzin went to Engineer Morton Weigel and his staff, whose ingenuity and hard work made the station a reality.

DEPARTMENTS

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TELECASTING • Page 3
PIONEER WRGB (TV) MOVES INTO SECOND DECADE OF REGULAR PROGRAMMING

By BRUCE ROBERTSON

WRGB (TV), Schenectady, video member of the General Electric Co. headquarters broadcasting triumvirate which also includes WGY (AM) and WGFM (FM), this month celebrates the completion of ten years of regular program service to viewers in New York's Troy-Albany-Schenectady "Capitol District."

Nov. 6, 1939, marked the inception of this regular TV program service, which has continued uninterruptedly since that date, except for a "time out" interval in 1941 while WRGB's equipment was being adjusted to comply with changes in TV broadcasting standards effectuated that year. But that date by no means indicates the beginning of GE's interest in video broadcasting.

As early as 1926, Dr. E. F. W. Alexanderson, GE engineer, developed a mechanical method of television, using mirrors mounted on a wheel. The following year images were successfully scanned in the GE laboratory with a rotating perforated disk and in January 1928 this system of television was given its first public demonstration at Dr. Alexanderson's home.

In May 1928 WGY became a TV as well as an AM station, broadcasting video programs on a regular schedule of three afternoons a week. In August, WGY ventured its first TV outdoor remote pick-up, broadcasting from Albany Gov. Alfred E. Smith's speech accepting the Democratic nomination for President.

September 1928 became a red letter date in TV history when WGY broadcast the first television drama, "The Queen's Messenger." The pick-up range of the cameras then used was so limited that the entire drama was done in close-ups, with the faces and hands of the cast indicating all the dramatic action.

The following year, with the introduction of the cathode ray tube, GE dropped its experiments with mechanical television to concentrate on the all-electronic system of picture transmission and reception. In 1930, an audience in Proctors Theater in Schenectady watched a demonstration of GE video reception on a seven-foot screen. A year later, GE engineers transmitted geometric patterns to Berlin, Germany, using a 30-line, 15-picture-per-second system.

The Helderberg Hills outside of Schenectady, where the WRGB transmitter is located, is the site of the first long-distance reception of modern high definition television. On June 10, 1939, pictures of the King and Queen of England visiting New York's World's Fair, broadcast from New York, were received in the Helderbergs, 129 miles from New York and 7,000 feet below the theoretical line of sight.

If a program could be received it could be rebroadcast and on Jan. 12, 1940, only two months after WRGB had inaugurated regular local program service, it added a number of big-time shows originating at WNBT, NBC's New York TV station, to its schedule. After more than seven years of this direct-reception network operation, GE engineers installed a microwave relay between New York and Schenectady via three mountain-top relay stations, operating with 5w at frequencies of 2,000 mc.

Once this relay system was in use, in the fall of 1947, WRGB dropped its exclusive tie-up with NBC, adding ABC, CBS and Du Mont affiliations giving WRGB its pick of network programs for Capitol District viewers. On Dec. 1, 1947, WRGB also discontinued its experimental operating set-up and began charging advertisers for time on a straight commercial basis.

WRGB's program policies are set forth in the following statement by Robert S. Peare, GE vice president in charge of public relations, a post which includes responsibility for all of the company's broadcasting activities:

"As the only television outlet in the Capitol District of New York state, WRGB is very much aware of its responsibility to area viewers. To fulfill this obligation, the station is very fortunate in being able to present the best of all four networks, including the 10 top-ranking shows of those networks, thereby giving its viewers the same opportunity to see quality shows as those viewers in multiple-station cities."

"Early WRGB philosophy was to present only those programs which could be done well, and production was limited chiefly to quiz and audience participation programs, film, simple dramatic shows.

"With a gradual transition away from film programs, however, sports and news assumed increasing importance. Dramatic and musical shows also were augmented and helped round out a complete schedule of home entertainment, until the leading programs available from the four stations..."
NOW... 1st again in OCTOBER PULSE SURVEY

Record of "Firsts" WCPO-TV

Telephone Survey, August, "Cincinnati's Favorite Station"

Telephone Survey, September, "Cincinnati's Most Watched TV Station"

...And Now Again FIRST in October Pulse.

<table>
<thead>
<tr>
<th></th>
<th>WCPO-TV</th>
<th>TV-STATION 'B'</th>
<th>TV-STATION 'C'</th>
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<tbody>
<tr>
<td>MON</td>
<td>28%</td>
<td>24%</td>
<td>8%</td>
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<tr>
<td>TUE</td>
<td>35%</td>
<td>24%</td>
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<tr>
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<td>33%</td>
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<td>SUN</td>
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WCPO-TV—Channel 7. Affiliated with the Cincinnati Post, Represented by the Bransham Company.

WEWS, Cleveland is another Scripps Howard TV Station—1st in the market!
Telefile: WRGB

(continued from telecasting 4)

major networks were available to area viewers."

Program schedule for a typical week in the fall of 1949 shows a total broadcast time of 48 hours, of which 21% or 10 hours was local and 79% or 38 hours was network. The sports telecasts included both college and pro football. Broken down by program types, WRGB programs listed up as follows:

<table>
<thead>
<tr>
<th>Type</th>
<th>Hours</th>
<th>Per cent</th>
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</thead>
<tbody>
<tr>
<td>Dramatic</td>
<td>9:00</td>
<td>18.7</td>
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<tr>
<td>Variety</td>
<td>7:30</td>
<td>15.6</td>
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<tr>
<td>Sports</td>
<td>7:30</td>
<td>15.6</td>
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<tr>
<td>Children's</td>
<td>6:15</td>
<td>13.0</td>
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<tr>
<td>News</td>
<td>6:05</td>
<td>12.3</td>
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<tr>
<td>Popular Music</td>
<td>5:25</td>
<td>10.3</td>
</tr>
<tr>
<td>Women's</td>
<td>5:45</td>
<td>0.3</td>
</tr>
<tr>
<td>Serious Music</td>
<td>4:45</td>
<td>0.3</td>
</tr>
<tr>
<td>Science, Agriculture, Education, miscellaneous</td>
<td>5:25</td>
<td>11.3</td>
</tr>
<tr>
<td>48:00</td>
<td></td>
<td>100.0</td>
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</tbody>
</table>

This sort of programming seems to suit Capitol District viewers very well. A survey made by WRGB last March showed 91.7% of all sets in the area were tuned on sometime in every day, with an average home viewing time of 4.7 hours a day and an average viewing audience of 3.7 persons per set, made up of 39.4% men, 30.0% women and 21.6% children. TV sets in public places also get a good workout, being in use 4.1 hours a day on the average. The public place viewing audience averaged 21.4 persons, 85.1% men, 14.7% women and 0.2% children.

Another kind of evidence of WRGB's successful program service is offered by the figures of set ownership in the station's service area. From 1,919 video sets in March 1948, the number of receivers increased to 17,900 in March 1949 and in the last eight months has more than doubled to a total of 38,000 in November of this year. As WRGB is the sole source of TV program service for the Albany-Troy-Schenectady area, these sets could have been bought for no other reason than to receive the programs of this station.

The emphasis on network programs at WRGB is reflected in its advertiser lineup. More than half of the station's sponsors in October were network advertisers—42 out of 75, with 13 spot and 20 local accounts completing the list. The 92 network clients were, of course, program sponsors.

WRGB's 13 spot accounts, including such familiar names as Benrus, Buleva, Lucky Strike, Oldsmobile, Ronson, and Schick, comprised two program sponsors and 11 users of announcements.

The 20 local advertisers on the station included five who sponsored programs, 15 who used announcements. The local advertisers include seven radio and TV set dealers, three department stores, three auto dealers, a clothing store, a bank, a laundry, etc.

From its file of commercial success stories, WRGB selected these three as typical. Reives-Freeman, distributors of Capelhart video sets, sponsored a half-hour late evening studio quiz show, Nickle & Nothing. A one-time announcement that a $2.50 book, "Life of Mr. Farnsworth," would be given away to the first 25 persons applying the next morning at Barney's Department Store in Schenectady assembled a line of 125 persons in front of Barney's before the doors were opened, with many moving asking for the book during the day.

PAX Department Store has been using one-minute announcements on Friday nights. One spot for men's shirts at $2.50 sold 294 the following day, a pure TV success as the shirts were not advertised in any other way or displayed in the store's windows. During the announcement, a single announcement of a sale of $25.95 suits at $19.98 cleaned out the store's entire stock and sent the manager to New York that night for a new supply.

Montgomery Ward, largest department store in the area, uses five-minute programs following the Sunday football telecasts to demonstrate a combination lathe, saw, drill press and retail for $199. WRGB's first telecast produced 14 direct inquiries the following day, seven of which resulted in sales.

Owned by a major manufacturer of TV equipment, WRGB from the start has served as a laboratory for testing new GE video apparatus and as a showroom for displaying the latest GE television devices to visiting broadcasters. In recent months the station has been completely overhauled and reequipped with the latest GE equipment, from studio cameras on through transmitters and antenna, at a cost of some $300,000.

The new transmitter equipment comprises a 5 kw low channel transmitter operated in a three-day antenna. Programs are carried from the studio to the transmitter by a microwave link operating at 3000 mc.

The studio has been enlarged to make room for a new master control room which serves as control center and distribution point for programs from the local studio, from the mobile unit or from New York via the GE microwave relay system. The studio measures 42 by 70 feet and is equipped with two image Orthicon cameras and has a control room containing the camera control motors for the studio, monoscope for two cameras and the film channel. A new program console integrates the functions of audio control, video control and program direction.

This control room is located on the second floor level, overlooking the studios through large windows. Beneath it is the projection equipment—two film cameras, two 55 mm projectors, two 16 mm projectors and several slide projectors for transmitting both transparent and opaque material.

Rounding out the station equipment is a new mobile truck fitted with a GE two-camera field pick-up unit for covering outside events. Signals from the truck are sent to the studio via microwave relay or are beamed directly to the transmitter.

Headed by Mr. Peare, the management of WRGB includes B. J. Rowan, assistant manager of the GE advertising and publicity department; R. B. Hanna, station manager (WGY, WGF, WRGB); R. W. Welpott, assistant station manager; A. G. Zink, program supervisor; W. J. Purcell, engineer in charge of station technical operations (WGY, WGF, WRGB); B. W. Cruger, engineer in charge of WRGB technical operations. Mr. G. R. Long is in charge of the day-to-day programming operations of WRGB, with Mr. Hanna director of overall operations and Messrs. Peare and Rowan representing the company in making policy decisions.

WRGB's rate card shows a base rate of $200 for an evening hour. Its network base rate is $325 per evening hour. Like most other

WICU (TV) Rates

Card 2 is Effective Dec. 1

WICU (TV) Erie, Pa., has announced its national Rate Card No. 2, effective Dec. 1. The card gives rates on live programs and film and is divided into two classes, A and B. Class A time is designated 6 to 11 p.m. weekdays, 12 noon to 11 p.m. Saturday and Sunday. One-time rate in Class A ranges from $15 for 10-second time signal to $300 for one hour.

Class B is weekdays prior to 6 p.m. Saturday and Sunday prior to 12 noon. Ten-second time signal costs $10 with no discount. One-time, one hour rate in this class is $200.

According to the card, announcements and programs may not be combined to earn lower rate. Rates on Card 2 are guaranteed for six months period from date of first telecast.
PIONEERS
Represented by Edward Petry & Company, Inc.
DAYTIME television is successful in Philadelphia and WCAU-TV as well as an imposing list of sponsors are quite happy about it.

After 15 months of intensive daytime television programming, the station has acquired an audience and a file of success stories. They provide convincing evidence, the station says, that a new vehicle to reach women in daytime has been discovered.

Moreover, they offer what they feel is convincing proof of the oft-heard theory that women won't look at television in the daytime is fallacious, phony and fit for the ash can.

So convinced is WCAU-TV that daytime television is here to stay, and in a big way, that it is preparing a promotion piece in which the story will be related in detail with documentation to back up its claims.

They chuckled when WCAU-TV started its experiment a little over 15 months ago. Who'd look in daytime? Why Monday's wash day, Tuesday housewives iron, and on and on; and anyhow they could listen while doing household chores but they'd need two sets of eyes to wash the dishes and watch television at the same time.

That's what they said 15 months ago. And what are they saying now? Well, October ratings show high daytime audiences that compare with the top nighttime shows in the city, according to WCAU-TV, and one of them, Children's Hour, is said to be rated higher than the top local nighttime program.

WCAU-TV's daylight programming, almost entirely live productions, was guided by findings of a national research organization about what women do in the daytime. For example, it was shown that Monday is not necessarily washday. The number of women who do the family wash Monday through Friday doesn't vary more than 5%, it was found.

On the basis of the data on Mrs. Housewife's day, WCAU-TV figured it must get to her, as the family budget director, when messages would have the strongest impact—the period between chores. She must be shown what she wants to see—when she has time to see it.

At 10 a.m. in Philadelphia, says WCAU-TV, mother finishes her washing and sits down to relax and look at her TV set. If it's Tuesday, she'll share the antics at Lit Bros. department store's seventh floor restaurant, for example. Lit's Have Fun-TV interestingly enough, not only has helped mother have a good time Tuesday morning at her television set but has actually increased the program's AM rating, according to Lit Bros.

All the shows are sellouts since TV entered the picture. Lit Bros. is getting a nice increase in store traffic and it's well known how a store loves its traffic.

Ruth Friendlander, Lit Bros. director of radio and TV, knows the details about the store's radio success. She says:

"Promotions handled successfully on television include our series of back-to-school fashion shows, special sales and regular merchandise. Some examples: TV commercial on Tower Brand hams sold 200 within a week; 1,600 packages of frozen peas were sold during a week-long TV promotion on that item.

"On five dress promotions on Lit's Have Fun and Lit's Have Fun-TV our buyer reports sales from 100 dozen to 400 dozen dresses. There are hundreds of other items which television has helped us sell extensively ... the hundreds of letters we receive each week from viewers, and the results which television has shown both in traffic and direct sales, convinces us that our pioneering in early morning weekday television pays."

And here's a news item from the Lit Bros. advertising department—Lit Bros. on Oct. 4 renewed its daytime TV for 26 weeks.

Into The Afternoon

From 11 a.m. to 1 p.m., WCAU-TV carries the Ford telecasts of United Nation's proceedings. From 1 to 2 p.m. there's news and music. Now it's 2 p.m. The kids have had lunch. If they're school age, they are back facing the blackboard. Mrs. Housewife has done the dishes. Obviously, says WCAU-TV, she's ready for Cinderella Weekend, a five-weekly telecast version of WCAU's afternoon in fairyland, with all the trappings plus plenty of prizes.

Families? Prizes? Who would be interested? When in doubt about a radio or television program's pulling power, ask the sponsor who has tried WCAU-TV in the daytime. In this case, ask Peirce-Phipps Inc., one of the nation's largest appliance distributors, and here's the answer it gives:

"We have been particularly pleased with the response of both

WCAU-TV Sells Mrs. Housewife

NAMES and the personalities of interest to the housewife are constantly before the WCAU-TV cameras. Typical are:

At left—Entertainer Kyle MacDonnell chats with Ed McMahon on Take Ten.

Center—CBS' Irma; or Hollywood Actress Marie Wilson, watches Marian Kemp whip up a tasty dish on Marian Kemp's Kitchen.

Right—Designer Omar Kiam (I) talks with Bob Russell on Take Ten.

EVEN when the housewife is away from home and her TV set, she takes time out from her downtown shopping duties to attend the telecast of WCAU-TV's Lit's Have Fun-TV.
In a special campaign using the news strip test pattern of all three Philadelphia television stations, Sears, Roebuck featured "shopping for fun by catalog," a direct solicitation for business in which viewers were urged to shop by telephone. The costs were described as astonishingly low. Sears contacted 700 of the prospects and received 88 immediate orders, or 1 out of 10, for a total of $750 or almost $10 per customer.

Most of these results stories are four to six months old, according to WCAU-TV, but since then the number of receivers has nearly doubled.

For instance, on the Nov. 3 Marian Kemp's Kitchen program on WCAU-TV American Stores chain offered a free pear slicer to the first 400 replying. The next day 2,196 requests were received. Every letter was addressed to "Marian Kemp's Kitchen, c/o The American Stores." Not a single letter was sent to WCAU, which the station points out is positive proof of sponsor identification. In all, 5,276 viewers wrote in for the pear slicer.

And here's a dramatic success story. Last Oct. 23, which was Sunday, The Big Idea sustaining program was telecast as usual at 6 p.m. Donn Bennett, m.c. of the sustainer, brings in inventors who tell their stories by television. This particular evening Mr. Bennett spent 1 1/2 minutes demonstrating how to clean silver with an Oakite silver cleaning plate. He offered free an Oakite plate with sample of Oakite to anyone sending name and address.

Oakite to Sponsor
Within three days 6,310 requests had been received. And an interesting note for those commercial minded—Oakite will sponsor the program starting Dec. 4.

Here are some of WCAU-TV’s daytime national sponsors:

- Household Finance
- Pepsi-Cola
- 4-Way Cold Tablets
- Quaker Oats
- Peter Paul
- Hors & Hamburgher
- American Stores
- Renuzit
- Andy Boy Broccoli
- Slipy stalk
- Powdery

Among local sponsors are Lill Bros. and Beneficial Savings Fund Society, to mention two of the better known.

The station’s predominantly live daytime programming schedule totals 56 1/2 hours a week (before 6 p.m.) of which 26 1/2 hours, or almost half, are sponsored.

WCAU-TV is on the air shortly after breakfast every morning in the week. It’s daytime operation, the station says, is more than any other station in the city.

In the period WCAU-TV has been building up its daytime programming, "Philadelphia, America’s second TV market, has multiplied eight times," the station says, and pointed out that the day, 1,000 more sets are being installed.

The station has pioneered in daytime television, and feels that it’s here to stay.

---

Crosley’s WLWC Beams TV from 577 feet above Columbus

A solid base... then 466 feet of guyed triangular tower... topped by a 111-foot antenna... every phase completely engineered by IDECO for WLWC... lighting television screens of a large Central Ohio area. The Crosley Broadcasting Company selected IDECO for this job for two very important reasons:

1. Triangular-Section Safety—provides extra rigidity and freedom from distortion. IDECO’s triangular design effectively reduces wind pressures... the WLWC tower is designed and guyed for a 30-pound wind load... designed to perpetuate the outstanding safety record of IDECO radio and television towers.

2. Complete Engineering—IDECO towers are completely prefabricated sections. Engineering work is done to go together easily and quickly... no field cutting or welding is necessary. IDECO Engineering covers the entire job, including transmission lines, service platforms, ladders... even the installation of 10-foot call letters... and any special accessories required.

From coast to coast, for every type of radio and television tower, IDECO is prepared to handle every detail of your tower requirements. Write for Bulletins RT-46 and SR-T1 for more information.

INTERNATIONAL DEBBRIK & EQUIPMENT COMPANY
Columbus, Ohio • Torrance, California

IDECO

TRIANGULAR SECTION

TOWERS

AM • FM • TV
COLOR COMPARISONS

DETAILED PLANS for this week's comparative demonstrations of the CBS and RCA color television systems and black-and-white TV were announced last Thursday by FCC, which meanwhile was pondering a petition for consideration of another system.

The demonstration will be held in Washington today (Monday) and tomorrow. They will wind up the color hearings until Feb. 6, when a formal session on demonstration will be held.

The FCC demonstration of Color Television Inc.'s system, followed by further comparative tests and then cross-examination of the witnesses who have testified during the past seven weeks.

The "new" system FCC was asked to consider was advanced by Prismacolor, a Chicago color photography process firm, which told the Commission it made a "natural" for adaptation to television.

FCC has not indicated whether it will grant or deny Prismacolor's request to appear and present testimony.

Color vs. Black & White

The comparative demonstrations of RCA and CBS color, with black-and-white transmission and reception of various sponsor's products provided by Allen B. DuMont Labs, will run from 9-11 a.m. and 1-3 p.m. today and tomorrow.

They will include showings of wrestling or boxing via the respective systems; transmissions over 2.8 mc coaxial cables and 4 mc radio relays; group shots; stills; test patterns; and "hodge-podge of sponsors' products to compare the commercial potentials of the respective systems; a variety of programs including dancing, juggling and acrobatics; puppetry, a short film; films and slides, and a woman's program with illumination reduced to about 10 footcandles.

The comparisons will originate from R.C.A.'s WNBN Washington stations. The Commission, its staff, and participating in the hearing will be observers on receptioners at 316 W. Bldg. in Southwest Washington.

Meanwhile, the Commission was told by Prismacolor that its system, though not yet tested in television, has been thoroughly tried and proven photographically.

President F. E. Oakhill said the system basically is quite flexible in that it can handle black-and-white equipment, standards and facilities with limited modification of studio equipment.

Reception, he said, would be possible in either monochrome or color since the color intelligence is transmitted in the form of monochrome "color grays," with the color added by filters in the receiver. He estimated color receivers would cost $80 to $110 more than black-and-white sets.

Mr. Oakhill explained that Prismacolor's film cost is only three times that of black-and-white photography while color comparison costs for film are fifteen times that of present day color methods. The system depends, he stated, upon the "well known method of mixing varying quantities of red, blue and green light to produce a full range of light colors from white to black."

In television application, the Prismacolor system would bring the red, blue and green images "into close juxtaposition" and force them on the orthicon [be] scanned across the red, blue and green successively by line, just as now done for a monochrome picture, "with the same area shaded off" such a black and white picture.

Because the three color frames would be within the same area as standard monochrome, the color transmission and monochrome operation would be interchangeable by simply switching lenses in the camera. In the receiver the three color images would be picked up from the face of a single cathode or three individual cathodes and projected upon an enlarged viewing screen as a single view.

The Prismacolor representative claimed highest color fidelity for his system and indicated no problems of interference from monochrome facilities were used. He added that color fringing has been successfully eliminated photographically and that the problem of image distortion has been minimized to the point where pictures may be shown on a screen many times enlarged with "control of registration... well within normal eye acceptance."

MOSKOVICS

Sees Doubling of Set Figure During Next Year

TOTAL of three million TV sets installed in the country by the year's end and a doubling of the number during 1960, were predicted last Tuesday by George L. Moskovics, CBS vice president and sales manager of television development.

He addressed the Michigan chapter of the American Marketing Assn. in Detroit.

Speaking on "The Impact of Television," Mr. Moskovics told the AMA that the summer slump in TV sales, as in all types of frozen foodstuffs, is "a temporary reduction of the freeze." The surplus had entirely picked up since the FCC's decision that it would not accept any color system unless adaptable to present sets.

He said, "The Commission apparently does not intend to take any action until next spring so it will be at least a year and maybe two before the many problems, for which there are no answers now, can be ironed out.

Reviewing the rise of television through its period of growing pains, Mr. Moskovics said improvements in cameras and other transmitting equipment will take place, and that much was still to be done in research facilities.

"TV is changing rapidly in its characteristics," he said.

JOHNSON'S STAND

Clarifies Position on TV

LIFTING the present "freeze" on VHF TV applications without first making provision for allocation and use of UHF channels would not only be "shortsighted" on the part of FCC, it would also be a "scientific and economic absurdity" according to Sen. Fred L. Johnson (D. Wash.), chairman of the Senate Interstate & Foreign Commerce Committee, has advised the Commission.

In a letter to FCC Chairman Bolling, Sen. Johnson stated there would be no reason to continue the freeze once the proposed 42 UHF channels were allocated on a nation-wide basis and standards were promulgated—and "sooner that done is the better."

He cited the selfish interests laboring day and night to lift the freeze now and nothing more."

The Senate Commerce head expressed confidence that the FCC would adopt broad color standards [Broadcasting, Nov. 14], "immediate color commercials utilizing color and monochrome UHF channels looking toward a nationwide competitive system.

"I regard it as tragic for the ultimate development of television that the VHF allocation heretofore made is handicapping the adoption of a truly equitable and scientifically practical VHF-UHF allocation," Sen. Johnson told Chairman Bolling.

He evinced concern lest FCC's decision to lift the freeze would be "a roadway for each city" which might necessitate revamping of two-band allocations in a few years and thus aggravate the problems of TV licensed and set-owners.

Text of Sen. Johnson's letter to Chairman Bolling:

From time to time during recent weeks the radio press has carried short interviews with me regarding the hearings now being conducted by the Commission and television problems generally. In many instances the published stories were only excerpts from the interviews which I gave the reporters.

These abbreviated reports remind one of the fable of the three blind men who examined an elephant. One examined the animal's tail and concluded that an elephant resembled a rope. The second, who examined the animal's blind, man said his arms around one of the elephant's legs considered an elephant was like a tree stump. The third, a very tall blind man. shamed the elephant's side and said an elephant was like a wall. Such distorted descriptions of an elephant and the published excerpts of my interviews both miss the mark. - "I am sure that many may be more interested than I am in understanding with respect to my position on color, UHF and the existing freeze. I feel sure the listeners will grasp my views in brief summary. I have taken great care to avoid repetition to the reporters time after time, but apparently in vain for I am constantly restated with them.

One of my earnest hopes that the FCC will find it in the public interest to allocate the additional ultra channels looking toward a scientific and economic absurdity."

I am handing a copy of this letter to each member of the Commission and releasing it to the press.

BROADCASTING • Page 56
"THE NEED for greater uniformity among television station rate cards is very real and very large," in the opinion of the Television Standardization Group, a subcommittee of the NAB Sales Managers Executive Committee, with Eugene S. Thomas, WOIO-TV, Washington, as chairman.

NAB's Broadcast Advertising Bureau has just completed for the group a study of rate practices of 76 TV stations which shows a general agreement with the radio practice of setting half-hour rates at 60% of the full hour rate and quarter-hour rates at 40%, but with considerable deviation from radio standards for periods of less than 15 minutes. No clear-cut industry pattern was found in announcement rates, which vary from 30% down to 8% of the hour rate.

There is no general agreement as to the correct number of time classes, the committee found, 19 stations having only one time class, 27 stations having two and 29 stations having three. Each group showed wide variations as to the relative charges for time under each class. Frequency discounts are all allowed by some of the stations but not all. There was also considerable variation as to the discount rates.

The committee found equally varying practices regarding time and facilities charges, some stations combining air time, studio and film facilities and rehearsal time into a single one-charge package; others make extra charges for one or more of these items. A similarly wide variation was evident in the basis for calculating agency commissions whether on time charges only or on facilities as well.

**KFI-TV RATES**

**Increase Effective Dec. 1**

INCREASE in rates has been announced by KFI-TV Los Angeles, effective Dec. 1. Basing the increase on its delivered audience of over 140% since it began daytime programming March 1, station has added minute announcement rates from $5 to $40; hour rates $170 to $210; half-hour, $100 to $120; quarter-hour, 60 to $80. In advising advertisers of the advance, William B. Ryan, general manager, stated that the station would continue to base its rate card as originally set up on cost-per-1,000 delivered families "that advertisers can evaluate and buy TV by the same measuring sticks that they use for other advertising."

Six months protection will be given advertisers operating on present rate card.

**WSAZ-TV**

**Folsom, McConnell Attend Opening Event**

WSAZ-TV Huntington, West Virginia's first television station, commenced regular program service last Tuesday with a dedication ceremony including address by RCA President Frank M. Folsom, NBC President Joseph H. McConnell, Gov. Okey Patteson, and city and station officials.

Local live and network kinescoped features also were presented in the premiere programming by the $250,000 station, which is owned by the Huntington Herald-Dispatch and Advertiser and the John A. Kennedy radio interests. The station is presenting a regular schedule of about six hours daily at the outset.

WSAZ-TV is affiliated with the NBC, CBS, ABC, and DuMont TV networks. Pending completion of a network relay from Cincinnati, network shows will be presented via film. Studios are in the West Virginia Bldg.

Participants in the dedication program, in addition to the RCA and NBC presidents and the West Virginia chief executive, included Col. J. H. Long, president of WSAZ Inc. and one of the principal owners of the Herald-Advertiser; Capt. Kennedy, vice president of the stations; David Gideon of the newspaper ownership; Marshall Rosene, general manager of the AM and TV stations, and Lawrence H. Rogers 2d, manager of WSAZ-TV.

A special television edition was presented the preceding Sunday by the Herald-Advertiser, which reported 1,500 TV sets in use in the Huntington area and said this number is expected to reach 2,500 within six months.

WSAZ-TV started test patterns Oct. 14, just 58 days after construction was begun. Station is on Channel 5 (76-82 mc) and using its full authorized power of 12 kw visual and 8 kw aural at an antenna height of 960 feet. RCA equipment is used.

**Bell-Zenith Contract**

ILLINOIS Bell Telephone Co. has signed a contract with Zenith Radio Corp., Chicago, extending telephone facilities to Zenith for upcoming Phonevision tests in the Chicago area. A duplicate of the contract has been filed with the FCC.
THE TELEVISION industry in October recorded its largest monthly gain in number of advertisers. Between September and October 354 accounts were added, bringing last month's total to 1,891.

Substantial gains were reflected in network, spot and local business. All but one fully reporting market increased the number of advertisers and here only one account was lost from the total column. Three of the TV networks showed gains for the month with the fourth retaining the same number of advertisers it had in September. There were 82 reporting stations in 47 markets, a gain of six stations and four markets.

This information is based on figures supplied to BROADCASTING by the N. C. Rorbaugh Co., publisher of the monthly Rorbaugh Report on Television Advertising. Network figures cover all stations for the entire month and are obtained from the networks' headquarters in New York. Information on spot and local business is reported by individual outlets and covers the test week of Oct. 2-8. Two stations did not report spot and local business.

The ranks of network advertisers gained 17 accounts from September, bringing the October total to 76. These advertisers sponsored 92 shows on the four networks as compared with 71 in September. CBS made the greatest gain in sponsors with 11 new accounts bringing its total to 32, which gained nine advertisers, also had 32. A gain of three accounts brought the ABC total to 18 while DuMont retained its seven different advertisers. (When an advertiser sponsors more than one program on a given network he is counted only once in the total for that network. However, if he sponsors programs on two or more networks he is counted once for each network.)

Crosley Tops List

On the basis of stations used, Crosley Div. of Arco Mfg. Co. topped the network list of new business. The firm returned Who Said That?—which had been on hiatus in September—to 46 stations. The show is seen on NBC-TV, Saturday, 9:30-10 p.m. Crosley also added the half-hour This Is Show Business seen Sunday, 7:30-8 p.m., on CBS-TV. The program runs on alternate weeks and is scheduled for 46 stations. Lever Bros., new to network television, has placed The Clock, Wednesday, 8:30-9 p.m., on 40 NBC-TV affiliates. Third place for number of stations bought new advertisers—accounts which did not place any network TV business in September—goes to Pabst Sales Co. (Pabst beer) which placed The Life of Riley, Tuesday, 9:30-10 p.m., on 37 NBC-TV outlets.

Many schedule revisions were noted between the two months with most of the advertisers adding stations. Several accounts which were active in September with one show added a second program in October. There were 55 agency offices handling TV network business. Leading market in the number of network accounts was New York which recorded 76 different advertisers (Table 1). Following in order were Philadelphia, 74; Baltimore, 73; and Washington 72.

Spot business took a nice jump for the month, going from 337 advertisers in September to 399 in October for the reporting stations. There were 96 newly active accounts for the month, the difference being due to accounts dropped. Activity was shared among 37 advertisers using from one to three stations. Ironite Ironer Co. was the biggest new spot advertiser in October from the standpoint of stations used. The firm placed schedules on eight stations in as (Continued on Telecasting 15)

Weekly Television Summary

Markets, Stations and Sets Per Market

Based on Nov. 21, 1949, BROADCASTING SURVEY

<table>
<thead>
<tr>
<th>City</th>
<th>On Air Sets</th>
<th>Number</th>
<th>Source of Estimate</th>
</tr>
</thead>
<tbody>
<tr>
<td>Albuquerque</td>
<td>480</td>
<td>42</td>
<td>Station</td>
</tr>
<tr>
<td>Baltimore</td>
<td>380</td>
<td>32</td>
<td>Distributors</td>
</tr>
<tr>
<td>Boston</td>
<td>320</td>
<td>28</td>
<td>TV Circ. Comm.</td>
</tr>
<tr>
<td>Chicago</td>
<td>300</td>
<td>24</td>
<td>Dealers</td>
</tr>
<tr>
<td>Cincinnati</td>
<td>275</td>
<td>22</td>
<td>Dealers</td>
</tr>
<tr>
<td>Dallas</td>
<td>250</td>
<td>20</td>
<td>Distributors</td>
</tr>
<tr>
<td>Detroit</td>
<td>225</td>
<td>18</td>
<td>TV Circ. Comm.</td>
</tr>
<tr>
<td>Denver</td>
<td>200</td>
<td>16</td>
<td>Distributors</td>
</tr>
<tr>
<td>Houston</td>
<td>180</td>
<td>14</td>
<td>TV Circ. Comm.</td>
</tr>
<tr>
<td>Indianapolis</td>
<td>160</td>
<td>12</td>
<td>Distributors</td>
</tr>
<tr>
<td>Los Angeles</td>
<td>150</td>
<td>12</td>
<td>TV Circ. Comm.</td>
</tr>
<tr>
<td>Memphis</td>
<td>135</td>
<td>10</td>
<td>Distributors</td>
</tr>
<tr>
<td>Milwaukee</td>
<td>125</td>
<td>10</td>
<td>TV Circ. Comm.</td>
</tr>
<tr>
<td>New Orleans</td>
<td>100</td>
<td>8</td>
<td>Distributors</td>
</tr>
<tr>
<td>Newark</td>
<td>90</td>
<td>7</td>
<td>TV Circ. Comm.</td>
</tr>
<tr>
<td>New York</td>
<td>80</td>
<td>6</td>
<td>Distributors</td>
</tr>
</tbody>
</table>

* Quad Cities include Davenport, Moline, Rock Island, East Moline.

** All figures surveyed in U.S. and A.-Toronto areas.

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

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** One station not represented in this issue.
Dayton, Ohio, and Miami Valley children by the thousands are enchanted by the adventures of Timothy Terrier, Benny Bunny, Esq., and Christopher Quimby Skunk. Stories are told with warmth and beauty by the "Cut-Out Lady," Ann Rike, who cuts out silhouettes of the animals and mounts them on backgrounds which she creates while telling her story.

Directed by WHIO-TV's Catherine Steffan, and produced by Don Wayne, this unique program has a wide appeal for children from three to seven. Grown-ups love the show, too. Endorsed by educators and parents. First television program for children produced in Dayton. Available for sponsorship. Contact your nearest Katz representative for details.
CONFIDENCE that WOR-TV New York would break even by the fall of 1950 and show profit in 1951 was expressed today by Mr. Streibert, president of WOR New York and its video sister, at last Tuesday's meeting of the American Television Symposium in Washington. "Planning to operate in a simple manner," he said, "we will not hasten the day of profit-making. Therefore the station is following the policies of only live programs for a minimum of five days a week, supplemented by a sports schedule." He named as factors on which TV profits hinge—network expansion, more advertising and greater demand for sets. He felt that spot business is handicapped by the limited number of stations, most of which are only half of ABC-TV's 6th St. property, and that for rehearsals and offices a structure adjacent to it. Mentioning the station's purchase of a square block of land between 68 St. and 69 St. on Broadway to house future TV operations, he said, "We will construct sometime soon, but are not over-anxious to start until we know what we need." Programmed at WOR-TV, Mr. Streibert said, is based on the theory that large expenditures will not hasten the day of profit-making.

KOTV (TV) TULSA Official Opening Set For Nov. 30

KOTV (TV), Tulsa, Okla.'s, first television station, will officially launch its career Nov. 30 with a star-studded dedication program, after which the station goes on in a seven-day-a-week schedule.

Operating on Channel 6, KOTV (TV) will radiate 16.6 kw from its three bay antenna mounted atop Tulsa's highest building, the 28-story National Bank of Tulsa Bldg.

One studio set includes a $7,000 custom built kitchen installed in cooperation with the Oklahoma Natural Gas Co. Equipment also will include an RCA-equipped remote truck with two field cameras. Station represents an investment of more than $400,000, according to KOTV (TV) officials.

KOTV (TV) is owned and operated by Mr. George G. Jacobs, chief engineer.

Outlook Good—Streibert

WOR-TV FUTURE

Success probably will not come that early for originating stations of networks, he told members of the society gathered at New York's Park Sheraton Hotel. "Those stations," he said, "will probably not come another year to become profitable operations. He did, however, include in his 1951 prediction WOIC (TV), Washington, also owned by Bamberger Broadcasting System, owner of the WOR stations.

Mr. Streibert saw radio operating and performing a definite public service as much as 30 years hence, explaining that such programs as news and music, to which TV doesn't add much, but which can drop a long way and still let stations operate at a 10% profit. The powerful, 50 kw stations will be strongest in service, he predicts, with gradations of survival to unavoidable extinction for some. He did not see the present number of 2,000 AM stations operating when TV becomes a profitable medium.

Urges Early Entry

Mr. Streibert advocated early ventures into video by radio stations. "There's an old axiom that pioneers in an industry usually lose money," he said, "and that one should 'buy in' after they lose out. This has proved fallacious in radio where facilities are scarce and limited. The same is true of TV.'" He pointed out that the real profit of developing video out of profits obtained from radio without investing additional capital. "WOR," he said, "is considering two TV stations from AM revenue.

Explaining WOR's operation of WOIC (TV) in Washington, Mr. Streibert said the venture was made some years ago with an eye to the capital's potential as an origination point for future MBS video network shows, but at the time, he said, the present freeze was not foreseen.

Discussing early problems of transmitter placement, he recalled proposals for a cooperative TV center in Queens, abandoned because of cost. He expressed regret the plan had not been adopted "because eventually it would have aided us all in operating efficiently." Teaching on studio space problems, Mr. Streibert told the group all that broadcasters know of their needs is that they need "more of everything." He outlined WOR-TV's compromise whereby it leased for five years half of ABC-TV's 66th St. property, and took for rehearsals and offices a structure adjacent to it. Mentioning the station's purchase of a square block of land between 68 St. and 69 St. on Broadway to house future TV operations, he said, "We will construct sometime soon, but are not over-anxious to start until we know what we need." Programmed at WOR-TV, Mr. Streibert said, is based on the theory that large expenditures will not hasten the day of profit-making. "Therefore the station is following the policies of only live programs for a minimum of five days a week, supplemented by a sports schedule." He named as factors on which TV profits hinge—network expansion, more advertising and greater demand for sets. He felt that spot business is handicapped by the limited number of stations, most of them with dual affiliations, where time availabilities are scarce not only for advertisers, but for networks who wish to clear time for shows.

J. R. Poppele, WOR and WORTV vice president and chief engineer told members of an announcement "soon to be made to the press" of a streamlined production and monitoring program WORTV will institute in combined operation with RCA.

Julius F. Seebach Jr., vice president in charge of programming for both stations, revealed that WOR TV's compromise whereby producers can receive a percentage of revenue derived from spots sold on their shows.

A. F. FILMS Inc. (Les Actualités Françaises), 162 Broadway, New York, through Rosalind Kosoff, has announced that producer-directors, Paul Falkenberg and Lewis Jacobs, will produce 10-minute films based on Lincolns' Gettysburg Address. Firm plans series of similar films based on important events in U. S. history. A. F. Films has world rights on dedication to this series which will be available in February 1950. Firm has offices in Paris, Brussels, Cairo and Rio De Janeiro.

United Productions of America, Burbank, Calif., coincident with its sixth anniversary last week started five-day public display of industrial and entertainment cartoons for television. It was "Crabapple Smoked" Oysters will make their TV debut during holiday season (Nov. 12 through Dec. 15). In four months, nearly 10,000,000 copies packed by E. H. Bendiksen Co., Ocean Park, Wash. is done up in holiday gift boxes and stocked by department stores and retail stores. Account placed through Botsford, Constantine & Gardner, Seattle, with John Heverly as account executive, will use KFIP-TV Los Angeles, KPIX (TV) and KRON-TV San Francisco, WGN-TV Chicago and KING-TV Seattle. Film stock, firm claims. Labor and with animation, produced by Criterion Films, Seattle, and allows for dubbing-in of local five-second "where to buy it" tag for retailer in each city.

Film Assoc. Inc., 440 E. Schnatts Ave., Dayton, Ohio, filming seven experimental TELESKITS for Frigidaire Div., General Motors. Spots on washing machines in length spotlight Frigidaire electric range, refrigerator, washer, dryer and ironer. Mr. Ralph Cain of Frigidaire worked from film Assoc. on development of commercials on film. Plans afoot to start several more spots using live action and animation for demonstration of Frigidaire laundry over TV, firm says.

Reduced production costs of TV and motion picture films are promised by Fairchild Recording Equipment Corp., 154th St. & 7th Ave., Whitestone, N. Y., with development and adoption of synchronous magnetic tape recorder and playback soundtracks. Savings of at least $50 per hour are effected by use of standard 14" magnetic tape instead of emulation coated acetate film stock, firm claims. Labor and time costs are less because of speed up of production by instantaneous playback sound tracks. CBS-TV is using two such recorders developed by Fairchild. Equipment was shown at recent annual convention Audio Engineering Society.
of accounts was Los Angeles which recorded 235 for October. Philadelphia had 211 followed by Chicago and New York with 210 and 202, respectively. These are the first four cities to show over 200 different advertisers during one month.

In the over 100 accounts classification, three new cities were added: Columbus, 122; Milwaukee, 114; and Houston, 102. In October there were 18 markets, 27.6% of those reporting, which had over 100 different active advertisers.

Food & Food Product advertisers continued as the predominant users of television in October with 296 active accounts (Table II). Of these, 195 were local, 92 spot and 9 network. Second most active classification was Automotive, Automotive Equipment & Accessories which claimed 241 advertisers. In the field of Household Furnishings, Equipment & Supplies there were 205 accounts, and 202 organizations used television to sell Radios, TV Sets, Refrigerators, Musical Instruments & Accessories. Emphasis in this classification continued to be on the sale of TV sets and accessories.

Tie for Those Places

On the networks there was a tie in first, second and third places for the number of active accounts. Automotive, Automotive Equipment & Accessories and Food & Food products lead with nine accounts each. In second place, with eight different sponsors each, were Smoking Materials and Toiletries. Gasoline, Lubricants & Other Fuels and Household Furnishings, Equipment & Supplies each had seven active advertisers.

In the spot field, Beer & Wine advertisers led with 105 accounts. There were 92 Food & Food Products accounts active and in third place Confectionary & Soft Drinks had 29 different advertisers.

Locally, Automotive Equipment & Accessories headed the list with 218 accounts. Food & Food Products had 195 and 189 local Radio & TV firms were active.

### Table II

<table>
<thead>
<tr>
<th>Network</th>
<th>Spot</th>
<th>Local</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>Agricultural &amp; Farming</td>
<td>4</td>
<td>1</td>
<td>5</td>
</tr>
<tr>
<td>Apparel, Footwear &amp; Access.</td>
<td>6</td>
<td>9</td>
<td>15</td>
</tr>
<tr>
<td>Automotive, Automotive Equipment &amp; Accessories</td>
<td>9</td>
<td>14</td>
<td>23</td>
</tr>
<tr>
<td>Beer &amp; Wine</td>
<td>4</td>
<td>103</td>
<td>107</td>
</tr>
<tr>
<td>Building Materials, Equipment &amp; Fixtures</td>
<td>1</td>
<td>1</td>
<td>2</td>
</tr>
<tr>
<td>Construction &amp; Building Materials</td>
<td>1</td>
<td>7</td>
<td>8</td>
</tr>
<tr>
<td>Consumer Services</td>
<td>2</td>
<td>3</td>
<td>5</td>
</tr>
<tr>
<td>Construction &amp; Contractors</td>
<td>1</td>
<td>6</td>
<td>7</td>
</tr>
<tr>
<td>Drugs &amp; Remedies</td>
<td>1</td>
<td>6</td>
<td>7</td>
</tr>
<tr>
<td>Entertainment &amp; Amusements</td>
<td>1</td>
<td>12</td>
<td>13</td>
</tr>
<tr>
<td>Food &amp; Food Products</td>
<td>9</td>
<td>2</td>
<td>11</td>
</tr>
<tr>
<td>Gasoline, Lubricants &amp; Other Fuels</td>
<td>7</td>
<td>13</td>
<td>20</td>
</tr>
<tr>
<td>Hosiery &amp; Underwear &amp; Accessories</td>
<td>7</td>
<td>8</td>
<td>15</td>
</tr>
<tr>
<td>Household Furnishings, Equipment &amp; Supplies</td>
<td>7</td>
<td>28</td>
<td>35</td>
</tr>
<tr>
<td>Industrial Materials &amp; Equipment</td>
<td>7</td>
<td>2</td>
<td>9</td>
</tr>
<tr>
<td>Insurance, Banking &amp; Real Estate</td>
<td>1</td>
<td>3</td>
<td>4</td>
</tr>
<tr>
<td>Jewelry, Optics, &amp; Cameras</td>
<td>1</td>
<td>7</td>
<td>8</td>
</tr>
<tr>
<td>Office Equipment, Stationary &amp; Printing Supplies</td>
<td>1</td>
<td>6</td>
<td>7</td>
</tr>
<tr>
<td>Publishing &amp; Media</td>
<td>1</td>
<td>3</td>
<td>4</td>
</tr>
<tr>
<td>Radios, TV Sets, Phonographs, Musical Instruments &amp; Accessories</td>
<td>1</td>
<td>5</td>
<td>6</td>
</tr>
<tr>
<td>Transportation &amp; Travel</td>
<td>1</td>
<td>6</td>
<td>7</td>
</tr>
<tr>
<td>Miscellaneous</td>
<td>1</td>
<td>4</td>
<td>5</td>
</tr>
<tr>
<td>TOTAL</td>
<td>76</td>
<td>399</td>
<td>475</td>
</tr>
</tbody>
</table>

3-Day Preview Marks Test

THREE-DAY television show and exhibition, which marked the opening of WOAI-TV San Antonio's test period, won wide acceptance among viewing viewers and a rush for purchase of TV sets from dealers, the station has reported.

WOAI-TV begins regular programming sometime next month. The TV preview, held Nov. 7, 8 and 9 under the sponsorship of WOAI-TV and Advertising Assn. of San Antonio in cooperation with dealers of TV sets, was broadcast from the city's Alamodome and relayed to screens of 60 different sets models circling the arena, and on to sets in private homes and public places, according to the station.

Hugh A. Halff, president and general manager, WOAI-AM-TV, opened the show. J. R. Kincaid. TV program director, supervised TV portion of the three-day event from station's mobile unit outside the gymnasium. Local rumor and professional talent appeared before cameras daily from 3 to 6 and 7 to 10 p.m.

Affiliation with ABC Television Network was announced last week by WOAI-TV. Station also has contracted with CBS-TV [BROADCASTING, Nov. 7]. WOAI-TV, assigned Channel 4, is owned and operated by Southland Industries Inc.

Station has issued its first rate card, effective Dec. 1. Card is based on $200 rate of $200.

Station which began test patterns Nov. 7, also has adopted a new postage meter stamp which shows a drawing of a TV camera and station's call letters and channel. Both rate card and stamp make use of red printing. Station received telephone calls from viewers as far away as 88 miles—all reporting excellent reception—on first day of tests.

### NATIONAL COMMITTEE

**RMA Proposes To FCC**

FORMATION of an industry-wide committee, to be spearheaded largely by a plan authorized last week by RMA for color controversy.

Action was taken by the association's board of directors Wednesday at the concluding session of the three-day industry conference in New York (see separate story). Plan will be submitted to FCC through RMA's Television Committee.

The proposed group would comprise top television and electronics engineers delegated to:

1. Present technical data relative to allocation of VHF frequencies and lifting of the "freeze" on VHF allocations,
2. Recommend basic standards for future development of color television.

RMA offers to initiate and finance the engineering study, similar to one undertaken in 1941, with engineering representation from all branches of industry. These would include non-RMA companies, broadcasting interests and qualified technical firms.

FCC will receive regular progress reports, RMA said, and will be invited to send representatives to all committee sessions.

Raymond C. Cosgrove, RMA president, pointed out that black-and-white standards were drafted and recommended in 1941 by a Television System Committee and formulated by the industry to provide a service "which has met with the approval of the public and which has permitted steady growth and improvement in the art of television."

A similar procedure for color television "will have equally constructive results," RMA feels.
Is TV a pretty picture in Philadelphia?

On WCAU-TV it's a mighty sweet picture.

Take the popularity of local programs. In the month of September, 1949, WCAU had all 5 of the 5 top daytime shows. Two of the top 5 nighttime shows. All 5 of the top 5 Sunday shows. Of all the local shows it rated 6 of the top 10 and, for the nighttime viewing in Philadelphia, WCAU ranked first in average quarter-hour ratings.

And the city itself is not to be passed over lightly. It's the third largest city in the country. It's second in number of TV receivers. And even more important to you, its audience has almost trebled since February, 1949.

Philadelphia is a TV center. WCAU-TV is in the center of Philadelphia. With its transmitter located at the hub of the market, it gives its strongest signal and best picture where density of population is the greatest.

*September Telepulse. The Philadelphia Bulletin Stations
FCC PROPOSES
Grants WCMU, Denies Vulcan

INITIAL decisions were reported by FCC fortnight ago to grant WCMU, a power boost. The power boost is 1400 kw from 100 w to 250 w and to deny new station application of Vulcan Broadcasting Co., seeking 250 w fulltime on 1400 kw at Birmingham, Ala.

In the WCMU ruling by Hearing Examiner Leo Resnick, the decision concluded that substantial gains in local coverage outweighed any possible interference to the fringe area of WARD, Johnstown, Pa. This interference was found to be between 10 and 15 miles from Johnstown, while coverage gains both day and night for WCMU were found to be in the immediate Cumberland area.

Initial ruling on the Birmingham case, made by the Commission, found that the application did not include sufficient information concerning program services, or any proposed service, populations to be served, coverage areas and whether station would meet requirements of engineering standards. The Vulcan application was filed conditionally upon WTNB, Birmingham relinquishing 1400 kw, but this has been delayed because of litigation surrounding WTNB's Dec. 1947 grant to change facilities. The Vulcan bid was set for hearing but the firm asked for consideration on merits without hearing.

Vulcan Broadcasting is partnership composed of Walter Erwin James, former FCC attorney, and George Mattheson Jr., president Woodstock Slag Corp., Birmingham.

DIRECTORS GUILD
Will Seek Pay Increases

SALARY INCREASES will be sought by the Radio and Television Directors Guild in negotiations with all networks beginning Nov. 28. Negotiations for two contracts, one covering radio directors and the other television directors, will be undertaken at the same time. Present contracts at ABC, CBS and NBC expire Dec. 31.

Among other demands, RTDG is expected to make are: abolition of 25% kickback on commercial fees; demand for commercial fees for local as well as network television shows; minimum daily call-in pay of five hours for TV directors, similar to present AM director's clause.

WORLD Broadcasting System will record set of songs by Helen Forrest for its transcribed library service.

BROADCASTING • Telecasting

motion picture scheduled for release in December by Screen Guild.

MÄRY WILSON, commentator for WTTM, Trenton, N. J., christened new XC-123 transport plane prior to its initial test flight last month.

TED MACK, m. of ABC's Original Amateur Hour, presented with decree making him "Ambassador Extraordinary of the Duhy of Duluth" by Victor F. Riddler, newspaper publisher.

PETE WAMBACH, disc jockey for WCMB, Lomoyne, Pa., selected "Smile Champion" by Optimists Club of Harrisburg.

JEANNE GRAY, KMPC Hollywood commentator, named chairman of Radio Committee of Women's Div. of Los Angeles Chamber of Commerce.

RAY DIETRICH, NBC producer, is the father of a boy, Mike, born Nov. 10.

TED JAFFEE, announcer at WMCP (FM) Baltimore, and ANITA CON- BOY of Mary Landis Show at WBAL-TV same city, have announced their marriage.

KXOA Sacramento moves into its own building in North Sacramento, Address is P. O. Box # 94, North Sacramento.

BURGMAN GUILTY
May Face Death Sentence

FORMER wartime Nazi broadcaster, Herbert J. Burgman, faces a possible death sentence following a "guilty" verdict handed down Tuesday by a federal district court jury. He was found guilty of 13 overt acts of treason. His sentence will be imposed at a later date.

Mr. Gray

DeAN SCHAFFNER, for past five years with Blow Co., New York, as radio and television research director, joins sales presentations department of ABC as writer. Previously he was with C. E. Hooper Inc., and Crossley Inc. as production manager on such projects.

GORDON GRAY joins KAYX Waterloo, Iowa, as program director. He was formerly with WWXL, Peoria, Ill., KECK-OS, joins KSIL, Silver City, N. M., BARBARA GRAY, Mr. Gray's wife, appointed to KAYX continuity staff.

JOHN GAGE joins WBAL-TV, Baltimore as assistant director of How Do You Doodle? show.

DON LLOYD, announcer; BOB BYRD, vocalist and disc jockey, and BERNARD BAKER, colored disc jockey, join staff of WHRT Durham, N. C.

LIN MASON, former production manager at WRBC Cincinnati and before that program director for WING Dayton, joins WLWT (TV) Cincinnati as program director. He served as general manager of Transcription Sales in New York and Hollywood from 1946 to 1947.

WALLY NELSKOG, former disc jockey at KINN, Joins KBSO same city as m. of Wally's Music Makers, 14% hour program of recorded music.

MARGARET FOWLER named script girl on CBS Edger Bergen-Charlie McCarthy Show.

GEOFF GORDON transferred to talks department of Canadian Broadcasting Corp., Toronto, from press and information department. Before going to CBC Toronto, he was with news department of CBH Halifax.

ROBIN BRIGHT, with WKLO, Indianapolis, effective Nov. 26.

JOHNNY THOMPSON, currently appearing in Broadway production, "Miss Liberty," joins WJZ New York as vocalist with his own five-week show.

KEN MacCLELLAND, motion picture scenic designer, signed as art director of CBS-TV Ed Wynn Show.

Harvey Dobbs, freelance Toronto commentator, joins CBC Toronto to do two hour daily afternoon disc show. He formerly was with CPCH North Bay, CBC Sydney, and CHML Hamilton.

H. G. Lawrence, formerly with Liberty Music Shops, New York, joins WQXR New York as assistant to ANN CONNAY, director of traffic.

CLAUDE CASEY, vocalist for WBT Charlotte, N. C., receives featured singing role in "Square Dance Jubilee" in Utica-Rome area.

time buyer finds Service-Ads helpful...

in the UTICA-ROME area WIBX is FIRST by FAR

The SRDS Televisio Section is now published monthly in a separate volume.

The SRDS Television Handbook reports what radio advertisers and their agencies want to know about stations and where they get such information. If you don't have a copy, order one from us. The price: $1.00.

November 21, 1949 • Page 63
SIX weekly contests will culminate in grand prize awards for six winners of Gatewood Safety Contest for children listeners to Uncle Wally Reads the Funnies on WIRE Indianapolis. Each Sunday, one line of two slogans concerning traffic safety is given on show, and listeners must send in second line before end of following week. Slogan must be accompanied by presentation of labels will be scene of awarding of prizes.

Like Wild Strawberries
CHARMING book beginning, "Ever try to describe the flavor of a wild strawberry?" has been mailed to trade by NBC-TV on behalf of Kukla, Fran and Ollie, seen at 7 p.m. (EST), Monday through Friday. Book contains colored drawings of program's characters and an illustration from Alice in Wonderland, which program is said to resemble. Text of book describes difficulty confronting those who attempt to explain charm of show and concludes "...you will be far too wise to attempt to describe the enchantment of Kukla, Fran and Ollie. Might as well try to catch in words the flavor of a wild strawberry." Quotes from various radio stations concerning program are also included.

Promotion Survey
RED, white and blue folder points up promotion used by WPEN Philadelphia on behalf of sponsor's programs. Pictures of billboards, car cards, store and truck posters, menu cards and merchandise bags, all prominently featuring station's call letters, make up bulk of folder. Examples of giant postcards, over three million of which have been distributed over homes by station, are pictured. Huge co-oping of WPEN is given and list of some of station's local advertisers concludes bulletin.

Triple Promotion
TRIO of promotional pieces mailed to trade by WHBY Appleton, Wis., includes two postcards and one special program. Pictures of billboards, car cards, store and truck posters, menu cards and merchandise bags, all prominently featuring station's call letters, make up bulk of folder. Examples of giant postcards, over three million of which have been distributed over homes by station, are pictured. Huge co-oping of WPEN is given and list of some of station's local advertisers concludes bulletin.

Monthly Bulletins
HEAVY sales promotion by KCBS San Francisco includes publication of monthly bulletins for direct mail distribution concerning Housewives' Protective League and Starlight Salute, panel and testing programs aired by station daily. Folders tell story of programs and list products participating. In addition, list includes more than 2,200 wholesalers and retailers in San Francisco Bay Area.

WCP Letter
LETTER sent by WCP Boston to nearly 1,000 cafes, taverns, markets, package stores, restaurants, social clubs, diners, tap rooms, delicatessens, etc., tells of successful use of WCP-AM-FM by Beverwyck Breweries. Information concerning Beverwyck's increased sales is given, and readers are urged to try WCP for immediate sales results. Letter is signed by Coleman P. Cody, assistant merchandising manager.

Hockey Promotion
POCKET-size folded card distributed to trade contains a schedule of Cleveland Barons hockey games carried by WJW-AM-FM and WEWS-TV (Cleveland). Cover of folder shows picture of hockey player, while back has advertisement for Pilsenier Brewing Co., Cleveland, sponsor of hockey-casts.

Season's Greetings
EARLY IN November national advertisers and agencies received Christmas card from CHAB Moose Jaw, Sask. Card, bit ahead of season, had attached list of programs available for sponsorship during late November and all of December, as well as latest daytime television survey on CHAB.

Personal Contacts
PRIOR to return of Dr. Paul daytime program to KFI Los Angeles, Dave Hatfield, who plays Dr. Paul, made Stopover in Boston, sponsor of Bob Wolfe's Fifth Quarter program over WMAL-TV Washington (Sundays, following afternoon football). Mr. Wolf and two Washington Redskin linemen appeared at store where two players collected "first minute" gifts for McCoy-Motorola football contest. After collection of entries, Mr. Wolf presented each player with a tie from an exclusive men's shop. Winner of each week's contest is announced and presented in person on Fifth Quarter program. Awards include a Motorola radio and ticket to pro basketball game.

Daneville, Va. is
5kw ABC
1kw (a)
WBTM
Rep: HOLLINGBERY
Back of dependable Raytheon broadcast equipment stands a dependable sales and service organization — alert, intelligent, familiar with every phase of Broadcasting. Each of these men has topped wide experience in station operation, engineering and management with long service on the Raytheon team. Together, they represent a combined experience of 192 years in broadcasting and are responsible for over 300 complete station installations. Strategically located throughout the country, they stand ready to serve you promptly, efficiently and to the best of their very capable ability.
BRAND NAMES

Booklet on Radio Drive

BRAND NAMES Foundation Inc., New York, launching its first heavy institutional campaign via radio, has prepared a booklet of 25 spot announcements for use by stations promoting brand-name buying, and the merit of brand-name advertising.

Distribution is being handled by the four major networks, who are forwarding the booklet, with descriptive letters from appropriate executives, to more than 1,200 of their affiliates. The foundation plans to issue four such booklets yearly, for use in 13-week cycles.

Submitted to the stations "on behalf of all radio sponsors," the booklet opens by informing broadcasters that the announcements tell radio's story—explain to listeners why American radio is the finest in the world.

"During recent years," the preface reads, "the brand-naming and advertising of products have not only been attacked by capricious critics but also have been favorite targets for out and out collectivists. This collection of spots can help counter these attacks by telling your listening public of the contributions which a free, competitive system such as ours makes to their every-day lives in terms of good radio, a free press and better products at lower cost for more people."

GAB MEETING

Winter Session Jan. 17-18

THE WINTER meeting of the Georgia Assn. of Broadcasters will be held Jan. 17-18 at the Hotel Dempsey, Macon, it was announced by GAB President Ed Mullinax.

Business up for discussion includes details on the forthcoming Georgia Radio Drive, to be reconvened each year by the GAB; talk by J. Ardell Nation, director of Boys' Estate, a project endorsed by the GAB, and a discussion of the current problems of the industry. According to Secretary Ben Williams, over 80% of Georgia's stations are members of the state association.

THE SPOKEN SALESMAN

Radio Reaches Most People—Taylor

RADIO is the "spoken salesman" and that is its exclusive advantage as an advertising medium. O. L. (Ted) Taylor, president and general manager of Taylor Radio & Television Corp., told the Dallas Advertising League Nov. 4 luncheon in observance of National Radio and Television Week.

"Radio paints in people's minds brighter, better pictures than any advertiser can get from any printed medium or even from television," he said. While TV "is destined to become the most powerful influence on the lives of the American people," Mr. Taylor said, it has its economic and physical limitations. Television, he warned, must overcome an enormous merchandising and selling job before it reaches the point of "set penetration in the homes."

Mr. Taylor spoke on "Radio Advertising, 1960." The corporation he heads is licensee of KRGB Waco, Tex., and KANS Wichita; and he is president of KTOK Oklahoma City, executive director of KGNC Amarillo and KRGB, and also co-owner of Taylor-Boroff & Co., national representative firm.

There is not as much cause for concern, he said, at the level of the use of radio as an advertising medium as there is in station operations. He said it is plain fact that only a small percentage of the people can be reached through TV advertising today while radio is reaching a growing audience which "listens to the radio from one to 5½ hours per day."

Radio, he emphasized, is still the most effective and most economical medium possible to reach the most people. The spoken word is the stellar attraction of radio and one that fits in with the needs of the retailer—radio's biggest customer, he pointed out.

Other advantages, he said, include the fact that radio talks to groups of people, to the busy housewife whose time is limited but thoughts are free, and to the automobile passenger.

The advantages of radio over printed, billboard and for the time being, TV advertising media, he explained, will be as true next year as it is today. "In radio," he concluded, "when you sell, you just plain sell. There is no competition for the listeners' attention. He can't hear anything but your message. If you paint him the proper picture you create the desire to buy."

Also on the luncheon program was the featured "battle of music" between Billy Mayo and his WPAA band and Hugh Fowler and his KRLD band. Both stations are in Dallas.

CBC Agenda

NEW STATION applications and other business will be heard at the December meeting of the board of governors of the Canadian Broadcasting Corp., to be held at Ottawa, Dec. 5 and 6.

ABC PROMOTION

12 Affiliates Win

TWELVE ABC affiliates have been adjudged winners by the network's sixth annual promotion review. Based on ballots returned to the network by ABC sponsors and their agencies, stations were named the leaders in program promotion in four separate categories.

ABC affiliates WCOP Boston, KXOK St. Louis and WCAE Pittsburgh took the honors in group one, comprising cities of 500,000 population and over.

In group two, embracing cities of from 100,000 to 500,000 population, winners were KCNO Kansas City, KJY Seattle and KOIL Omaha.

WNAX Yankton, S. D.; WENE Binghamton-Endicott, N. Y., and WTEL and WORE Rochester were named the winners in group three, cities of 50,000 to 100,000 populations, while in population areas of less than 50,000, the winners were KINS Bellingham, Wash., WHBL Sheboygan, Wis., and WYBF Rock Island, Ill.

SEN. HUNT

To Senate Commerce Group

SEN. LESTER C. HUNT (D-Wyo.) has replaced Sen. Estes Kefauver (D-Tenn.) on the Senate Interstate & Foreign Commerce Committee. Sen. Kefauver, in turn, has replaced former Sen. J. Howard McGrath, now U. S. Attorney General, on the Judiciary committee.

Sen. Hunt was elected last November to his first term, which expires in January 1965. Before that he had served in the Wyoming House of Representatives and in 1942 became governor of the state. He was born in Isabel, Ill., July 8, 1892.

Sen. Hunt was named to the Interstate Commerce Committee by the Democratic Policy Committee.

STATE Dept. has asked for portions of scripts prepared by ABC network's WRTA, Macon, GA, to be used as network show, the scripts will be used on various Voice of America broadcasts.

ROY THOMPSON

32 years of radio experience and personal participation in his community's projects and services have made Roy Thompson a household word in industrially rich Altoona. A WRTA, the Roy Thompson Station, will assure you a loyal, buying audience throughout the listening hours.

ABC 1240 KC

Altoona, Pa.

Represented by ROBERT MECKER ASSOCIATES

Page 66 • November 21, 1949
THREE-hour Saturday morning show on WJW Cleveland is great help to Christmas-shopping mothers. Studio is fitted out with sandboxes, slides and toys and children are brought in and cared for while mothers go shopping. One hour of show is aired. A portion contains short story, dramatic presentation and recorded stories and music. Interviews and short "acts" are sometimes contributed by children themselves. Mothers must write to station during week preceding show in order to leave children there. Troop of girl scouts and registered nurse are on hand to care for little ones and distribute milk and crackers midway through show.

Firefighting on WMAL
LAST Monday marked beginning of The Firefighters, dramatic show designed to encourage fire prevention among children on WMAL, Washington. D. C. fire department has promised station full cooperation in furnishing fire statistics and background information concerning training of firemen, methods of operation and related subjects to be used in connection with show. Schneiders Bakery is sponsoring new program which is heard five times weekly at 4:16 p.m.

New TV Shows
TWO new shows recently inaugurated by WBAL-TV Baltimore are City Desk, and daily 15 minute feature in which cross-words puzzle from Baltimore News-Post are flashed on screen and worked out by contestants during show. City Desk is also 15-minute program viewed every weekday night. Show is designed to give audience idea of how newspaper city desk operates, as well as news of the day. "City Editor" passes out assignments to "reporters" at beginning of each show, and finished versions are presented by reporters during program. Interviews with persons in the news and telephonic conversations with city officials also are featured.

For Brotherhood
SUNDAY afternoon show on WKAP Allentown, Pa., is half-hour devoted to brotherhood. Speakers of all religious faiths, including priests, rabbis, ministers and nuns appear weekly, and show and music of all faiths with universal appeal is included. Local store company sponsors the program which has adopted creed, "Make Every Week Brotherhood Week."

Video Pay Off
TV viewers are given special prices in local shops on items which have been advertised on Virginia Patterson Shop, Monday through Friday at 5:30 p.m. on WVLW(2VY) Dayton, Ohio. Miss Patterson shops in stores for merchandise to be advertised on her 15-minute show, thus assuring her viewers of good gains and excellent quality merchandise.

950 Club Contest
SEVEN-month contest conducted by Joe Grady and Ed Hurst, m.c.'s of 950 Club on WFEN Philadelphia, draws talent from all senior high schools in area. One student acts as "scout" for another student, and receives prize for bringing in talent and additional prize if his "find" wins in finals. Weekly prizes of RCA Victor 45 rpm equipment and other gifts are awarded. Auditions precede appearance of students on air. Grand prize is $1,000 scholarship to Granoff School of Music in Philadelphia.

Home Economics Show
THIRTY-minute show sponsored on KBTV (TV) Dallas by Dallas Power & Light Co. is designed for housewives and features cooking suggestions and household hints. Program originates from auditorium of sponsor's building. Complete all-electric kitchen is used for demonstrations and each week different brand of electrical appliance is featured. Emphasis is placed on superiority of electrical cooking. Electric home appliance is given each week to housewife sending in best recipe.

WQQW Repeat
RESPONDING to "hundreds of written communications," WQQW Washington is repeating weekly series on child guidance and development. Understanding Our Children. Thirteen-week series was produced by Mrs. Amalia Sharfman to bring together teachers, parents and pupils. Each program is 30 minutes with playing of dramatic presentations. Series, rebroadcast by transcription, is heard each Wednesday from 2-2:30 p.m. Another new feature in WQQW programming is Saturday 9-9:30 a.m. show for small fry, In the Children's Corner with Jimmy and Joan, featur-ing nursery rhymes, folk tunes and music of interest to children. "Pan-American" Goes South
SERIES of broadcasts titled Pan-American, inaugurated over WLAW Lawrence, Mass. (Broadcasting, Nov. 14), will be rebroadcast weekly via shortwave to the 21 American republics. Show is produced under auspices of Pan-American Society of New England and in cooperation with Massachusetts Dep. of Education.

Transit Radio Tribute
ALL Transit Radio equipped buses and streetcars in St. Louis stopped and remained stationary for two-minute period in honor of Armistice Day. At 11 a.m., Nov. 11, an appropriate Armistice day announcement was aired by KXOK-FM, Transit Radio station in St. Louis. Vehicles stopped at same instant. Station returned to air in two minutes with playing of Star Spangled Banner and runs were resumed.

Health Feature
SERIES of half-hour recorded programs giving physically and mentally ill people opportunity to discuss their ailments has been started on KFIV (FM) Los Angeles. Titled It's Your Life, series was originally produced by Ben Park for Chicago Industrial Health Assn. Program consists of tape recordings made of patients in hospitals and in homes.

Education Week
SERIES of 21 separate broadcasts was carried by WVOM Brockton, Mass., during American Education Week. School dramatic groups as well as faculty members were featured in various shows. Everything from student council meeting at local high school to demonstrations of teaching of elementary reading was covered by programs.

Soil Returns
DRAMATIZING need of soil conserva-
tion, cubic foot of "growing midwestern topsoil" was returned to its starting point on show staged by KSD-TV St. Louis. Soil was dug from Mississippi River delta below New Orleans and presented to president of Soil Conservation Society of America by member of U. S. Soil Conservation Service, James W. Sargent. Mr. Sargent pointed out that earth may well have come from Missouri because of its loss during floods of Mississippi river.

Guest Commentators
NEW series on classical music hour Symphony Hall carried by WLEX (FM) Louisville features different guest each week. Guest is allowed to choose music to be played during the hour and makes personal appropriate comments on how it affects him, or why he is fond of it. Guests are usually prominent musicians.

Adult Education
CLEARING HOUSE of information on adult education for Chicanos is now Learning for Living show on WMOR (FM) Chicago, broadcast on Monday from studios at Telemenos theatre on city's near North Side. Discussionists include staff and officials of Central YMCA schools, where 70 adult courses are offered on such things as playing a recorder and learning to drive a car. Program announcements carry warning: "This show is for adults, and may even be educational."

LATEST HITS
from RCA VICTOR
special "DJ" couplings
for your platter shows

LISA KIRK
Charley, My Boy
Shame on You
DJ-801

TEX BENEKE
I'm the Man With The Dreams
They Say
DJ-803

THE RED PIPES
Just a Kiss Apart
'S Wonderful
DJ-802

CHARLIE VENTURA
Ha High On an Open Mike
DJ-804

RCA VICTOR REELS
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MUCH new advertising money has come into radio this fall in spite of the phenomenal growth of television, Fred Wile Jr., NBC Television director of production, told a meeting of the Boston Advertising Club Nov. 1.

Among the companies he listed as either entering radio for the first time or re-entering it after a long-time lapse were: Blatz Brewing, Block Drug, Rotham Cigars, Bruner Ritter, H. J. Heinz and Grande Labs.

He also recounted a further “impressive list” of advertisers who increased their use of network radio this fall. Among them he named: American Tobacco, Liggett & Myers, National Dairy, Brown & Williamson, Pillsbury, Quaker Oats and William Warner Co. To radio pessimists he then said: “I don’t have similar information about local and spot advertisers, but on the basis of the network angle, you cannot help but ask yourself, “Just how dead do they think radio can be?”

Mr. Wile did forsee the time, however, when television’s share of the advertising dollar would come...

WCAU Appointments

WCAU-AM-TV Philadelphia has announced the appointment of Robert N. Pryor, WCAU promotion di-

rector, as director of promotion and publicity and John J. (Chick) Kelly, publicity director of the TV station, as commercial representa-
tive. In last week’s issue a photo-

WCAU-AM-TV Philadelphia has announced the appointment of Robert N. Pryor, WCAU promotion director, as director of promotion and publicity and John J. (Chick) Kelly, publicity director of the TV station, as commercial representative. In last week’s issue a photograph of Mr. Pryor was inadvertently identified as Mr. Kelly.

WHY TAKE SECONDARY COVERAGE of Virginia’s FIRST Market?

Regardless of claims, if you’re trying to cover Greater Norfolk from the outside, nature’s terrain made it impossible.

Only Greater Norfolk stations can cover it. And only WSAP can cover it at lowest cost.

Availability and costs from Ro-Tel will prove it.

WSAP . . . “solving advertising problems” in Virginia’s FIRST market.

Mr. Pryor  Mr. Kelly

Mr. Pryor, vice president and radio director of BBDO, reported on a canvass made by his agency last April on what 35 top executives thought of television. Among those polled were network heads, advertising agency and advertising association executives, financial authorities, heads of radio and tele-

vision manufacturing companies and of trade publications.

According to the canvass: 50% said television will be a more effective medium than radio by 1954; 80% believed television time costs ran from 80 to 600% as much as radio; 65% thought programs were going to increase in cost; 55% thought programs would be weekly while 11% thought they would be monthly; 95% believed the next radio would never die; 100% thought advertisers would continue to use both media.

Canada’s Set Sales

SALES of Canadian radio sets have increased by 35% in the first nine months of this year, according to figures released by the Radio Mfrs. Assn., of Canada early in November. Canadian radio manufacturing decreased in 1948, with sales falling off due to high prices of sets caused by wartime excise taxes. As these were finally dropped late last year, manufacturers began re-styling and making new sets at lower prices. Results are showing in increased sales of 461,013 sets during the first nine months of 1949, compared with 340,576 sets in same period in 1948. Biggest increase in sales was in sets priced under $30 at retail.

G. W. WOLFSTEN

Lefton Co. V. P. Dies

GEORGE W. WOLFSTEN, 54, a vice president of Al Paul Lefton Co. Inc. advertising agency of New York, Philadelphia and Chicago, died suddenly last Tuesday (Nov. 15) of a heart attack at his home in Melrose Park near Philadelphia.

A native of Cincinnati, Mr. Wolfsten was a graduate of the University of Pennsylvania, a WPool alumnus. He has been associated with the Lefton agency since 1926. Surviving are his wife, Margaret, a son, George W. Jr., who is asso-
ciated with Lefton Co.’s New York office; a daughter, Ann M.; his mother, Mrs. Samuel Wolfsten, and a sister, Isabel.
The most powerful FM installation in the world recently completed on Red Mountain near Birmingham, Alabama for Station WBRC-FM brings static-free entertainment to residents in a transmission radius of 200 miles.

Important to this installation is the 450 ft. Blaw-Knox type N-28 heavy-duty tower supporting the 8-section Pylon FM antenna. Sturdy, safe and backed by the many years of Blaw-Knox design and engineering in the radio field, it will enable this great new FM Voice of the South to utilize the full capacity of its modern facilities.

BLAW-KNOX DIVISION of Blaw-Knox Company
2038 Farmers Bank Building, Pittsburgh 22, Pa.

BLAW-KNOX ANTENNA TOWERS
CIVIL DEFENSE

By JOHN OSBON

IF WAR comes to the United States, the whole of American inventive and productive ingenuity in electronics—radio, television, facsimile and related industries—will play a dominant role as a result of comprehensive civil defense plans now being blueprinted in the nation's capital.

Basing its plans on the premise that communications constitute the "nervous system" of the country's defense, military-government and agency-industry officials are mapping flexible plans geared to any kind of emergency which may arise—and embracing radio and television stations.

The plan is in a constant state of development, not yet "solidified or definitive," authorities point out. But the overall mobilization pattern is taking form, they emphasize.

In the event of an actual attack on the Continental U.S., authorities agree, U.S. radio would logically be subject to more severe restrictions than during World War II when the industry operated under a voluntary code of censorship, and radio silence was virtually untried save on West Coast stations in December 1941.

High points in current planning are these:

National Security Resources Board last week disclosed a plan whereby AM-FM-TV stations not contemplated as key outlets would be designated as secondary and subject to "blackout" during wartime emergency. Key outlets would be from the emergency radio network. Role of radio communications in civil defense plans will be explored more thoroughly in the next few months by government-industry officials. The extent and nature of radio silence in time of emergency probably would depend largely on "the gravity of the situation" rather than on a preconceived operational format.

Television's progress is being continually watched by government observers with an eye toward TV's "live" (not film) role; its audio possibilities and demonstrative qualities, and potential drain on technical manpower.

Munitions Board will submit a program of equipment requirements to Radio Mfrs. Assn. member and non-member electronics companies in the near future.

NSRB has urged each state government to launch civil defense planning "which deserves immediate attention."

Convertibility of transit FM to two-way radio is being studied by Defense Dept. officials as an emergency means.

Coordinated With NSRB Overall communications and other plans for civil defense, formerly slated for the proposed Office of Civilian Defense, have been coordinated by the National Security Resources Board since last June. Civilian participation in civilian defense is the specific responsibility of the Dept. of Defense, while problems of wartime civilian disaster have been assigned by NSRB to the General Services Administration (formerly Federal Works Agency), working with Federal Security Agency, Defense Dept., Atomic Energy Commission and other government agencies.

A booklet, "Civil Defense for National Security," published by ODI last year [BROADCASTING, Nov. 18, 1948], has been distributed to all states and municipalities as a guide for present planning.

The handbook, known as the Hopley report, encompasses broad flexible provisions for communications and radio broadcasting services in the civil defense program, blueprinting wartime AM-FM-TV operations and functions.

In a letter to state governors, NSRB's Acting Chairman John R. Steelman made plain that while the report "has not been officially adopted, and although the NSRB does not agree with all the recommendations...[it] does believe the report to be a useful guide...in planning...for federal, state and local civil defense."

William A. Gill, coordinator of NSRB's civil defense planning told BROADCASTING that conservation of radios and radio equipment, supply and requirements have been the subject of discussion the past two years and that a study of radio communications "should be launched soon."

Communications officials of NSRB said the "secondary" plan would involve study of costs of component parts of various station Hopley report as to their training of technicians available for commercial TV stations, cost of maintaining equipment, the general manpower situation surrounding station operation, and a host of other data—all with a view to drawing a line between essential and secondary station function during wartime.

30 States Act Mr. Gill said that about 30 of the 48 states had responded to civil plans offered by NSRB, and that many found fault with the Hopley report as to their present, nor..."blackout" during wartime. The plan entails system of radio, where...signal during raid periods...is recognized. It was conceded, however, that "silencing of stations for military security purposes may be necessary under certain conditions."

"NSRB officials said they could not determine the length of such enforcement at present, nor could anyone else."

Military and NSRB authorities point out, however, that the question of radio silence can never be fully resolved but will be at the discretion of the military depending "on the gravity of the situation."

Moreover, any pre-formulated plan would be subject to the exigencies of the moment, they add.

A key phase of defense planning centers around a proposed emergency radio network setup, mentioned in the Hopley report. There is indication that such a plan, now in the thinking stage, would be pressed into operation. It was tested last September in conjunction with the Defense Dept.'s "Operation Lookout."

Described as faster than telephone and wholly automatic, the system is a network of key stations throughout the nation to serve as master focal points for operational guidance of other stations in the area. Through a pushbutton master control board, a coded message is cut into a subaudible low frequency and received by a local civil defense official in the city in line of attack—without interference to entertainment and unknown to station engineers or listeners.

Others Could Join Other stations could join in with key stations in airing civil defense information to the public after proper codified instruction.

The importance of such a radio network setup was underlined, military authorities feel, by Defense Secretary Louis Johnson's recent announcement dealing with plans to move the capital and military functions if war threatens security.

Presumably the key stations would maintain some clear channel and medium-power outlets as suggested in the Hopley report. Col. A. B. Pitts, Defense Dept. Air

MISS MIRIAM TRAGER
ABOTT KIMBALL CO., INC.
NEW YORK CITY

Dear Mireia,

Need a feller a-goin' ter tk' train one morn here at WCHS other day, an' I thot that folks like you would be interested to kno' what he said. The feller come ter train ter buy some spots on a radio station, and he come right for the number one spot on the train. He sa'd he 'bout tk' big national thesis it was on WCHS an' when he seen tk' big loc'l cat was acamin' on ter lay der 500 on the deal that done it! He said he be kno'ed that if he wanted ter reach tk' mast'est peple with his spots they'd better be on WCHS! Yessir, that feller knowed what he want! spots next ter tk' big loc'l cat is what it means on WCHS, share what? Yrs., Algy

WCHS
Charleston, W. Va.

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Force officer, told Broadcasting he thought it conceivable that FCC would be called upon to authorize certain stations power in excess of 50 kw.

Other observers point out, however, that high power, while it might serve certain purposes (such as for pre-attack warnings), would also lend itself to "fix" or homing tactics by enemy planes. They contend an array of small-power stations (250-w) could achieve the desired objective while obviating any possibility of tipping the enemy.

No higher power plan has been discussed, however, according to military and FCC sources.

John A. Willoughby, FCC acting chief engineer, pointed out that greater-than-50 kw transmitters would have to be turned out in quantity to put such a plan into practice, and that "if they were, it wouldn't be any secret. As an alternative to higher power, he felt personally that FM could serve that emergency purpose as well.

Whether enemy planes would find it practicable to "home" their craft toward selected targets, confronted with FM-transmitted signals, also evoked consideration of government engineering authorities.

Cutting of Service

On the other hand, curtailment of FM, along with AM and TV operations—in a critical emergency—must be considered in communications planning, according to NSRB communications officials.

"Television certainly has a basic role in that it is graphic and can actually show the people what to do rather than tell them," Col. Pitts told Broadcasting. He feels that not only is research and training central to "home" its craft toward selected targets, confronted with FM-transmitted signals, also evoked consideration of government engineering authorities.

Military authorities, while declining explicit comment, conceded, too, that Stratovision, in which the military has pioneered for over a decade and which has been tested by Westinghouse Electric Corp., would prove a vital tactical factor in defense.

One plan before the military, which suggests regular liaison between the Armed Forces, State Dept., FCC and the radio industry, working through NAB, would include such operations post as engineers, newsmen and program personnel. It also covers provision for broadcast of communiques and news from bomb-proof studios across the country, and immediate "revival of some central government information clearing house like the old OWI."

This plan is advocated by Edward M. Kirby, former NAB public relations chief, and Jack W. Harris, general manager, KPRC Houston, who served as executive officers in the War Dept. during World War II, formulating procedures and policies for broadcast of communications, and the national to local, according to NSRB authorities. Most of the discussion has revolved around whether TV stations, along with radio stations, should be marked with stringent curtailment during wartime to meet possible shortages of manpower, equipment and other resources available in the nation.

Emphasis also is placed on possible technical sabotage of the radio spectrum, with references to "jamming" practices which could block out all frequencies. Exploration of television also is suggested.

John A. Willoughby and Henry C. Donnelly evoked the need for broadcasters to be "realistic in appraising the possibilities of war . . . Radio cannot hope to ad-lib its way through World War III." Plan is detailed in their book, "Star-Spangled Radio," published last year.

A broadcasting advisory committee, which comprises AM-FM-TV operators, already has made recommendations, chiefly of a technical nature, to civil defense planning officials for incorporation into the master plan for communications [Broadcasting, July 5, 1948]. No meetings have been held recently, according to NAB.

The civil defense group includes:

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 14 Applications

ACCEPTED FOR FILING

AM—1290

Cotten Belt Bestg. Co., El Dorado, Ark.—CP new AM station 1400 kc 250 w un., AMENDED to request 1290 kc 1 kw D.

SAS—1000 kw

WIVY Jacksonville, Fla.—SSA operates from 8 a.m. EST to sunrise for period ended Oct. 1-

Modification of CP

WGAD Gasden, Ala.—Mod. CP change power etc. for extension of completion date.

WPMI Youngstown, Ohio—Same.

License for CP

KMCJ McKinville, Ore.—License to cover CP change station.

KLXN Clayton, N. M.—License to cover CP change station.

KECC Pittsburg, Calif.—Same.

TENDERED FOR FILING

AM—990

WRFQ Athens, Ga.—Change from 500 w D to 500 w un. DA-N.

APPLICATION DISMISSED

WALE Fall River, Mass.—DISMISSED Nov. 9 application for voluntary acquisition of control of Narragansett Bestg. Co., licensee, by Bristol Bestg. Co. through purchase of stock from William A. Porter and seven others.

November 15 Decisions

By THE SECRETARY

WEOK Poughkeepsie, N. Y.—Granted license new standard station 1300 kc 9 kw.

KLMS Lincoln, Neb.—Granted license new standard station 1480 kc 1 kw DA-un.

WHRM Memphis, Tenn.—Granted license new station trans. location.

WBXJ Brockton, Mass.—Granted license to use old, main tower and install and make changes type trans.

WDAL-TV Baltimore — Granted license change trans. and studio locations

WDJX Jersey City, N.-J.—Granted license covering change power, hours and install DA and change type trans.

Also granted license to use old main trans. for aux. with 1 kw DA-DN.

WIND Chicago—Granted license install alternate main trans. to be opera- on 560 kc 5 kw un. May 1.

WAML Laurel, Miss.—Granted license new trans. to be opera- on AM tower.

WLCJ Janesville, Wis.—Granted license to change studio location.

WTVN-TV Chicago-Granted CP for extension of completion date to 3-

WNAW-TV Boston—Granted mod. CP for extension of completion date to 3-

WMIN Minneapolis—Granted license new FM station. Chan. 290 (105.8 mc.) 5.3 kw. 500 ft.

WCLF Janesville, Wis.—Granted license new FM station. Chan. 296 (99.8 mc.) 15.5 kw. 200 ft.


Performonic American Bestg. Co., Inc., P.O. Box 331, Poughkeepsie, N. Y.—Granted remote pickup KA-4871.

WPBH Boston, Mass.—Same.

Granted CP's new remote pickups

Following were granted mod. CPs for extension of completion dates as shown: WGNR New Rochelle, N. Y. to 100 kw, May 1-1949; WIGC Chicago, I11. to 125 kw; KTIV Hollywood, Calif., to 1-5-50, subject to express cond. that it is without prejudice to any objection Commission may have in the further light of decision of Supreme Court, and application of PAN Pacific Stations, Inc., 334 S. 13th; WPBF N Brein, N. C., to 1-15-50, re: kd-729; WHD-M, Narragansett, R. I. to 2-1-50; WCAR Pontiac, Mich., to 11-10-50, subject to amend its application of Nov. 26-50; WBTN Brookfield, Wis., to 10-8-50; WFXM Albuquerque, N. M. to 11-15-50; WVRB Poughkeepsie, N. Y. to 12-20-50; KTV Binghamton, N. Y. to 12-28-50; KYW-AM Philadelphia, N. J. to 12-28-50; WHD-M Narragansett, R. I. to 12-28-50; WKNJ-TV Filmore Michigan to 1-5-50; KTVK-O FM Oklahoma City, Okla. to 1-22-50; WJOB Hammond, Ind.—Granted for cancellation of license change to May 1-50, for aux, trans. Granted license install new vertical mount am. trans. on AM tower and make changes in ground station.

KIBL Beavlev, Tex.—Granted license new standard station 1490 kc 1 kw DA-N.

KOSE Osceola, Ark.—Granted license new standard station to specify studio location; 860 kc 1 kw D.

WCPS Tarboro, N. C.—Granted CP mod. 10 kw to change location.

WSBN Belle Glade, Fla.—Granted CP make changes in vertical an.

WCHS Chehalis, Wash.—Granted CP trans. and studio location.

WCGI-Milwaukee—Granted mod. CP change studio location.

WNAI Nashville, Tenn.—Granted mod. CP for approval of ant. and trans. location.

KNUR Prevo, Utah.—Granted mod. CP changes in trans. and change studio location.

WHLB Niagara Falls, N. Y.—Granted CP for change type trans.

WACR Pontiac, Mich.—Granted license change studio location.

KAFF Petaluma, Calif.—Granted license new standard station 1300 kc 1 kw DA-N.

For extension of completion date.

November 15 Applications

ACCEPTED FOR FILING

AM—1410

WENE Endicott, N. Y.—CP change from 1400 to 1410 kc AD, 5 kw un. DA-DN.

WCAW Charleston, W. Va.—CP change from 1400 kc 5 kw un. to 1900 kc 1 kw D. DN-AMENDED to omit contingency of WQFN Huntington being granted for CP to Re stimulate.

WFPL (FM) Louisville, Ky.—CP to request new FM station for extension of non-commercial educational station.

WPAT Paterson, N. J.—Mod. CP change power etc. for extension of completion date.

WOR-FM New York — Mod. CP changes in FM station for extension of completion date.

KURL-AM Forest Hills, Pa.—Mod. CP new AM station for extension of completion date.

WJZ (FM) Hammond, Ind.—Mod. CP for extension of completion date.

WNMY-AM Williamsburg, Va.—Same.

WEST-FM Easton, Pa.—Same.

WBLG-FM Philadelphia—Same.

WLQY(FM) Williamsport, Pa.—Same.

CALW (FM) San Francisco — Mod. CP new FM station for extension of completion date.

WHER(FM) Grantsburg, Wis.—Same.

November 16 Decisions

ACTION ON MOTIONS

By Commr. Walker

The Air Transport Assn.—Granted petition for extension of hearing in 10 days, to be held in Pocatello before Hearing Examiner.

The Commission's own mo- tion to amend its application and change time and place thereof.

November 15 Applications

ACCEPTED FOR FILING

AM—1410

WENE Endicott, N. Y.—CP change from 1400 to 1410 kc AD, 5 kw un. DA-DN.

WCAW Charleston, W. Va.—CP change from 1400 kc 5 kw un. to 1900 kc 1 kw D. DN-AMENDED to omit contingency of WQFN Huntington being granted for CP to Re stimulate.

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WJZ (FM) Hammond, Ind.—Mod. CP for extension of completion date.

WNMY-AM Williamsburg, Va.—Same.

WEST-FM Easton, Pa.—Same.

WBLG-FM Philadelphia—Same.

WLQY(FM) Williamsport, Pa.—Same.

CALW (FM) San Francisco — Mod. CP new FM station for extension of completion date.

WHER(FM) Grantsburg, Wis.—Same.
CONSULTING RADIO ENGINEERS

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Consulting Radio Engineers
134 Clarence St., Phone 7-277
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DALLAS 5, TEXAS
JUSTIN 8-6108

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1605 Connecticut Ave. MI. 4151
WASHINGTON, D. C.

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DALLAS 5, TEXAS
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CONSULTING RADIO ENGINEERS
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TOLEDO 6, OHIO
Telephone—Kingswood 7631, 9541

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CONSULTING RADIO ENGINEERS
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W. C. ELLIS
CONSULTING RADIO ENGINEERS
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S. E. FOSS, Inc.
Formerly Colton & Foss, Inc.
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Republic 3883
WASHINGTON, D. C.

Philip Merryman & Associates
• Heatherdell Road
• ARDELEY, N. Y.
• Dobbs Ferry 3-2373
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SILLMAN & BARCLAY
SPECIALIZING IN ANTENNA PROBLEMS
1011 New Hampshire Ave. RE. 6646
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ARLINGTON, TEXAS

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Executive 1230 WASHINGTON 6, D. C.

ROYAL V. HOWARD
1600 16th St., N. W., Wash., D. C.
NOvA 6600
Laurentian Hotel
Montreal, Que.

WALTER F. KEAN
CONSULTING RADIO ENGINEERS
Executive offices: 40 East Ave.
Laboratory: 114 Northgate Rd.
Riverside, Ill. — Riverside 6253
(A Chicago suburb)

Ben Adler
TELEVISION FACILITIES ENGINEERS
15 Godfrey Circle, White Plains, N. Y.
White Plains 8-3796
Shop and laboratory—720 Milton Rd.
Rye 7-1413
Rye, N. Y.

R. A. BITTER
CONSULTING RADIO ENGINEERS
4125 Monroe Street
TOLEDO 6, OHIO
Telephone—Kingswood 7631, 9541

LEE E. BAKER
Consulting Radio Engineer
826-28 Landers Bldg.—Ph. 3621
SPRINGFIELD, MISSOURI

Member AFCCE®

November 21, 1949 • Page 73
A 17-MAN committee has been established to organize the current United Hospital Fund campaign among the advertising agencies of Greater New York under the chairmanship of Earl C. Donegan of McCann-Erickson, New York. The fund has a goal of $5,987,000.

Serving with Mr. Donegan on the committee are:


Nielsen Adds New Data

NAMES of all network sustaining shows, day and night, are being included in a weekly rating series of the A. C. Nielsen Co., Chicago. First listing, which will be supplied four times monthly, was released to the press last weekend. New data includes names of network sustaining shows, network shows using limited station facilities and origination time of broadcast.

**TRANSPORT RADIO**

Justice Dept. Urged To Prosecute Washington Firm's Use

“VIGOROUS” prosecution of Capital Transit Co. for authorizing transit radio service in Washington, D. C. is currently being urged on the Justice Dept.

Demand for a crackdown was made by a newly-formed organization calling itself the National Assembly for the Advancement of Public Relations. The request was signed by the group’s president, Bernard Tassler, who describes the assembly as a supplement to the Public Relations Society for America.

Officials of Justice Dept.’s records division last week disclaimed receipt of any communication which Mr. Tassler claims to have forwarded to Attorney General Howard McGrath in the form of a “night letter.” Mr. Tassler said he had received no reply from the Attorney General’s office.

Mr. Tassler declared that CTC had flouted “constitutionally protected rights” of citizens and had arrogated a power which “even the government itself has or may exercise constitutionally” — in peace or war. The D. C. Public Utilities Commission, which held public hearings on radio-vehicle [broadcasting, Oct. 31, Nov. 7], is studying the problem with an eye to comfort and safety of the service furnished by WWDC-FM Washington. As chairman pro tem also of National Citizens’ Committee Against Forced Reading and Forced Listening, Mr. Tassler envisions “forced listening upon railroads, airplanes, and buses and streetcar lines throughout America”—if the Justice Dept. fails to act now.

STAFF of WDVA Danville, Va., originated seven programs daily during recent Danville Fair, from open-air stage on grounds.

**NEW BUSINESS**

(Continued from page 80)

**RADIO OFFERS CO., and DOUBLEDAY & CO., both New York, sign additional fourteen-week contracts with ABC adding two new programs to their regular alternating schedules. Huber Hope & Sons, New York, is agency for both. Contracts started Nov. 15. On Tuesday, evening sponsors 11:30-11:45 a.m. portion of Pick ‘n’ Pack and on Wednesday, 1:15-1:30 p.m. portion of same program. In addition, Tuesday and Thursday, 3-3:15 p.m., sponsors will present Sidney Walton with recordings. Advertisers are alternating programs except for first week of contract when Radio Offers sponsored complete schedule.

P. LORILLARD Co., New York (Old Gold cigarettes), is dropping sponsorship, effective the end of December, of first 15 minutes of ABC’S Sunday night Step the Music. Sponsor will retain last quarter-hour segment of 8-9 p.m. program, as well as half-hour of Thursday night video version of show on ABC-TV. Sponsor for cancellation was to be re-shaping of advertiser’s budget.

**AD PEOPLE**

DAVID H. GRIBSBY appointed advertising manager of Zenith Radio Corp. He joined Zenith five years ago as an advertising copywriter after previous experience with School Mfg. Co., Fair Stores in Chicago and Sears, Roebuck & Co. Since 1947 he has been manager of Zenith’s sales promotion department. He will continue to handle sales promotion activities in addition to his new duties.

**WHIT STAFF**

**FIRST... WHERE THERE'S MOST!**

WBDX
NBC AFFILIATE
IN JACKSON MISSISSIPPI

In the first nine months of 1948, MISSISSIPPI FARMERS received over $4,300,000 more for their products than in 1947. WHL in JACKSON, and WDBX-FM in NICKEL, are the center of this MISSISSIPPI farm broadcasting program. Are you looking for a rich and growing medium, giving you local, regional and national advertising? Contact George P. Hollingbery Co.

5000 - DAY 1000 - NIGHT
19 YEARS' LEADERSHIP
Represented Nationally by
George P. Hollingbery Co.

When It's BMI Its Yours

Another BMI “Pin Up” Hit—Published by Regent

**When It's BMI It's Yours**

Another BMI “Pin Up” Hit—Published by Regent

**BROADCASTING**

When It's BMI It's Yours
Another BMI “Pin Up” Hit—Published by Regent

**BROADCASTING**

She wore a yellow ribbon


On Transcriptions: Gay Blades—Langworth; The Bachelors—Standard; Alan Holmes—Associated; Johnny Guarnieri—Thessaurus; Swingtones; Jumpin' Jacks—Thessaurus.

**BROADCASTING MUSIC INC.**

New York Chicago Hollywood

**POST POLL**

Thomas Charges Bias

CHARGE that a poll of transit radio conducted by the Washington Post "was obviously influenced by news and editorial bias before and during that circulation stunt" was made last week by Chet Thomas, KXOK St. Louis, president of Transit Radio Inc.

The Post poll, based on a single "Yes or No" ballot printed on page 1 of the Nov. 6 edition, showed 5,387 votes in favor of transit radio, or 44.3%, and 5,015 against, or 55.8%. The total number of ballots cast was 10,402. Results were published in the paper’s Nov. 7 line.

Circulation of The Sunday Post is over 180,000. The balloting was done while the transit radio issue was being argued by the District of Columbia Public Utilities Commission. The Post had run editorial and cartoon comment unfavorable to transit radio.

Mr. Thomas said, "No fair-minded person sanctions a so-called poll conducted in this manner. It is unbelievable that the Post research methods approved the methods as indicative or conclusive.

Transit stations have made exhaustive surveys by independent agencies using approved research methods prior to investing substantial sums to extend a desired radio service to a good audience. These surveys are objective and were undertaken to get the true facts. Let’s recognize this attack for what it is."

The Post results contrast with a survey by Edward G. Doody Co., St. Louis, based on reaction of Washington transit riders and follows being signaled polling techniques. These had shown 66.4% objecting, 76.3% favoring, 13.9% didn’t care and 32.2% didn’t know.

WHLI Hempstead, L. I., has revealed that its currently scheduled 500 public service programs per month, representing 151 hours of air time. This figure includes 500 separate newscasts monthly, representing 66 hours of air time, according to Arthur E. Nettles, station’s director of public affairs.

**WHLI**
BILL HERSON (II), WRC Washington disc jockey, receives handshaking welcome to WBAL Baltimore where he is airing Monday-Friday record-play program, 12:15-1:30 p.m., which started Nov. 7. On hand to greet him at Baltimore Country Club is D. L. Provost, station business manager. Mr. Herson, who got his radio start in Baltimore as newscaster and later spun records for WBAL before joining WRC, drives to Baltimore each day following his WRC stint. He is well known for his daily Time-keeper show on WRC, his yearly Doll House project, and NBC Coffee With Congress program, which he originated. In December the Doll House project, which collects toys for underprivileged children, will be aired by WBAL through WRC wire facilities.

COAST GUARD
Seeks Electronic Engineers

THE U. S. Coast Guard has announced it is seeking a limited number of electronic engineers for commissioning into the officers corps of the service. Electronic engineers with graduate education and professional experience are eligible. Those selected will be commissioned in the Coast Guard Reserve for a guaranteed period of two years active duty. At the end of the two-year period, consideration will be given for a permanent commission in the regular establishment. Applicants should write Commandant (PPT), U. S. Coast Guard, Washington 25, D. C., for full details.

NABET and the CIO
NATIONAL Assn. of Broadcast Engineers & Technicians' membership has never voted unfavorably for the proposal that the independent union affiliate with the CIO Communications Workers of America, as was indicated in the same story. James H. Brown also was erroneously named as NABET legal counsel in Los Angeles; he is NABET's West Coast national representative.

The Case of the Satisfied Sponsor
Salt Lake's largest department store uses KDYL-TV successfully:

One telecast resulted in 211 sales by noon of the day following the telecast of items ranging in price from $29.95 to $2.95.

And everybody knows what a great job KDYL does for radio!

THE NLRB trial examiner has recommended that WKJG Ft. Wayne, Ind., bargain collectively, on request, with the National Assn. of Broadcast Engineers & Technicians as exclusive representative of engineers and technicians. The examiner also has recommended reinstatement of seven employees, with back pay. NLRB meanwhile announced that broadcast engineers and announcers of KASH Eugene, Ore., will vote within 30 days for or against the International Brotherhood of Electrical Workers (AFL). NLRB also approved IBEW withdrawal of petition for certification at KWBE Beatrice, Neb.
Help Wanted

Managerial

Wanted—Commercial manager who himself can sell and inspire others to sell. Must have experience with television and radio. Minimum of 250 watts, FM 90 kW. Give full particulars. Box 225D, BROADCASTING.

Manager—Salary expected in prosperous Salesman. Experienced salesman, CASTING.

Good earnings and excellent working conditions. Good financial setup. Excellent opportunity for advancement. Opportunity to sell all phases of radio in market of 250,000 or larger. Single, not young, not old. Good working conditions. Send complete record experience. Sample spot and program scripts. Photo, references. Box 25D, BROADCASTING.

Salesman

Salesman for network station in southwest. Must have experience in metropolitan area. Must be experienced in selling all phases of advertising. Ability to sell and service small town accounts a plus. Good salary, good working conditions. Write Box 33D, BROADCASTING.

Salesman—salesman needed for new fulltime local station in eastern seaboard area. If you have first class operating experience and are interested in a progressive station, write Box 266D, BROADCASTING.

Salesmen

Salesman for fulltime local station in eastern seaboard area. If you have first class operating experience and are interested in a progressive station, write Box 266D, BROADCASTING.

Salesmen—Wanted for new fulltime local station in eastern seaboard area. If you have first class operating experience and are interested in a progressive station, write Box 266D, BROADCASTING.

Television

Technical

Chief engineer for established eastern television station. Your present position should be in management of technical operations. Excellent salary plus attractive benefits. Box 287D, BROADCASTING.

Situations Wanted

Managerial

Well qualified. Will accept salary plus commission. Experience in announcing. Will make money. Box 85D, BROADCASTING.

Manager—10 years experience, 250 w, 1 kW, covering administrative, sales, program and promotion. Can win tough battles against competition and deliver results. Box 18D, BROADCASTING.

Manager, commercial manager. Now accepting applications. Must have experience in personnel. Prefer south. Write Box 217D, BROADCASTING.

Manager and chief engineer. Either singly or in combination. AM-FM or FM, preferably engineer—chief engineer, sales, production and promotion. Prefer south. Box 211D, BROADCASTING.

Man, manager. Must have excellent technical background and stand investigation. Generous salary and good working conditions. Apply Box 286D, BROADCASTING.

Old and established successful independents seeking engineer. Has opening for a good local salesman. Excellent opportunity for advancement. Good financial setup. Send picture, complete details, references to Box 268D, BROADCASTING.

Salesmen


Announcers

Need one or more announcer-announcer-1st class engineers for Florida network affiliate to start approximately December 15, 1958. Must have experience, writing, giving full particulars, experience, education, training. Box 156D, BROADCASTING.

New England net affiliate seeks permanent all around announcer for sports, news, etc. Must be experienced and interested in permanent position. Send complete details, first letter. Position now open. WSB, Atlanta, Georgia.

Announcer

Interested in managing a radio station. A bachelor which permits the acquiring of partial ownership or participative interest in a station in the future. To make an investment in a property if the right opportunity comes up. Box 185D, BROADCASTING.


Announcer

Interested in managing a radio station. A bachelor which permits the acquiring of partial ownership or participative interest in a station in the future. To make an investment in a property if the right opportunity comes up. Box 185D, BROADCASTING.

Mr. FM station owner, don’t turn in that ink blotted notice. We’ve learned many years experience in a paying position. Have put major market class B in paying position. Desire new station with “fair deal” for all employees. Will work with salesmen experienced in in-store broadcast services. Transistor radios and broadcast field. Available within 30 days. Box 281D, BROADCASTING.

Situations Wanted

Manager—Wanted, 2 transmitter operators for new 250-watt daytime station. Directional antenna experience desired. Responders send full qualifications first letter. Box 223D, BROADCASTING.

Situations Wanted (Cont’d)

Announcer, vet, graduate of oldest broadcasting school in country. CBS instructor, currently working in broadcasting. CASTING. Producer, signer, MC of ama- teur events in Chicago. Has 16 year college, Staff member of 5,000 watt network, terms of membership in any club. Box 248D, BROADCASTING.

Announcer presently employed desires permanent position in established broadcasting in well established station. Six years experience and independent. Audience participation, telequiz, MC, new special, variety. A young old family man, temperate, good references. Photo, with full particulars. Box 248D, BROADCASTING.

Announcer-engineer’s ticket. Experienced, sincere selling voice, capable network or station. Good knowledge of records. Good pull. Now with network, desires one of the big jobs. One reply. Box 253D, BROADCASTING.

Announcer, able to handle any announcing assignment and do it well. Pertinence and freshness. More than a thousand words above reproach. Box 273D, BROADCASTING.

Announcer, 36, married, strong on news also capable of doing play-by-play. All sports. Looking for service position. Will travel. Disc on request. Box 276D, BROADCASTING.

New York network announcer, available for major outlet only. Seven years experience, act now. Set up, production, television. Box 266D, BROADCASTING.


Announcer, staff with experience from 250 watts to 50 kw basic net af- filiates. Good pull. Box 269D, BROADCASTING.

Announcer, 23, single, 1½ years experience, know board, copy and copy will travel. Box 264D, BROADCASTING.

Announcer, experienced announcer, all phases with emphasis on commercials. Prefer College, B. A. staff. Box 278D, BROADCASTING.

I have a good voice, am nineteen years old, a high school graduate and have part time announcing experience. Desire a full time salary position. Salary secondary. Willing to learn. Disc on request. Box 277D, BROADCASTING.

Announcer, completely versatile with knowledge of all phases of broadcasting. Want permanence. Box 290D, BROADCASTING.

Former announcer-singer wishes position on local or network affiliate. Experienced in all phases of ear, mouth and education. Has been on staff of NBC and ABC. Further information requested. Box 282D, BROADCASTING.

Announcer, 22, single, wants job with ambitions. Graduated from leading radio school. Two years summer stock experience. Some current, acting. Eager, willing. Write same sometimes to Beckman, 119 North St., Hamilton, Ohio.

Announcer, no experience. Ime, Joseph Carbone, 440 Schiller, Chicago, Ill.

Announcer-DJ. Operate any control board. Operate with any type of disc shows. Two years radio experience. 17 w, 1 kW, 100 w network. Contact Duane Charles, 616 E. 75th St., Hi-2858, Kansas City, Mo.

Announces all phases of announcer, hard working and industrious, one year experience, available and will travel. Experience, 254-31-301, Torn- loria, L. L. New York.

Announcer, thoroughly experienced. Will work, dependable sober debt free, family man. Box 284D, BROADCASTING.

Announcer, willing to try anything once. 15 months experience Mutual af- filiates. 25D, 263D, 273D, 283D. 87, 710 S. Halsted Ave., Chicago 32, Ill.

Announcer, present with two years experience all phases announcer. Since college years available immediately. Joe Morgan, 429 Washington, Kerrville, Texas.

PAYABLE IN ADVANCE—Checks and money orders only. Situation board paid weekly for each position advertised. All other classifications 25c per word—$4 minimum. No charge for blind box number. One inch ads, acceptable, $12.00 per in- crease. Deadline two weeks preceding publication. Directions for placing ads: Radio Shack, 670 National Press Bldg., Washington, D. C. BROADCASTING is not responsible for the return of application material (transcriptions, photographs, scripts, etc.) forwarded to box numbers.
Situations Wanted (Cont'd)

Announcer—Early morning men, Top commercials, all reruns, Announcing, writing and production. $40-$50 to $200 weekly. Box 215D, BROADCASTING.

Assisted in music and audio production, writing, and management assignments. Location not important. References. Box 92D, BROADCASTING.

Technical

Situations Wanted (Cont'd)

Program director for southern California station. Twelve years experience as program director, including ten years working in television. Now working in a major television network. Desiring in western station. Box 321D, BROADCASTING.

Wanted

For Sale

Situations Wanted (Cont'd)

Computer engineer, five years experience. Looking for career opportunity in Western TV or radio station. Box 214D, BROADCASTING.

Situations Wanted (Cont'd)

First year experience, also two years experience with Bloomington, Ind., AM station. Desires engineering position. Box 254D, BROADCASTING.

For Sale

Situations Wanted (Cont'd)

Director of program bureau, ten years experience in management of program bureau. Box 254D, BROADCASTING.

Situations Wanted (Cont'd)

Wanted

For Sale

Situations Wanted (Cont'd)

Television

For Sale

Situations Wanted (Cont'd)

Desires technical school. Young, married, desires engineering position. Box 193D, BROADCASTING.

Desires engineering position. Presently employed at station which owns several other stations. Box 252D, BROADCASTING.

Wentcaster, Canada, May 10th.

For Sale

For Sale

Lots of good equipment, all for sale. Box 215D, BROADCASTING.

Situations Wanted (Cont'd)

Television

For Sale

WANTED

Situations Wanted (Cont'd)

WANTED

For Sale

For Sale

Situations Wanted (Cont'd)

Audio Engineer, 20 years experience. Desires same. Box 256D, BROADCASTING.

Situations Wanted (Cont'd)

Desires technical position providing technical education. Box 261D, BROADCASTING.

For Sale

WANTED

For Sale

WANTED

Situations Wanted (Cont'd)

Desires position as program director. Box 254D, BROADCASTING.

WANTED

For Sale

For Sale

For Sale

Situations Wanted (Cont'd)

Production-Programming, others

Desires position as program director. Box 254D, BROADCASTING.

Desires position as program director. Box 254D, BROADCASTING.

Wanted

For Sale

Situations Wanted (Cont'd)

Announcer, 23, three years experience, no credits. Desires position, anywhere. Box 196D, BROADCASTING.

Desires technical position providing technical education. Box 261D, BROADCASTING.

For Sale

For Sale

WANTED

For Sale

Situations Wanted (Cont'd)

Desires programming position. Box 254D, BROADCASTING.

WANTED

For Sale

For Sale

For Sale

WANTED

For Sale

WANTED

For Sale

Situations Wanted (Cont'd)

Desires position as program director. Box 254D, BROADCASTING.

WANTED

For Sale

Situations Wanted (Cont'd)

Desires technical position providing technical education. Box 261D, BROADCASTING.

For Sale

WANTED

For Sale

WANTED

For Sale

Situations Wanted (Cont'd)

Desires position as program director. Box 254D, BROADCASTING.

WANTED

For Sale

Situations Wanted (Cont'd)

Desires position as program director. Box 254D, BROADCASTING.

WANTED

For Sale

Situations Wanted (Cont'd)

Desires position as program director. Box 254D, BROADCASTING.

WANTED

For Sale

Situations Wanted (Cont'd)

Desires position as program director. Box 254D, BROADCASTING.
Civil Defense  
(Continued from page 71)  
on actual nearby conditions by news bulletins.  
The Municions Board, through its Communications and Electronics Committee, deals directly with the manufacturers’ industry advisory group comprising some 29 firms, many of whom belong to Radio Mfrs. Assn. Fred Lack, Western Electric, is chairman.  
The board currently is working on the military aspects of the mobilization program with respect to procurement of electronics equipment. It is expected to evolve a complete program in the next two months for subdivision of the electronics industry. Defense meeting may be held shortly afterward, it was indicated.  
Contracts for various equipment parts, including transmitters and receivers, have been let to approximately 160 companies. Military and industry have been working on standardization of specifications for all equipment, with respect to strategic and critical materials.

Production Needs  
Government munition authorities estimate that, in the event of emergency, the military will require “all of the present production—and more besides” but could give no figures. They said that peak production, approximately $2 billion, has dropped closer to the $1 billion mark. Air Force demands have stepped up electronics requirements appreciably, to over 1,000 per month.  
Manufacturers on the joint industry-government committee include:  
The Municions Board committee will single out areas in which there may be industry shortages in resources, manpower, material production and test equipment. It also will seek to attain a maximum standardization of components and parts.  
Gen. Edmund Langmead, director for Military Programs, Municions Board, is chairman of the joint electronics group, whose work will not conflict with a similar committee under the Joint Chiefs of Staff. Former group comprises officials of all military branches.

Chickiling moment at the NAB District 1 meeting in Boston [Broadcasting, Nov. 7] is enjoyed by (l to r) Justin Miller, NAB president; Marie Houlahan, publicity and public relations director for WEEI Boston, and Harold E. Fellows, WEEI station manager and District 1 director. The three were charged with the multi-details of convention arrangement.

Michigan  
Very profitable, well established station.  
$100,000.00

California  
Excellent facility, wide coverage of a splendid market.  
$90,000.00

CONTACT THE NEAREST OFFICE OF THE EXCLUSIVE REPRESENTATIVES  
BLACKBURN-HAMILTON COMPANY, INC.

NATIONAL IBEW  
Named WMSL Bargainer  
WMSL Decatur, Ala., licensed to Tennessee Valley Broadcasting Co., has been ordered to bargain collectively, on behalf of its staff announcer and technician units, with the National International Brotherhood of Electrical Workers (AFL) as a replacement for IBEW’s now defunct Local 1564, NLRB has announced.

In its amended decision, NLRB said an order to bargain with a “non-existent union may well be an empty gesture, ineffective in any practical sense to accomplish its stated purpose.” It also pointed out that a “remedial order to bar- gain collectively with a union does not establish that union in perpetuity” as representative “but only for such time” that will give union “a reasonable chance for success.”

NABET NAMED  
Is WTAC Bargaining Agent  
NABET has been designated as the collective bargaining representa- tive for engineers and technicians at WTAC Flint, Mich., the National Labor Relations Board has announced. Station is licensed to Prende-Campbell Broadcasting Corp., and operates on 600 kc with 1 kw day, 500 w power.

Simultaneously AFRA’s petition to intervene in the case was denied, NLRB said. AFRA, certified as the bargaining agent for announcers at WTAC, reported that there was doubt as to union jurisdiction over announcers who now perform some technical duties, and because of this uncertainty, it was unable to bargain collectively with WTAC. NLRB ruled that the announcers are not part of the NABET unit as contended by the licensee. Election was held last July.

FCC Patten Ruling  
ORDER has been adopted by FCC to make final the Commission’s proposed denial of request by C. Thomas Patten for a new AM station at Oakland, Calif., on 1010 which 10 low daytime only. FCC indicated no exceptions had been filed to the proposed ruling which found Mr. Patten personally unqualified to be a broadcast licensee on grounds he allegedly misrepresented civic interests and program plans [Broadcasting, Oct. 3].

Award to Mueller  
MERRILL MUELLER, manager of NBC’s London office, received the Sigma Delta Chi award for “objective reporting from Britain” at the journalism fraternity’s 30th annual convention in Dallas, Tex., Nov. 16-19. Mr. Mueller, in this country since Nov. 15, expects to return to London early this week.
FCC Actions (Continued from page 72)

Decisions Con'td

Lawrence Bestg., Co., Lawrence, Kan.
—Hearing now scheduled Nov 28 con- tinues at 9 a.m. in Wash-

ing, D. C.

By Examiner J. D. Cunningham

TTA San Francisco—Application

requesting continuance of further hearing, now scheduled for December, withdrawn by applicant.

Application of KVOY Sacramento, Calif., to change location of station, from Manteca, Calif., to Stockton, Calif., denied.

WTNJ Trenton, N. J.—Granted motion for extension of time to file proposed findings and conclusions from CP and that of WSBU Trenton. N. J., time extended to Nov. 25.

By Examiner Hugh B. Hutchinson

WWJ Detroit—Granted motion request- ing postponement of application due to filing of proposed findings of fact and conclusions re application of WGST Wooster, Ohio; time extended Jan. 6, 1950.

Mendocino Bestg. Co. and Bartley T. sins., Ukiah, Calif.—Granted petition of Mendocino Bestg. Co., for leave to amend application change frequency requested from 1450 to 1450. Delete references to T. R. Amramate, as station manager of KMJ, Fort Bragg, Calif.; to show change in cost of $4250; and to substitute new engineering re- port. Request for change of use of board of supervisors of Mendocino County, Calif., applications. Granted on said application, and application as amended, granted.

WXD Rochester, N. Y.—Granted motion to discontinue hearing. On motion of Bartley T. Sins, Ukiah, Calif., is removed from docket. On Commission's motion it is further ordered that all scheduled meetings of Bartley T. Sins, Ukiah, Calif., are removed from docket. On Commission's motion it is further ordered that all scheduled meetings of Bartley T. Sins, Ukiah, Calif., is removed from docket. On Commission's motion it is further ordered that all scheduled meetings of Bartley T. Sins, Ukiah, Calif., is removed from docket.

WEIM Fitchburg, Mass.—Granted in part petition requesting 60 day extension of notice of hearing. Granted on application of WEIM and that of KWIR, both granted on hearing continued to Jan. 30, 1950, at Washington, D. C.

By Examiner Jack P. Blumer

WORM Easton, Md.—Granted peti- tion for extension of time to file affidavits of record. Petition scheduled Nov. 18 on application for additional station facilities, granted on hearing continued Dec. 15 at Wash-

ington, D. C.

By Examiner Fanney N. Litvin

KWIK-AM-FM Burbank, Calif.—Granted petition by assignee, Leslie S. Bowden, trustee in bankruptcy, for consent to application of license to WTM to elect to accept or reject partial grant of its application for programming of the station, granted on hearing continued to Nov. 30, 1949. Order for DA change was also extended to Dec. 15, 1949.

STA Denied

WSY-TV Syracuse, N. Y.—Denied STA to operate WSY-TV. Order directing letter to permittee requesting it advise Commission as to possibility of decision regarding this matter.

Petition Granted

WHGR Greensboro, N. C.—Upon peti- tion, Commission vacated cond. as-
New Applications:

AM APPLICATIONS
Colorado City, Tex.—Lose Wolfe Bestg, Co., 1320 kc, 500 w daytime; estimated cost $4,000. New Co.; E. G. Candler, farmer and tourist court owner, and W. E. Allen, farmer. Filed Nov. 15.

FCC APPROVES USE OF BROADCASTING CARS
Poughkeepsie, N. Y.—Approval of use of broadcasting cars for an audience test, to be made by the college of the City University of New York, under grants from the Ford Foundation and the Ford Motor Co. To be made during the winter of 1969-1970.

SALES METHODS

Research Data Stressed At Ohio Meet

NEED for more capable, scientific and factual selling, designed to keep radio in the forefront of the media battle, keynoted the second session of the Ohio Assn. of Broadcasters sales conference, concluded in Cleveland Nov. 11 [Broadcasting, Nov. 14].

Using the theme of “Selling Radio in a Competitive Market,” the conference drew the largest number of station executives and sales managers in OAB’s history. President Carl George, of WGAR, Cleveland, and Secretary Fred Bock, of WADK Akron, engaged speakers representing agencies, advertisers and stations who outlined radio’s best selling methods.

Frank Headley, president of Headley-Reed Co., told the group that “the greatest problem of the station is selling, the future of radio is secure . . . because of the universal audiences and low cost per impression.”

Mr. Headley warned broadcasters not to fear the future but sell radio with a business-like approach, efficiency, ethical practices and persistence. He cited untouchable fields for radio selling and advised station managers to include research as a normal part of operating expense in the future.

On the local level, successful sales depend on station analysis of the retailer’s needs and persisting on a sound basis “until the client is sold and stays sold,” Joseph L. Brechner, manager of WGAY Silver Spring, Md., told the OAB.

Robert Dailey, radio director of the Cleveland branch of McCann-Erickson, told the OAB that radio should grow up. Pointing to the advent of television as the “baby” medium whose competition demanded that radio become “adult,” Mr. Dailey said that radio must sell scientifically — providing positive facts regarding the station, coverage, audience composition, market statistics, and cost per 1,000 impressions.

Agencies are beginning to insist on these facts, declared the radio director who handles such accounts as Standard Oil of Ohio and Ohio Bell Telephone Co. He added that in the future such things as audience listening habits, inherited audience and community acceptance of the station will be sought.

Mr. Daily stated that standard measurements such as BMM will be mandatory for broadcasters.

Mr. Headley, speaking at a meeting at Joseph Katz Co., felt that Ohio broadcasters must cooperate fully with their station representatives to gain the maximum national spot business and urged stations to supply representatives with every type of factual and statistical data on stations and markets.

Better-trained salesmen and a thorough understanding of merchandising, sales promotion and psychology were stressed by Dr. Kenneth Dameron, advertising professor at Ohio State U. He offered the university’s research facilities to Ohio broadcasters and solicited suggestions from station managers as to how Ohio State could produce better-ter salesmen for the radio industry.

The OAB appointed an education committee to work with Dr. Dameron and the university on further involvement of students in radio, and also to serve as an advisory board on training of students for radio careers.

WOR STAFF

Seven Are Added to Roster

SEVEN new additions to WOR New York departments were announced last week. Albert H. Jäggi, assistant manager and reporter for Radio Daily, has joined the station as a new writer. He previously was on the news staffs of NBC’s national and international divisions and of the United Press.

Martin Katz, formerly station representative for WCAU Philadelphia, has been made an account manager at WOR-TV. Frank Kizex, previously with CBS and MBS, has been appointed sales service assistant to Robert Mayo, director of sales for WOR and WOR-TV.

Three new engineers—Joseph E. Debonis, Tuffield V. Dame and Sidney Kaufman—complete the list.

FINCH CHANGES

Littlefield Is President

RAYMOND B. LITTLEFIELD of the Providence, R. I., firm of Littlefield & Co., investment banking house, has been elected president of Finch Telecommunications Inc., Passaic, N. J., it was announced after a board meeting held a fortnight ago.

Capt. W. G. H. Finch, former president, moves up to become chairman of the board. Capt. Finch remains president and sole owner of WGHF (FM) New York, a separate corporation not connected with the Telecommunications Manufacturing Co.
FM CHANGES
Proposed in Allocations

A SERIES of Class B FM channel reallocations to increase frequency separations and "generally to improve the FM allocation pattern" was proposed by FCC last Thursday.

The changes would require three stations to change frequencies: WAMS-FM Wilmington, Del., would move from Channel 241 to 243 to reduce interference with WPON-FM, which was using Channel 243 at Philadelphia; WDEL-FM Wilmington, from Channel 229 to 279, to reduce conflict with WP-FM Philips on 229 and WPFL (FM) Winchester, Va., on Channel 223 but seeking 260, would move to 236 as part of a reallocation in the Maryland-Virginia area.

Show-case procedures were instituted looking to accomplishment of these changes.

FCC's proposal also envisions realignment of channel allocations in some 19 other communities, in order to "increase the interference-free service areas of FM assignments in various sections of the country."

The Commission reported that "the interference considered includes that involving stations separated by 400 kc and 60 kc in accordance with the interference ratios established in the FM standards."

Comments on the proposed changes will be accepted until Dec. 19, after which the Commission will decide whether a hearing or oral argument is warranted.

The proposed changes are as follows (FCC said the areas grouped together are related and must be considered as a single proposal):

<table>
<thead>
<tr>
<th>Channels</th>
<th>General Area</th>
<th>Delete</th>
<th>Add</th>
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<tbody>
<tr>
<td>Gadsden, Ala.</td>
<td>226</td>
<td>226</td>
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<tr>
<td>Ventura, Calif.</td>
<td>264</td>
<td>264</td>
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<tr>
<td>Bridgeport, Conn.</td>
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<td>248</td>
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<tr>
<td>Wilmington, Del.</td>
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<td>233</td>
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<td>Philadelphia, Pa.</td>
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<td>Baltimore, Md.</td>
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<td>243</td>
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<td>Winchester, Va.</td>
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<td>Frederick, Md.</td>
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<td>Hartsburg, Pa.</td>
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<td>Holyoke, Mass.</td>
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<td>Keene, N.H.</td>
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<td>Batavia, N.Y.</td>
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<td>260</td>
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<tr>
<td>Bristol City, N.Y.</td>
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<tr>
<td>Columbus, Nebraska</td>
<td>228</td>
<td>228</td>
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<tr>
<td>Sunbury, Pa.</td>
<td>250</td>
<td>250</td>
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<tr>
<td>Chateauguay, N. C.</td>
<td>243</td>
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<td>Milwaukee, Wisconsin</td>
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<td>255</td>
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<tr>
<td>Madison, Wisconsin</td>
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<td>255</td>
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</table>

a tip service by which a member station in one community would form another station in a community of news breaks. The recommendations will be acted on by the NARND board.

Facsimile — Lack of traffic in facsimile broadcasting was evidenced by a request that NARND's facsimile committee no longer was needed and that it be discontinued.

Elections — Jack Shelley, WHO Des Moines, president, succeeding Sig Mickelson, WCCO Minneapolis; Ben Chatfield, WMZ Macon, first vice president; Jim Borman, WMT Cedar Rapids, second vice president; Sheldon Peterson, KLZ Denver, treasurer, and Soren Monkoff, WOW Omaha, secretary. Named to the board, for a one year term, Mr. Shelley; for three years, Ron Cochran, WCOP Boston; Mr. Peterson; Thomas Eaton, WTIC Hartford, and John Bill, WQAM Miami.

Resolutions — That NAB reconsider abolition of its news committee and continue its news clinics.

NARND's action remains subject to editorializing and that management use professional personnel to direct editorializing. That its members and station managers take the initiative to obtain legislation permitting newsmen to keep sources confidential.

Commendations — Although numerous committee reporters came in for praise, special commendation was voiced for Dick Oberlin, WHAS Louisville, and Mr. Peterson for co-chairmaning the wire services report.

Upcoming

NAB DISTRICT MEETINGS
Nov. 31-22: Dist. 8, Book Cadillac, Detroit.
Nov. 28-29: Dist. 16, Paradise Inn, Phoenix.
Dec. 5-6: Dist. 14, Salt Lake City, Dist. 17, Hyatt House, Portland, Ore.
Dec. 5-6: CBC Board of Governors, Ottawa.

RADIO PIONEERS
Launch Membership Drive
A MEMBERSHIP drive has been launched industry-wide by the Radio Pioneers Club. Station managers are being urged by the organization to assist in contacting anyone who has been connected with radio for 20 consecutive years as potential members.

Radio Pioneers was founded in 1942 by H. V. Kaltenborn, veteran NBC news commentator. The club acts as a central clearing house for the exchange of information and historical data about the industry. President of the club is William S. Hedges, NBC vice president. Address of the Radio Pioneers is 30 Rockefeller Plaza, New York.

Time-saving market data source book

SDRS CONSUMER MARKETS organizes in one place the basic state, county, city data that sales and advertising executives constantly use in appraising markets for consumer products.

This easy-to-use source book covers completely the detailed statistics that reliably picture market characteristics, conditions and trends in every important market area in the U. S. U. S. Territories and Possessions, Canada, and the Philippines.

For a complete picture of the full scope of the 1949-1950 Edition of CONSUMER MARKETS, send for Full Explanation Folder. Copies of CM are $5.00 each.

Youngstown Vindicator

In addition, media Service-Ads, like the YOUNGSTOWN VINDICATOR'S shown here, provide much supplementary information that is useful in proper market evaluation.

November 21, 1949 * Page 81
KOY SUES TO COMPEL AFFILIATION BY CBS

SUIT SEEKING specific performance of affiliation contract with KOY Phoenix and through it with WCBS New York, was filed against CBS in Federal District Court in Chicago last Thursday by Salt Lake Valley Broadcasting Co., licensee of KOY and affiliated in ownership with KTUC, Phoenix.

Complaint alleges that while CBS had notified it of termination of affiliation last June—six months prior to contract expiration—assurances were given by network officials during ensuing three months that network did not intend to cancel or terminate affiliation. Earlier formal notice, complaint charged, was labeled merely a formality.

While no formal statement was forthcoming from CBS following filing of suit, it was understood network intended to switch its affiliation, effective Jan. 1, to KOOL, controlled by Gene Autry, cowboy performer on CBS, and to KOPO Tucson, in which Mr. Autry has substantial ownership interest. Mr. Autry is sponsored on CBS by Wm. Wrigley Jr. Co. Bay City, Mich.

KOY affiliated with CBS for more than decade and feeds KTUC that network's programs. Suit was filed by Chicago law firm of Damon, Hayes, White & Hoban, and by Irving A. Jacobs, general counsel and stockholder of KOY. Under usual procedures, network has 20 days in which to answer.

GUY NAMED IRE HEAD

RAYMOND F. GUY, NBC manager of radio and allocations engineering, and Sir Robert Watson-Watt, director of volunteer work for Sir Robert Watson-Watt & Partners Ltd., London, elected president and vice president, respectively of Institute of Radio Engineers [BROADCASTING, Oct. 31]. Mr. Guy, broadcast engineer nearly 30 years, was member of WJZ New York staff in 1921 when it started as world's second licensed station. He has been with NBC since 1927. Sir Robert is considered England's outstanding radar authority.

MERGER IN DURHAM

MERGER of WHHT and WSSB Durham, N. C., underway as WHHT ceased operations Saturday. FCC approval was sought and owner Harold H. Thoms becomes chairman of board and part owner WSSB. Principal owners WSSB are Tom and P. M. Sawyer and Mrs. Roma Cheek. MBS affiliation also switches to WSSB as do existing accounts and certain program features. WHHT was assigned 1 kw on 1580 kc; WSSB operating on 1490 kc with 250 w. Durham has less than 80,000 population and with WHHT had four fulltime outlets and one daytimer.

TELECAST OF V. P. PARTY

NBC-TV Friday carried exclusive telecast of luncheon-reception following wedding in St. Louis of Vice President Alben W. Barkley and Mrs. Carleton S. Hadley. Telecast, originated by KSD-TV St. Louis, was carried on 28 interconnected stations.

CBS TV COLOR COUSSELLOR

BENJAMIN SONNENBERG, New York public relations consultant, retained by CBS for color TV promotion, was appointed as indicating CBS will intensify drive to obtain FCC adoption of its color system.

WILS LANSING FULLTIME; OTHER FCC ACTIONS

FINAL decision reported by FCC Friday to grant WILS Lansing, Mich., switch from 500 w at 1320 kc to 1 kw fulltime on 1350 kc, directional night. Decision also was announced making final initial ruling to deny as in default request of KTVU (TV) Portland, Ore., for extension of completion date. Permittee Video Broadcasting Co., was assigned Ch. 3 (60-66 mc).

Oral argument scheduled Dec. 9 in several cases: (1) proposed decision to grant Roy Krueger and W. N. Hooper d/b/a Texas Star Broadcasting Co. new AM station at Dallas on 1360 kc, 10 kw day, 5 kw night, directional, and to deny KTVH Houston station request for change in direction; (2) proposed decision to grant WLAP Lexington, Ky., switch from 250 w at 1450 kc to 5 kw day, 1 kw night on 1550 kc, directional, and to deny competitive bid of WCPG and Queen City Broadcasting Co., Cincinnati, for 630 kc (BROADCASTING, May 23); (2) proposed decision to grant WLPX Lexington, Ky., switch from 250 w at 1480 kc to 5 kw day, 1 kw night on 1550 kc, directional, and to deny competitive bid of WCPG and Queen City Broadcasting Co., Cincinnati, for 630 kc (BROADCASTING, May 23); (2) proposed decision to grant WLAP Lexington, Ky., switch from 250 w at 1450 kc to 5 kw day, 1 kw night on 1550 kc, directional, and to deny competitive bid of WCPG and Queen City Broadcasting Co., Cincinnati, for 630 kc (BROADCASTING, May 23).

In Lansing ruling, FCC denied applications of Central Michigan Radio Corp. seeking new station there on 1320 kc and of Charlotte Broadcasting Co. for same facilities at Charlotte, N.C. Licensee reason was lack of information. Use of frequency would result. WILS chosen over Central Michigan because it was improving existing facilities [BROADCASTING, May 16].

Order also adopted memorandum opinion and order denying petition of Batesville Broadcasting Co. for reconsideration of final grant to White River Valley Broadcasters Inc. for 250 w at 1340 kc at Batesville, Ark. [BROADCASTING, April 11].

BAPTIST GROUPS CITE RELIGIOUS FREEDOM

CONSTITUTION's religious freedom amendment "vigorously supports rather than even partially opposes" Southern Baptist and Texas Baptist conventions' pending petition seeking express authority for recognized religious groups to operate low-power non-commercial FM stations [BROADCASTING, Feb. 28], they told FCC Friday.

In 48-page brief filed by Leonard Marks and Benjamin Fitzgerald of Washington law firm of Cohn & Marks, they cited Supreme Court decisions and said government—including FCC—has "historically" recognized specific needs of religion. If FCC "obludly" follows broad dictum on separation of church and state, petition said, "then the Commission must withhold all licenses from all religious groups."

Baptists listed ten AM, four FM, and three noncommercial educational FM stations licensed to religious institutions. Their brief was in response to FCC order setting their petition for hearing to determine whether First Amendment would permit FCC to "establish a specific category of religious broadcasting," and whether such a category would serve public interest [BROADCASTING, Oct. 10].

CLOSED CIRCUIT

(Continued from page 4)

limited spot announcement campaign to begin in November.

ANOTHER F & G project involves possibility of putting Benula radio series on television. Estimates currently sought from Hollywood producers. Agency is Dancer-Fitzgibbon Sample.

MIDWINTER layoff of FCC's color TV hearings, lasting from now to February, will be spent experimenting with rival color systems. FCC plans to require proponents to make tests, report semi-monthly, file detailed information on manufacturing costs, performance, interference ratios, etc.

BUREAU of Standards' independent color TV study for Senate Interstate & Foreign Commerce Committee, originally due for completion this month, may take as long as FCC's "three-week" color hearing, now likely to run into next spring. Participants say study, under supervision of E. U. Comstock, is now close to complete, may take months.

C. E. HOOPER Inc. experimenting with automatic instantaneous audience measurement device for television. Device would be installed in controlled sample of television homes, connected to central Hooper offices by direct telephone wires. System probably will be shown publicly in December.

PARLIAMENT at Ottawa has not yet made any decision on loan of $4,500,000 to Canadian Broadcasting Corp. for TV stations at Montreal and Toronto, nor has policy been announced regarding increases in annual radio receiver license fees, as advocated by CBC Chairman D. Dunton. Understood public reaction to Dunton proposed increase in fees, from $25 to $5, was so strong protest government party members advocating subsidy to CBC to allow it to continue services.

KELLOGG Co., Battle Creek, through Kenyon & Eckhardt, New York, understood to have picked up option on radio version of Mark Trail, Rockhill radio package. Definite decision expected within fortnight.

KUKLA, FRAN & OLLIE understood to be starting on NBC-TV through winter, despite RCA Victor and Sealtest ice cream precedent in calling for winter hiatus after Christmas because of seasonal sales decline. Plans change came from strong protest from Tiller, owner of the five-a-week package, to agencies, J. Walter Thompson and N. W. Ayer & Son.

DuMONT NET RISES

ALLEN B. DuMONT Labs. reported net sales of $29,500,000 and net profits of $2,747,000 for the 40-week period ended Aug. 31, as compared to net sales of $17,374,000 and net profits of $1,890,000 for same 1948 period. After federal taxes 40-week 1949 net was $1,876,000 compared to $1,421,000 year ago. After deducting preferred stock dividends, DuMONT net after taxes was 75 cents a share compared to 70 cents in 1948. DuMONT directors declared quarterly dividend of 25 cents on preferred stock payable Jan. 1 and 1949 dividend of 50 cents on common, payable Dec. 22.

CBS TOPS HOOPERDINGS

THREE CBS radio shows, Lux Radio Theatre, Arthur Godfrey's Talent Scouts and Jack Benny, took first three Nov. 15 Hooperdungs poll of 25 broadcast stations, respectively. C. E. Hooper Inc., N. Y., announced Friday.
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...

WLW

Average of Nine Major Competitive Stations
184 minutes—6 AM to 6 PM
143 minutes—6 PM to Midnight
327 minutes—6 AM to Midnight

WE REPEAT, that's penetration!

Complete information may be obtained at any of the WLW Sales Offices:
140 West 9th St., Cincinnati 3, Ohio
630 Fifth Avenue, New York 20, N. Y.
360 North Michigan, Chicago 1, Ill.

*Nielsen Radio Index, February - March, 1949
CBS STARS
ARE ALWAYS SHINING
OVER EASTERN IOWA
VIA WMT

"Me Too!"

Charlie McCarthy Moves to CBS;
Bergen Follows

Not all the mowing is done on the growing fields of Iowa now that Charlie's "clipping" and "mowing" his way for Coca-Cola. The famous wooden-head is heard weekly on WMT, exclusive CBS outlet for Eastern Iowa. Added to the lengthy list of renowned entertainers currently appearing on WMT programs, C. McCarthy (with E. Bergen and M. Snerd) will wend his cantankerous way through one of the most prosperous markets in the U. S.

WMT offers—in addition to outstanding CBS entertainment—complete news coverage (AP, UP, and INS) and intensive farm programming, all calculated to command loyal listening. When you've something to sell in this balanced farm and industrial market, tell it via WMT. Ask the Katz man for full details.